



Congratulations on your new **FLORAL JOURNEY**



Proudly Serving the Floral Community for Over 102 Years

FSFA is committed to providing quality education to the floral industry and the public. Our objective is to cultivate friendly relationships, promote mutual understanding and foster solidarity of all our members, promote the interest of, and educate our members and the public in the floral industry.

W E L C O M E

We at FSFA International understand that Education is extremely important, and there are lots of different education pathways available when choosing a place to study. We want to Thank you for choosing us to help you achieve your Floral accreditation goals.

On behalf of our president, Jacob McCall AIFD, our executive director, Robert Tucker, AIFD The Education committee, and the entire board of directors at Florida State International, we want to congratulate you on taking the first step to become an accredited Florida state master Designer.

We look forward to taking the next steps with you and want to make the process as interesting, informative, and, of course, as fun and educating as possible.

Florida State International has been providing testing opportunities for over 25 years and partners with some of the major industry vendors in the floral world, including Smithers-Oasis, Syndicate Sales, Teleflora, FTD, and Bloomnet, to name just a few.

We are proud to have you onboard and look forward to seeing the great results you can achieve.

IMPORTANT CONTACTS

We understand that you may have queries about your testing requirements along the way, and any of the board members will be more than happy to assist you; however, if you wish to reach out to our Education Committee, please find to the right.



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TESTING: NEXT STEPS

You may be asking questions regarding the next steps for testing. We hope these frequently asked questions and tips will help you along the way.



01

Now you have paid and are fully registered?

Once fully registered, you should have received a password to enable you to log onto the written part of the test. If you have any difficulties or have not received your password, please contact Robert Tucker, our executive director, who will be more than happy to help you with this.

02

When is testing open?

Online testing will be available to you once you have your password to access the test.

03

What do I need to achieve to pass?

The online test consists of 35 questions that our education committee has put in place; many are multi-choice – don't worry, we have not put any trick questions into our test, just basic floral and industry questions. To pass, you must answer 30 out of the 35 questions correctly (85%); you will receive your results instantly once the test is complete.

04 **What if I don't pass the first time?**

Don't worry. We understand that sometimes online tests can be a little daunting, so we will let you test up to 3 times; this doesn't have to be at the same time or day. You can take a break in between if you prefer.

05 **What happens if I don't pass the third time?**

If you don't pass the third attempt, we will automatically enroll you into next year's testing schedule, so you will have the opportunity to try again the following year.

06 **How can we prepare for testing?**

As you embark on this exciting educational journey, Florida State is committed to supporting and motivating you every step of the way. To keep you inspired, we've organized a series of mini-inspiration videos. These videos will be accessible on our [website](#) and across all our social media platforms, offering a glimpse into exciting developments both within our state and nationwide.

While attendance is not mandatory, we highly value our partners' shows and events and strongly encourage your participation in as many as possible. Our dedicated webmaster and social media committee work tirelessly to keep you informed about these events, so be sure to check them out for valuable insights and opportunities.



07

Where is practical testing?

We're excited to have you join us for both testing and enjoying our annual convention at the Renaissance Tampa International Plaza Hotel at 200 Jim Walter Blvd., Tampa, FL 33607. Room details will be provided closer to the testing time. Remember, registration for the FSFA Annual Convention 2024 is mandatory to participate in testing. Find complete details on our [website](#).

08

When will the practical testing take place?

Testing is scheduled for the morning of June 7th, and we recommend checking our [website](#) for comprehensive details.

Before the testing day, on June 6th, there will be a meet-and-greet event organized by some members of the education team and board of directors. This presents an excellent opportunity to connect with fellow testers and meet members of the education board. Keep an eye on our website for additional details on this event.

Following the testing session, we have an exciting itinerary planned for you. You'll have the chance to witness the talents of some of the country's top designers and explore offerings from your favorite vendors. Please see the enclosed information page.

09

What should I know about the Test?

This exam follows the same protocols and testing format as the AIFD certification exam. Candidates will be given 4 hours to complete designs in the categories below. At the orientation, students will be given specific assignments for each category (except Designers' Choice).

Evaluations will be based on criteria found in The AIFD Guide to Floral Design, Terms, Techniques, and Traditions.

Design Categories:

- Wedding
- Sympathy
- Flowers to Wear
- Arrangement
- Designers' Choice

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What do I need to bring?

All necessary fresh products, hard goods, and materials will be supplied for the testing session.

Candidates can bring:

- Floral Knife
- Pruning Shears
- Wire Cutters
- Needle-nose Pliers/Jewelry Pliers
- Ribbon Scissors
- Towel
- Snack
- Jacket - it can be very cool in the room

It is important to note that no electronics, including phones, are allowed inside the testing room.

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After Testing

We're pleased to announce that all participants will receive a comprehensive credential package featuring the FSMD logo for web and print use. This includes a press release template for communicating their FSMD status within their networks. Additionally, we're in the process of developing a dedicated social media group exclusively for FSMD members. This platform will be a central hub for sharing valuable information regarding upcoming events, networking opportunities, and other pertinent details relevant to our community. Stay tuned for further updates!

We are so happy you are going to be joining us in Tampa for what's going to be a show-stopping convention packed with fun events, competitions, and the chance to receive scholarships to continue your education path.



ELITE SPONSORS

We sincerely thank our elite sponsors, whose unwavering support has made this testing event a reality. Their commitment to excellence in the floral industry is truly commendable.



Elite Sponsors:



SMITHERS-OASIS

Your partnership and generosity have played a crucial role in our mission to provide educational opportunities for aspiring floral designers. We are deeply grateful for your dedication to our cause.

COMPETITIONS 2024

*Sunshine Cup • FernTrust Cup
Tablescape Designer of the Year 2024*

*“Over the Top”
Bridal Bouquet Design*

This Year, FSFA International will host 3 Competitions: 1.) The TableScape Competition, 2.) The FernTrust Cup and 3.) The Sunshine Cup Competition. Each competition may be entered individually, or [by entering all three, you are entered into the FSFA International Designer of the Year.](#)

Tablescape Competition - Sponsored By Kuhn Flowers

Theme - “The Past” - FSFA International will provide a low cocktail table, all FRESH FLOWERS, FOLIAGES, and some hard goods. You must bring your props and accessories for cocktails for 2. The color palette will be pink and purple.

FernTrust Cup - Sponsored By FernTrust, Inc

Theme - “The Present” - FSFA International will provide containers, all FRESH FOLIAGES, and hard goods.

Sunshine Cup - Sponsored By FSFA International

Theme - “The Future” - FSFA International will provide a pedestal approx 30" high with a 12" x 12" top. The design must be placed on top of the pedestal. The design may cascade to the floor but no taller than 48" from the top of the pedestal. The design must be contained within a 36" x 36" space.

Bridal Bouquet Design Competition - Sponsored By Ian Prosser AIFD CFD PFCI, Botanica International Design and Décor Studio

Theme - “Over the Top” - Contestants may use any medium to create their designs. The design must include fresh floral products, foliage, dried floral products, permanent botanicals, or any combination thereof. At least 50% of the design must be fresh, foliage, dried, or permanent. Contestants are not limited to the design style. The designs may be hand tied, designed in an armature, a bouquet holder ...the sky is the limit.

Please check our [website](#) for for comprehensive details.

CONVENTION 2024

June 7-9, 2024



**Design Shows - Business Seminars - Hands-On Workshops - Competitions
Trade Show - Designer of the Year - FSMD Testing - And More!**

FSFA International 2024 Presenters



Tim Farrell AIFD, AAF, PFCI
Sponsored by Teleflora



Ann Jordan AIFD, CFD, AAF, MMFD
Sponsored by FTD



Loann Burke AIFD, CFD, AAF, PFCI
Sponsored by Oasis Floral Products



Helen Miller AIFD, CFD, CF, CAFA
Sponsored by Syndicate Sales



Patience Pickner AIFD, CFD, PFCI, SDCF
Sponsored by Sunburst Farms



Alejandro Figueira, AIFD, CFD
Sponsored by Bloomnet

ACCOMMODATIONS



Renaissance Tampa International Plaza Hotel

200 Jim Walter Blvd, Tampa, FL 33607

\$189 per night - Deadline to Book is May 15, 2024

Free Parking

Easy Access to Tampa International Airport

Free Airport Shuttle

No Resort Fees

Free Wifi in Guest Rooms

Pool and Newly Remodeled Gym

Visit our website to book your room.

