

DSR FLORAL DESIGN CHAIRMAN
Presents
OBJECTIVES OF FLORAL DESIGN CLASSES

What it is Floral Design?

- The advancement of floral arranging as an art.

-To teach/learn the basics of floral arranging; the classes build one on another, in sequence.

-In and of itself, Floral Design is **NOT** Flower Show School (becoming a flower show judge). It is structured such that, if you take the classes, and are interested in becoming a judge, you have the basic understanding of the designs you will judge and will have to make and enter in flower shows as part of the requirements for becoming a judge. (Flower Show schools **do not** teach you how to make the designs, but how to judge them).

If you are interested in entering flower shows, but need to understand more about the schedule and the requirements of the various design styles and types, this is a good basic course of instruction.

You may want to take the classes for your own enjoyment or self-expression, as an outlet for creativity or to garner usable knowledge for creating arrangements for your home, neighbors, church, etc.

Books and manuals:

There are manuals for sale for \$10 from NGC (I think the # is 5106) to help you teach the 6 classes of Floral Design....check out the NGC Member Services catalogue. The NGC manual also refers to a video that is available. The manual is basic and written step-by-step. There are many other instructional books on the market which could be of help, however, we are part of NGC and should teach accordingly.

I would highly recommend the use of the ***Handbook for Flower Shows*** as a guide for terminology and the specifics of design type requirements. (Please use the latest edition with its corrections.)

Florida has their own manual: Floral Design Series (basic courses 1-6 and advanced 7-9) and they have training sessions for their instructors, who **must be** judges and who must have taken the series at least 2 times themselves! Furthermore, Florida maintains a list of qualified, up-to-date instructors (renewing their certification through workshops and presentations once per administration). Florida offers students who complete the series a certificate of accomplishment/achievement.

Instructors:

I don't know that there is, or would need to be a requirement for an instructor to be an Accredited-Master Flower Show Judge or an accredited NGC instructor in Design. Any accredited Flower Show Judge would have a better handle on the requirements for entering flower shows and the terminology that would be used. It would be important for the instructor to use the ***Handbook for Flower Shows*** as a guide, however, if the goal of the class and the students is the ability to enter flower shows. It would also be important that the instructor be knowledgeable in the art of Floral Design and should be able to teach, speak well, work in front of others, and share his/her love of the art form as well as his/her "tricks of the trade"...the series has both a lecture and a workshop, so instructor must be able to handle both areas. Instructors do not have to be "local"; having a variety of talented people teaching is a good thing.

Who may attend:

Sessions could be open to any range of folks...and who attends would depend on how your club views the classes: As a membership recruitment tool; as an on-going series of club programs or workshops; as a program for your youth clubs; as a way of enlarging the "pool" of people who will enter flower shows;

as a prerequisite for starting a Flower Show School (generating the interest), for educational purposes only, for informational purposes, etc. You could include “plain” garden club members, non-judges, non-garden club members or the general public, children, and/or MEN (Yes, men).

Getting started:

- Appoint a **chairman** who may need to enlist some or all of the following “helpers”:
registrar/ treasurer, workshop coordinator (getting students set up for the “hands-on” portion of the class); Ways and Means, set-up/break-down of tables and chairs, refreshments/hospitality/luncheon, flower chairman (person to go to wholesale house, obtain flowers, re-cut/condition and put into student bundles), “aide” to the instructor (help load/unload car, assist as needed)
- Decide **dates**: keep it as consistent as possible: once a month, 1st and 3rd week of the month, once a week, whatever is easiest and most beneficial to your group.
- Provide **site**/lecture hall large enough for students work space as well as area for lunch, sales, critiques.

These are some of the specific things you will need to consider

- Are your instructors going to be paid; reimbursed for their supplies; paid mileage; given hospitality? Are you going to issue contracts?
- Is there a rental fee for the location where classes will be held?
- Can students sign up to take one class at a time or is this a series and offered only as such? Are you going to allow some folks to attend only the lecture (for a fee) and not join in the workshop? Do you have a “drop dead” date for preregistrations?
- What will the series supply for the students (books, handouts, outlines, notebooks, some supplies)?
- How much will printing off flyers, applications, PR and handouts cost?
- Is there a lunch involved? Is that a separate fee? Who will take the reservations? Will it be part of the prepayment registration? Will the club supply morning coffee, refreshments, desserts? Can students “brown bag”?
- Most of the cost will be determined by what the club or group running the series wants to supply and what they will require the student to bring with them. Clubs might want to supply the flowers for classes to ensure all students are working with the same materials as the instructor.
- Having a table of **ways and means** is an exceptional way to help offset the cost of running a series of classes and make some money in the meantime...as well as offering those items that will be used in the class instructions and should be in every toolkit for floral arranging. Items for sale might include: wires, “cling”, needlepoints, cupholders, oasis, containers, clippers, tape, etc.

Cost (budgeting):

All of this is based on how large an area you have to hold the classes in and how many students your instructors can effectively handle...usually not more than 25-30 people. Price per person will also depend on the total costs you will incur in putting the classes on....if your total budget for the 6 classes is \$1500.00, and you only expect to have 30 students, then your student fee would be \$50 for the series.

Sample Budget (for the 6-class series):

Income:

30 students	@ \$60.00	= \$1800.00
5 auditors	@ \$10.00/day	= <u>300.00</u> (each auditor pays \$10 x 6 classes - no workshop included)
		\$2100.00

Expenses:

6 instructors	@ \$100 each	= \$600.00
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Mileage for instructors	= 180.00 (60 miles each @.50 mile)
Flowers for Instructors	= 180.00 (\$30 per class per instructor)
Student flowers	= 450.00 (\$5 x 30 students x 3 classes - after 3rd class, student brings his/her own flowers)
Phone, postage, duplication, PR	= 50.00
Student handouts/notebooks	= 120.00 (30 students @ \$4 each)
A.M. hospitality (coffee/snacks)	= 180.00 (\$1 per student x 6 classes)
Lunches for instructors	= 60.00 (6 instructors x \$10)
Possible hotel for instructors	= 280.00 (4 instructors from out of area; could stay in private home)
	\$2100.00

Note: this sample budget does not include lunches.

-Clubs may want to cater this as a fund raiser in which case, there is an added fee for each class, collected either with registration or at the door.

-Students could “brown bag” their lunches and have dessert, tea/lemonade/water/sodas provided by club (dessert could be donated homemade cookies or brownies). This could also be at an additional nominal fee, or free, and/or included with registration.

-Ways and means purchases were not included in income or expenses. This would be self-supporting after an initial outlay for purchases of items for sale.

-As noted, instructors from out of the area might need hospitality in the form of overnight accommodations (that would include all meals), which could be offered in someone’s home or unused condo/vacation house/apartment...at no cost.

-Rental of place to hold the classes has not been added in....many places will let you use their facilities with only a donation for electricity....churches, libraries, community centers, garden club buildings, Elks clubs, etc.

Be sure that you leave any facility clean; remove trash, fold all tables/chairs; leave it as you found it.

For more information, please contact this chairman:

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