



*“Education is so important in our business. The TCF Program is just the beginning of greater things to come.”*

**Bruce Easley AAF TMFA**  
**Capt’n B Florist**

*“All the “shared knowledge of instructors” to get you started, “all the shared experiences” to keep you current, “all the shared support” when questions arise; this is what the TMF classes will do for you! Education — Knowledge — Growth; a jump start for success.”*

**Pat Shirley-Becker AIFD TMFA**

*“Making the decision and commitment to enter the TCF program was one of the best decisions I have ever made. The skill, the contacts, the friendships that I made during and since the TMF and TMFA classes have enriched both my business as well as myself. The programs made me appreciate my profession as well as the committed and talented people who are a part of it.”*

**Judy Rutledge AAF TMFA**

**Texas State Florists’ Association**  
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**[www.tsfa.org](http://www.tsfa.org)**  
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**Texas Certified  
Florist Program**  
**The Recognition of Floral  
Professionalism**



**[www.tsfa.org](http://www.tsfa.org)**



## TMF Eligibility Requirements:

After completion of the TSFA Education Application a TSFA Education Committee Member will administer the Texas Certified Florists' Qualifying Exam. The TCF Qualifying Exam is given to ensure your goal of becoming a successful Texas Master Florist is obtained. Passing this exam makes you eligible to enroll in the Texas Certified Florists Program.

## Steps to Becoming a Texas Master Florist



### Step One

Complete and return the TSFA Education Application available at [www.tsfa.org](http://www.tsfa.org) or by calling the TSFA Office.



### Step Two

Take and Pass the TCF Qualifying Exam. There is a \$75 testing fee.



### Step Three

After passing the TCF Qualifying Exam, you are eligible to register online for nine of the twelve courses in this certification program. The TSFA member cost per online course is \$85.



### Step Four

Register for the three hands-on courses. The TSFA member cost per hands-on course is \$105.



### Step Five

Once you have successfully completed all twelve courses, you may register for Texas Master Florists Final Exam. Testing fee is \$100.



## The Texas Certified Florist Course Content: Hands-on Courses

**"Sympathy Design Styles and Techniques"** Funeral flowers are more than an expression of sympathy; they are symbols of faith and respect. In this workshop you will learn the Western Line, Standing Sprays and Mechanics, Casket Covers, Wreaths, Cremation and Memorial Services and more.

**"Current Design Styles and Techniques"** In this workshop you will construct several of the most noteworthy and practical design styles – vase arrangements, vegetative, formalinear and parallel designs.

**"Wedding Design Styles and Techniques"** A florist can make or break their reputation through their wedding flowers. In this workshop you will learn Corsages, Boutonnieres, Hairpieces, Hand-Tied Bouquets and more.

## On-Line Courses

**"Principles of Design"** This course might well be called "Tools of Design". These principles are not arbitrary rules: they are constant guidelines.

**"Concepts of the Care and Handling of Foliage and Flowering Plants"** Plants add a touch to our homes and brighten our indoor surroundings. In the course you will learn the Plant's Morphology, the Plant's Physiology, Plant Nomenclature and much more.

**"Care and Handling of Cut Flowers and Foliage"** Cut flowers, even though they have been separated from the parent plant, are living, actively metabolizing plant parts. You will explore the factors affecting quality, tips for handling roses, pre-treatments and Care and Handling Terms.

**"Customer Relations"** In today's market, our thoughts, plans and directions must be focused on those who make our business and its success possible, the customer.

**"Delivery Made Simple"** In today's 24-hour, self service society, few customer-oriented personalized services remain. Delivery is a service that is almost extinct in retailing and is the one commodity the floral industry has to keep customers coming to our shops.

**"The Art of Effective Visual Merchandising"** Merchandising is anything that you do to develop your business and move your product. The course will show you how to prepare a merchandising calendar, explain productive use of space, design, lighting, signage and much more.

**"Employee Relations"** A business cannot function effectively without people. Too many business owners and managers tend to neglect the human side of their operation. This course addresses locating qualified people, hiring techniques, interviewing, training, motivation and much more.

**"Advertising and Promotion"** In today's advertising market the consumer is over exposed to commercial messages. You must get noticed. This course will provide you tools for success.

**"Daily Business Procedures"** The goal of Daily Business Procedures is to acquaint the individual with the basic definitions and business procedures needed to operate a floral shop on a day to day basis.

## Questions?

### Contact:

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