

Welcome To



Our professional floral design school offers courses, a business program, advanced design seminars and special interest classes with our focus on providing high-quality education that supports each student's professional and personal goals by teaching design mechanics, principles of design and techniques. *We teach techniques so you can apply and reapply the knowledge to create many styles of designs.* With this complete information, you are given the knowledge and experience to look at a design and reproduce the mechanics to create any desired design.

The student will be able to take most of the finished products home (with a slight additional charge if the student chooses to keep the container.) Class size is limited to 16 students to ensure personal, hands-on instruction and individual attention.

The Institute of Floristry has offered basic, advanced and specialized floristry hands-on training in traditional and contemporary design to students from all over the world for over 20 years.

Koehler & Dramm's Institute of Floristry is licensed as a private career school by the Minnesota Office of Higher Education. Our facilities, curriculum and teaching methods are reviewed annually. The Institute of Floristry is licensed as a private career school with the Minnesota Office of Higher Education pursuant to Minnesota Statutes, sections 141.21 to 141.32. Licensure is not an endorsement of the institution.

Credits earned at the institution may not transfer to all other institutions.

The following individuals form the Board of Directors:

Lee Spence, Eugene Brunk and Ardith Beveridge.

All courses are designed for career and/or personal development and are 80% hands-on training. Students may enroll in individual or multiple courses, and/or work toward a Diploma of Floral Arts and Science. We offer both day and evening schedules.

Office Phone Numbers

(612) 362-3133 or (800) 298-0495 x133

Office Hours: Monday - Friday 8:30 a.m. - 4:30 p.m.

You are invited to view the catalogue online:

<http://www.kdiof.com/pages/iof/iof.html>

MISSION STATEMENT

Expansion of the floral industry through excellence in education, appreciation and awareness by dedication to:

- Strengthening the relationship with Koehler & Dramm customers;
- The continuing education and increased proficiency of Koehler & Dramm's customer base;
- Providing accessible and affordable education to all; and
- Providing students with opportunities for economic, career, and personal development.





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ENROLLMENT PROCEDURES

- Eligibility:** All students should have a strong interest in floral design, and must be at least 16 years of age.
There is no application process or fee for standard registration.
- STEP 1:** Choose the course and date you desire from the Course Descriptions and Schedules section on pages 10-13.
- STEP 2:** Call (612) 362-3133 or (800) 298-0495 x133 to inquire about availability of space in the course.
- STEP 3:** To receive the lowest class rate, you can pay in full for the course 3 months in advance. Otherwise you may choose to pay between one and two months prior to class, however the rate will increase for each month. You may send in the \$100.00 deposit/registration fee and registration form located in the back of this catalogue (*or you may register over the phone with Visa, MasterCard or Discover.*)
- Your deposit and advanced registration are required in order to reserve your space in any course*.**
- *Note:** *The tuition for all Hands-on-Wednesday Classes must be paid in full with registration.*
- STEP 4:** Complete tuition payment (the balance owed) must be received by our office on or before TWO BUSINESS DAYS BEFORE the first day of class** (less your deposit/registration fee).

JOB CENTER/EMPLOYER ENROLLMENT PROCEDURES

A Minnesota or private Job Center/Employer that is enrolling a student must adhere to the following conditions:

- A Koehler & Dramm Customer Application form will need to be submitted to Koehler & Dramm's Credit Department.
- The Enrollment Procedures above must be adhered to, with the exception that in place of a registration fee, an authorization form can be sent to hold a student's place in class.
A student's place in class cannot be held without either the registration fee or an authorization form that promises payment will be forthcoming. If the Job Center/Employer is combining many courses onto one Purchase Order, please itemize the Purchase Order to clarify which courses the student prefers.
- It is the duty of the student and the Job Center/Employer to check on availability of courses, arrange payment, and send the necessary documents to our office in a timely manner. It is also the duty of the Job Center/Employer to inform our office of any policies the Job Center/Employer must adhere to in order to make the enrollment process smooth.
- An invoice for class, tools, or both can be issued to the Job Center/Employer from our office.
Full payment is due on or before TWO BUSINESS DAYS BEFORE the first day of class.
- If a student needs tools, an authorization form will need to be sent. We do not loan tools. If a Job Center/Employer is a tax-free entity, please submit a tax-exempt certificate (Form ST3) in advance so that tax will not be added to the tools (*the tools are 7% taxable; the courses are not taxable*). Please read page 11 for tool information.
- Please fax authorizations to 612-331-5066 or 612-305-7033, to the attention of Cheryl.

TOURS FOR PROSPECTIVE ENROLLEES

Prospective enrollees may visit the school facilities prior to enrolling. **Individually scheduled tours are conducted by appointment only.** Please call the office at (612) 362-3133 or (800) 298-0495 x133 to make a half-hour appointment, which includes a visit to the classroom and a tour of Koehler & Dramm.

ENROLLMENT POLICIES

- Courses fill up quickly, so register early to reserve your selected date. Enrollment is based on a first-come, first-serve basis. Each course is limited to 16 students maximum.
- Prospective students are not allowed to attend any course without pre-registering.
- We accept cash, check, Visa, MasterCard, Discover or money order. Tax will not be added to tuition. For pre-registration, students may pay either the \$100.00 deposit or the full balance due. If a credit card is used to pay a deposit, the Institute of Floristry will **not** automatically charge the balance of any tuition owed without the consent of the payer.
- Upon receipt of payment, a prospective student's course space will be held and a confirmation letter (and invoice, if applicable) will be mailed. The confirmation letter will contain information of the final date that any balance due must be received by our office.
(For example: if a course begins on a Monday, the balance must be in our office on or before the Wednesday prior; if a course begins on a Tuesday, the balance must be in our office on or before the Thursday prior.)
- If the student does not attend the first day of any day course or the first two evenings of any evening course, and has not informed the Institute of Floristry's office of the absence, the Institute of Floristry has the right to fill the seat with another student.
- We reserve the right to cancel any course due to the enrollment level or unforeseen circumstances. A minimum of 5 students is required to run a course as scheduled. Students who have paid tuition or registration fees for a course that is cancelled will receive a complete refund.
- Course dates are subject to change. Please call to verify dates before enrolling (the Institute of Floristry will inform the enrolled students of the change(s), if applicable).
- With Koehler & Damm's Institute of Floristry being a private institute, we do not offer financial aid.
- If a student has received a gift certificate for a course, the student *must include the certificate with a registration form* and follow pre-registration requirements. The Refunds & Cancellation Policy will apply to Gift Certificates if a student needs to cancel a course for which he/she is registered. Tools must be brought/purchased if not included in the certificate's value. *(Please read "Required Tools" on page 7).*
- There will be a \$20.00 fee for any non-sufficient funds check received.

REFUND & CANCELLATION POLICY

- Each prospective student will be notified, in writing, of his or her acceptance or rejection upon receipt of the registration and/or tuition payment. If a student is denied, all tuition, fees and other charges shall be refunded.
- If a student gives written notice of cancellation within five (5) business days after the day on which the student is accepted by the school, all tuition, fees and other charges paid by the student shall be refunded, regardless of whether the course of instruction has started.
- If a student gives written notice of cancellation following the fifth business day after the day of acceptance by the school, but before the start of instruction, all tuition, except 15 percent of the total cost of the course, shall be refunded to the student. If only a deposit was made, no more than \$50.00 shall be refunded to the student.
- If a student who has registered for a course does not appear for the course and cancels before 75 percent of the course of instruction, all tuition, except 15 percent of the total cost of the course, shall be refunded to the student. If only a deposit was made, no more than \$50.00 shall be refunded to the student. After 75 percent of the course of instruction, no refunds are given.
- If a student gives written notice of cancellation after the start of the course of instruction, but before completion of 75 percent of the course of instruction, the amount charged for tuition, fees, and all other charges for the completed portion of the course shall not exceed the pro rata portion of the total charges for tuition, fees, and all other charges that the length of the completed portion of the course bears to its total length, plus 25 percent of the total cost of the course, but not to exceed \$100.00. *(For example: A Floristry 1 student decides to discontinue instruction after 8 hours of the 40-hour course. This 20% pro rata portion multiplied by the \$495.00 tuition equals \$99.00. \$99.00 plus the lower of 25% of the total cost (\$495.00) or \$100.00 equals \$199.00. This is the total amount the student will be charged. Example payment made was \$495.00, then the amount refunded will be \$296.00)*
- After completion of 75 percent of the course of instruction, no refunds are given.
- The date of acceptance will be the date of delivery of the notice of acceptance; and if delivered by mail, the postmark date of the letter of acceptance.
- Written notice of cancellation shall take place on the date the letter of cancellation is postmarked, or, in the cases where the notice is hand-carried, it shall occur on the date the notice is delivered to the school.
- Notice of cancellation by the Institute of Floristry shall be acknowledged, in writing, within 10 days of receipt of the student's notice. Refunds will be forwarded to students within 30 business days of receipt of notice of cancellation.
- The word "student" means the person who is party to the contract. Any immediate parent or legal guardian can also serve as party to the contract on behalf of the student.
- This refund policy is not linked to compliance with the school's regulations or rules of conduct, and any promissory instrument shall not be negotiated prior to completion of 50 percent of the course.

GRADING & ATTENDANCE POLICIES

Students will be evaluated on: participation in designing, completing projects within the time frame allotted, following directions, prompt attendance, and cleaning. Satisfactory completion of these elements is required to successfully finish each course. There are no written or oral tests given. There are no letter grades given.

Attendance is important. You must inform the office if you will be absent for any of the course hours or days. If a student misses any hours, he/she must make-up the hours to satisfactorily complete the course. A Make-Up Request Form, located outside of the classroom, must be filled out, turned in and confirmed within five business days of when the form was issued, or make-up time will not be allotted. The student may attend missed hours at the next same course scheduled if there is room in the course. *(Please read "Course Achievement Certificate" below.)*

COURSE ACHIEVEMENT CERTIFICATE

A Certificate of Achievement and a letter of recommendation will be awarded to each student at the satisfactory completion of each 18-hour or 40-hour course.

DIPLOMA OF FLORAL ARTS AND SCIENCES

- The student will complete 300 hours of class time. All courses must be completed within a three-year period. It is the duty of the student to keep track of his/her own courses and hours.
- Floristry 1, Business Basics, Permanent Botanicals and Potter's Bench Profits are required courses of the Diploma of Floral Arts and Sciences.
- Courses may be taken in any order after completing Floristry 1 - Basic Design. A Certificate of Achievement will be awarded at the completion of each 18-40 hour course; the Diploma of Floral Arts and Sciences will be awarded upon completion of the 300 hours within a three-year period.
- To total 300 hours, you may take as many 18-hour courses, 40-hour courses, Hands-On-Wednesday Seminars as you will need (each 18-hour or 40-hour course counts only once).
- The student must fill out an 'Intent to Graduate' Form at least one week prior to graduation date in order to receive a Diploma.
- Please check the box on the registration form or notify our office if you intend to work toward the Diploma. The student may decide to work toward the Diploma at any time during his/her coursework.

CREDIT TRANSFER

If you have not completed Floristry 1 - Basic Design, but have completed a basic course at an approved floral-instructed school, or have five (5) or more years design experience in the floral industry, please call 800-298-0495 to have the Primary Instructor determine if you pre-qualify to take any course following Floristry 1 - Basic Design. Once you have been pre-approved by the Instructor, you will be sent our written application form to be returned with two letters of floral design experience recommendation and a \$25.00 application fee. The submitted application will then be evaluated and the student will be contacted if he/she is qualified to enroll in any advanced courses without enrolling in Floristry 1 - Basic Design. Please allow approximately two weeks turn-around time for the phone interview and application process.

CLASSROOM DETAILS

Courses will be conducted in the Education Center located inside the Koehler & Dramm Wholesale Florist facility in NE Minneapolis, Minnesota. The classroom is located at the end of Aisle 1. You can enter through the entrance by Dock Door #1.

There is a storage cabinet, coat hook, high-backed stool, worktable and a floor stress mat for each student. Students design in a standing position. Each student will be responsible for his/her own work area to ensure cleanliness and safety. Students are responsible for all their items left in the building. Smoking is not allowed in the building or near the doorways. This facility fully complies with fire safety regulations.

For the all-day schedule courses, each day there will be two 15-minute breaks and a one-hour lunch break. Students may bring their own lunches or purchase these off-site. Food vending machines, microwaves and a refrigerator are on the premises.

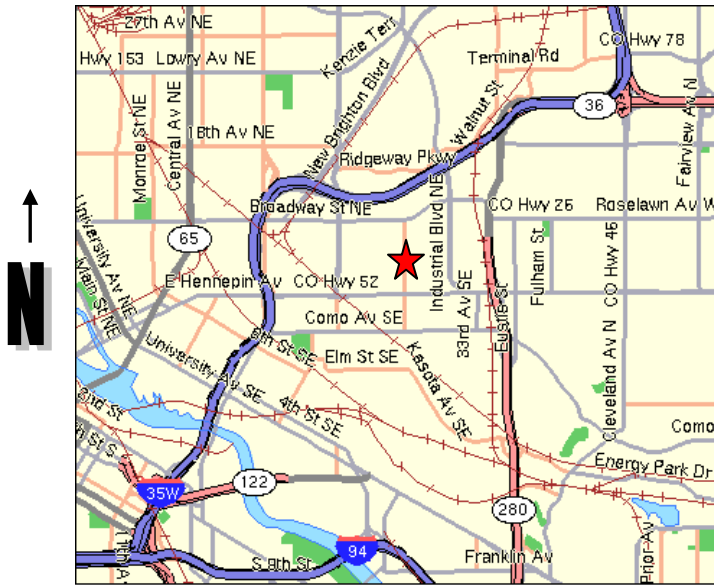
LOCATION, MAP AND ACCOMMODATIONS

Koehler & Dramm's Institute of Floristry is located at 2407 East Hennepin Avenue in Minneapolis, MN. We are between Highway 280 and I-35W on the corner of East Hennepin Avenue and Hoover Street NE / SE 25th Avenue. The main entrance is located in the parking lot that faces Hoover Street NE, and the Institute of Floristry is located inside the Koehler & Dramm warehouse at the end of Hardgood Aisle #1.

Students may park for free on side streets next to the Koehler & Dramm warehouse. *Please check the box on the registration form if you would like driving directions.*

We are on the bus line; call (612) 373-3333 for further information or a bus schedule or go to www.metrotransit.org to get your route information.

Most out-of-town students stay in Roseville, a suburb of St. Paul, since it is approximately five miles from Koehler & Dramm. If you would like a list of hotel accommodations in Roseville, call (612) 362-3133 to receive a list. For other suburbs, please call individual hotels for information.



CLASSROOM DETAILS

CONDUCT

Professional and courteous decorum is expected from all students when in class and during break times. If conduct is disruptive to other students, the instructor, or anyone else on the premises, the student will be asked to resign from the course. Keep personal work space safe and clean.

DRESS

Casual, comfortable, seasonal clothing is appropriate for class. Comfortable, layered dressing and aprons are suggested. Sweaters, turtlenecks, sweatshirts and slacks or jeans should be warm enough for the cooler temperature of the warehouse, and for classroom instruction and activities. Also, please wear comfortable shoes.

PHONE USE

Telephones are available to students for emergency calls. Long-distance calling is not permitted. Our receptionist answers incoming calls. Cell phones that are turned on and/or phone conversations are NOT allowed in the classroom. Please change cell phones to the vibrate option.

SHOPPING

Students are cordially invited to shop only on days they are in attendance of their course(s). *(Koehler & Dramm is a wholesale florist and is not open to the public.)*

A large selection of fresh flowers and floral supplies are available for purchase from the Koehler & Dramm warehouse during business hours only.

LEGAL HOLIDAYS

Recognized legal holidays (that Koehler & Dramm will be closed) are as follows:

New Year's Day

Easter Sunday

Memorial Day

Independence Day

Labor Day

Thanksgiving Day

Christmas Day

If a course session falls on a holiday, a makeup session will be set on the first day of class (where applicable).

W e l c o m e s y o u !

The Institute of Floristry



The Institute of Floristry offers the basics and more.

Ardith wants you to see all the possibilities, so she exposes you to outside venues, opportunities to design in the community, opportunities to compete-to stretch yourself. She explains AIFD for those students who are interested. Periodically, a teacher from another part of the world will stop in and teach a portion of a class.

The techniques you learn in class can be used the rest of your life.



Photos: Bridal Bouquets class, International Design Trends, Floristry 3

Thank you to our photographer, Timea Takacs.

ADDITIONAL INFORMATION

Have more questions? Here are some answers to common questions asked:

- Floristry 1 - Basic Design is a pre-requisite for all of the other courses.
- The Institute of Floristry emphasizes Flower & Foliage Identification, Current Care & Handling Procedures of Fresh and/or Silk Flowers, Basic Design Principles and/or Elements, Merchandising, Marketing & Pricing Techniques, Color Use, and The Chain of Life in each course.
- Once the student has completed Floristry 1 - Basic Design, there is no set order in which he/she should take the other courses (i.e., the student could schedule Floristry 1, then Wedding/Celebration, then Floristry 3, then Floristry 2, then Today's Tribute.)
- The courses are structured to assist beginning and experienced designers in either the professional or personal aspect. Courses are 80% hands-on-training with marketing and care and handling accented throughout. In any course after Floristry 1 - Basic Design, the instructor will build on the student's existing skills and enhance the student's knowledge.
- The instructor will have materials available at the start of each course. *(Please read "Items Included in Tuition Fees" on page 7)*
- There is a list posted outside the classroom of area florists currently hiring. There is no formal job placement program associated with the Institute of Floristry. Many students find a job via contacts made in class or self-marketing techniques, or open their own shop or studio. The amount of education required by floral businesses varies by each individual business (most businesses require education).
- Ardith E. Beveridge AAF AIFD PFCI CAFA MSF is the Primary Instructor

ORGANIZATIONAL FRAMEWORK

President/Treasurer:	Lee Spence
School Director/Instructor:	Ardith E. Beveridge AAF AIFD PFCI CAFA MSF
Secretary:	Eugene Brunk
Executive Administrative Assistant:	Cheryl Stanius-Deiman

COMPLAINT PROCEDURE

For complaints, please contact the president of Koehler & Damm at (612) 362-3108. Complaints may also be made to the Minnesota Office of Higher Education; 1450 Energy Park Drive; Suite 350; St. Paul, MN 55108-5227 at (651) 259-3975.

ITEMS INCLUDED IN TUITION FEES

- Instruction/Information (80% hands-on training)
- Textbook(s)
- Design Supplies
- Fresh and/or silk and dried product
- *Educational books used for Floristry 1 - Basic Design are: Holland Cut Flowers and Koehler & Dramm's Institute of Floristry design textbook/workbook. Koehler & Dramm's Institute of Floristry design workbooks and educational materials used for all other 18-40-hour courses are specifically designed for each individual course.*
- Containers provided in class are the property of the Institute of Floristry.
- Containers may be purchased at the end of each course if the student chooses to keep them.

REQUIRED TOOLS

Each student must provide his/her own following three tools:

- Small, non-serrated knife
- Ribbon (fabric) scissors
- Wire cutter
- Tools may be brought from home or may be purchased at wholesale prices from Koehler & Dramm the first day of class, after the tool identification portion of the course is complete. *(Please read "Shopping" on page 6)*
- Tool costs vary; students spend anywhere from \$10.00 to \$60.00 or more, depending on what they desire/need. 7.15% Minnesota State sales tax will be added. All tools are wholesale quality. Tool costs are subject to change.

RECOMMENDED ITEMS TO BRING

Some students find it helpful to bring:

- Notebook
- Camera
- Apron
- Hand towel
- Large plastic bags to take your arrangements home
- Lunch/dinner/snacks

Class Fee Scales

Effective January 1, 2012, the class fees are as follows:

There are three rates for each class.

The rate you pay is determined by when the payment in full is received.

-Three months or more prior to scheduled class and payment in full for class will be in the second column listed below.

-Thirty days to two months scheduled and payment in full received for class will be in the third column listed below.

-One month or less scheduled class and payment in full will be in the fourth column listed below.

Column 1	Column 2	Column 3	Column 4
Rates effective January 1, 2012	3+ Months	Two+ Months	One month or less
Floristry 1	\$649	\$695	\$725
Floristry 2	\$749	\$795	\$825
Floristry 3	\$749	\$795	\$825
Floristry 4	\$749	\$795	\$825
Wedding/Celebration	\$749	\$795	\$825
Intro to Special Events	\$749	\$795	\$825
Today's Tribute	\$395	\$439	\$469
Permanent Botanicals	\$395	\$439	\$469
Ceremony Decorations	\$395	\$439	\$469
Potter's Bench	\$395	\$439	\$469
Corsages & Boutonnieres	\$395	\$439	\$469
Bridal Bouquets	\$395	\$439	\$469
Holiday Design I, II or III	\$149	\$179	\$199
Business Basics	\$395	\$439	\$469
Hands-On-Wednesdays	\$49	\$59	\$69

Our rates are below the industry average of \$28/instruction hour we average \$18/hour; we are able to do this by sharing overhead expenses with Koehler & Dramm Wholesale Florist.

Special: Pay for 5 Hands-on-Wednesdays (HOW) and get one HOW class free!
Dates of HOW classes will be requested at the time of payment.

Troubadours in life

These beauties before me

Thankful for their grace and balm



2012 COURSES, TIMES & PRICES

Choose one day or evening time from a course below to fulfill the hour requirement. * = Pre-requisite: Floristry 1 - Basic Design

Floristry 1 - Basic Design 40 hours \$649/\$695/\$725

The student will be exposed to an extensive supply of fresh flowers and foliage. The primary media used is fresh flowers, along with an interesting interjection of alternate products. Taping, wiring and bow-making are covered in conjunction with an orientation to the course. Basic free-standing, three-sided, hand-tie and vase designs are addressed as well as corsages, basic wedding and tribute/sympathy designs. Associate instructors will introduce the student to pricing and profiting in a floral shop, and how to work with your Koehler & Dramm representatives in purchasing fresh flowers, hardgoods and plants.

DAY SCHEDULE One week of M-F 7:00 am-4:00 pm

March 5-9; May 14-18; July 9-13; August 27-31; November 5-9

EVENING SCHEDULE Every M, T & Th 6:00 pm-9:00 pm

January 9-February 2

Floristry 2 - Advanced Design* 40 hours \$749/\$795/\$825

Having gained the foundations of basic floral design knowledge, this design course works with the student's individual creativity within the class structure. Specific personal design and career goals will be fulfilled while covering the following design styles: Biedermeier, Windswirl, Waterfall, Vertical, Parallel, Ikebana, Phoenix, Formal Linear, and Landscape. The student will be working with tropical and novelty flowers, foliages and plants.

DAY SCHEDULE One week of M-F 7:00 am-4:00 pm

January 23-27; October 8-12

EVENING SCHEDULE Every M, T & Th 6:00 pm-9:00 pm

May 29—June 26

2012 COURSES, TIMES & PRICES

Choose one day or evening time from a course below to fulfill the hour requirement. * = Pre-requisite: Floristry 1 - Basic Design

Floristry 3 - Int'l Design Trends* 40 hours \$749/\$795/\$825

This course encompasses International Design styles, International Wedding styles, and Parties and Commercial/Corporate Events. Conditioning specialty flowers and preparing mechanics for unique situations are discussed in detail. The fundamental principles and elements of floral design are expanded upon to demonstrate their application to advanced design styles, techniques and terminology. Step-by-step instructions are given to assist individual floral designers in developing uniqueness in their design.

DAY SCHEDULE One week of M-F 7:00 am-4:00 pm

June 18-22

Floristry 4— Masters Class 40 hours \$749/\$795/\$825

Designing and putting together a portfolio; developing your own design style and learning to design for photography. This course also includes design competition information for all levels, whether local, state or national.

DAY SCHEDULE One week of M-F 7:00 am-4:00 pm

August 13-17

Intro to Special Event Design 40 hours \$749/\$795/\$825

The Introduction to Special Event Design looks at owning and operating a successful wedding or event planning business; teaching the fundamentals of planning, orchestrating and delivering social events; eco-friendly options are incorporated throughout the process; pricing formulas; step-by-step hands-on lessons to creative projects; table design/presentations; student support services and ongoing education.

DAY SCHEDULE One week of M-F 7:00 am-4:00 pm

June 4-8

2012 COURSES, TIMES & PRICES

Choose one day or evening time from a course below to fulfill the hour requirement. * = Pre-requisite: Floristry 1 - Basic Design

Permanent Botanical Design* 18 hours \$395/\$439/\$469

The Permanent Botanicals class format is to identify, instruct, and create permanent botanical floral designs. Students will be able to select a container, permanent botanical, foliage, accent flowers and decorative accents, and ribbon for their custom designs. A recipe for each class project will be provided. Each student will be required to supply the products that are needed to construct and create projects. Tools needed for the Permanent Botanicals Class include a heavy-duty wire cutter, a smaller wire cutter, ribbon, scissors and knife. Foam, glue, tape, wire and mechanical support supplies will be provided in the classroom for student use. A variety of fresh products will be provided to use in class projects, as well. The instruction, design techniques, and design information, are included in the class. The scheduled dates for purchasing products at Koehler & Dramm will be given to the student when the class fee is paid in full. There will be no refund for purchased products for the class.

DAY SCHEDULE

One week of M-W 7:00 am-1:00 pm

July 16-18

2012 COURSES, TIMES & PRICES

Choose one day or evening time from a course below to fulfill the hour requirement. * = Pre-requisite: Floristry 1 - Basic Design

Ceremony Decorations* 18 hours \$395/\$439/\$469

The perfect accessory to any wedding preparation, this course will teach how to sell and design ceremony decorations for candelabras, altars, pews, unity candles, aisles, cars, arches and doorways for an indoor or outdoor wedding.

DAY SCHEDULE ONLY One week of M-W 7:00 am-1:00 pm

February 27-29; October 29-31

EVENING SCHEDULE Every M, T & Th 6:00 pm-9:00 pm

We are currently taking names of students who want to take the Ceremony Decorations evening course.

Potter's Bench Profits* 18 hours \$395/\$439/\$469

Potter's Bench Profits is structured to increase the student's basic plant knowledge and assist him/her in answering customers' common plant-related questions. This course covers green and blooming (i.e. Orchids) plant identification, planting, care and handling, plant gardens, placing an order with Koehler & Dramm, and servicing a commercial account. Information is distributed evenly between hands-on design with the Primary Instructor and lecture with the Associate Instructors.

DAY SCHEDULE One week of M-W 7:00 am-1:00 pm

August 6-8

2012 COURSES, TIMES & PRICES

Choose one day or evening time from a course below to fulfill the hour requirement. * = Pre-requisite: Floristry 1 - Basic Design

Corsages & Boutonnieres* **18 hours** **\$395/\$439/\$469**

This course will develop mechanics and styles of fresh floral designs held and worn by women and men to complement the theme and clothing that is worn during special events, including weddings and proms. This course also covers creating and coordinating flowers, colors and styles with different events. These fashion floral accessories can be carried or worn on the shoulder, wrist, waist, neck, hair, arms or shoes.

DAY SCHEDULE **One week of M-W 7:00 am-1:00 pm**

April 23-25; October 22-24

EVENING SCHEDULE **Every M, T & Th 6:00 pm-9:00 pm**

We are currently taking names of students who want to take the Corsages & Boutonnieres evening course.

Bridal Bouquets* **18 hours** **\$395/\$439/\$469**

Seasons, colors, fabrics, styles, trends and budgets are important factors in learning how to fine-tune and surpass the bride's dream and statement for her special day. Custom and unique techniques and styles of bridal bouquets will be explored, ranging from basic styles to European Design.

DAY SCHEDULE **One week of M-W 7:00 am-1:00 pm**

October 15-17

EVENING SCHEDULE **Every M, T & Th 6:00 pm-9:00**

March 5-15

2012 COURSES, TIMES & PRICES

Choose one day or evening time from a course below to fulfill the hour requirement. * = Pre-requisite: Floristry 1 - Basic Design

Holiday Designs I, II or III* 6 hours \$149/\$179/\$199

Holiday Designs I, II or III is for the designer who seeks knowledge and professionalism in the floral industry as specifically related to the current season. The Holiday Design I class includes three specific projects: the Boxwood Tree, Kissing Ball and Festive Centerpiece. Holiday II includes a Wreath, Swag design and Garland. Lastly, the Holiday III class includes a Design Ring, Topiary and 2-candle centerpiece. Information regarding planning, sales promotion, organizing, managing, and designing during holidays will also be covered. Explanations of the origins and significance of several holidays are included.

DAY SCHEDULE ONLY One day 7:00 am-1:00 pm

Holiday I - Dec 3, Holiday II - Dec 4, Holiday III - Dec 5

EVENING SCHEDULE ONLY Two evenings 6:00 pm-9:00 pm

Hol I - Nov 26 & 27; Hol II - Nov 29 & Dec 3; Hol III - Dec 4 & 6

Business Basics 18 hours \$395/\$439/\$469

Time is money...Not enough hours in the day?
Based on standards within the floral industry, a look at specific areas: hiring, pay increases, promotions and terminations, references, performance reviews, employee documentation; understanding Federal and State taxes, reporting and deadlines; IRS guidelines for record retention; financial statements; business planning; wire service fees and reporting; inventory solutions; designer profitability; budgeting for the seasons; marketing to an existing customer. Web design available.

EVENING SCHEDULE ONLY Every M, T, Th 6:00-9:00 pm

March 19-29

2012 COURSES, TIMES & PRICES

Choose one day or evening time from a course below to fulfill the hour requirement. * = Pre-requisite: Floristry 1 - Basic Design

Hands-On-Wednesdays* 2 hours \$49/\$59/\$69

Hands-on-Wednesday classes will address the design styles that can be incorporated into the trends of today. Each month there will be focus on a design element that is either noted by our instructors, vendors, or buyers. This is a good option to stay on the edge and be current with your design work.

Sign up and pay for 5 Hands-On-Wednesday classes and get the sixth one free.

EVENING SCHEDULE ONLY One Wednesday 6:00 pm-7:30pm

January 4: Blogging
March 7: Over the Top Tropical
April 4: Vertical Zoning
June 6: Contemporary Bundles in a Vase
July 11: Foliages: Weaving, Braiding, Twisting and Tying
August 1: Contemporary Topiary
September 5: Chocolate Cake with Florals
October 3: Stacked Autumn Design
November 7: Techniques for Creating Height in a Design
December 5: Espalier

2012 SCHEDULE at a GLANCE

Please view pp. 10-13 for complete descriptions, times and prices of the following courses.

(D) = Day Course (E) = Evening Course (#) = Number of Hours

**** Floristry 1 - Basic Design is a pre-requisite for ALL of our other courses. ****

January			July		
4	Hands-On-Wednesday	(E) (2) W	9-13	Floristry 1-Basic Design	(D) (40) M-F
9-Feb 2	Floristry 1-Basic Design	(E) (40) M, T, Th	11	Hands-On-Wednesday	(E) (2) W
23-27	Floristry 2 -Advanced Design	(D) (40) M-F	16-18	Permanent Botanicals	(D) (18) M-W
			23-27	Wedding/Celebration	(D) (40) M-F
February			August		
20-24	Wedding/Celebration	(D) (40) M-F	1	Hands-On-Wednesday	(E) (2) W
27-29	Ceremony Decorations	(D) (18) M-W	6-8	Potter's Bench Profits	(D) (18) M-W
			13-17	Floristry 4-Master's Class	(D) (40) M-F
			27-31	Floristry 1-Basic Design	(D) (40) M-F
March			September		
5-9	Floristry 1-Basic Design	(D) (40) M-F	5	Hands-On-Wednesday	(E) (2) W
5-15	Bridal Bouquet	(E) (18) M, T,Th	24-Oct 4	Today's Tribute	(E) (18) M,T,Th
7	Hands-On-Wednesday	(E) (2) W			
12-14	Today's Tribute	(D) (18) M-W			
19-29	Business Basics	(E) (18) M, T,Th			
April			October		
4	Hands-On-Wednesday	(E) (2) W	3	Hands-On-Wednesday	(E) (2) W
23-25	Corsages & Boutonnieres	(D) (18) M-W	8-12	Floristry 2 - Advanced Design	(D) (40) M-F
			8-Nov 1	Wedding/Celebration	(E) (40) M,T,Th
			15-17	Bridal Bouquet	(D) (18) M-W
			22-24	Corsages & Boutonnieres	(D) (18) M-W
			29-31	Ceremony Decorations	(D) (18) T-Th
May			November		
14-18	Floristry 1-Basic Design	(D) (40) M-F	7	Hands-On-Wednesday	(E) (2) W
29-Jun 26	Floristry 2 - Advanced Design	(E) (40) M,T,Th	5-9	Floristry 1-Basic Design	(D) (40) M-F
			26-27	Holiday I Design	(E) (6) M, T
			29, 12/ 3	Holiday II Design	(E) (6) Th, M
June			December		
 4-8	Special Event Design	(D) (40) M-F	3	Holiday I Design	(D) (6) M
6	Hands-On-Wednesday	(E) (2) W	4	Holiday II Design	(D) (6) T
18-22	Floristry 3 -Int'l Design Trends	(D) (40) M-F	4 & 6	Holiday III Design	(E) (6) T, Th
			5	Holiday III Design	(D) (6) W
			5	Hands-On-Wednesday	(E) (2) W

PRIMARY INSTRUCTOR

Ardith E. Beveridge AAF AIFD PFCI CAFA MSF

Ardith E. Beveridge AAF AIFD PFCI CAFA MSF, is a Teleflora Designer and Instructor, Smithers Oasis Design Director, and FTD Master Designer/Certified Judge. Her accomplishments in the floral industry include: international floral designer, consultant, commentator and panel designer for floral design shows; judge in floral design contests; a 1993 and 1996 Rose Bowl Parade Float lead floral designer; and the 1997 and 2002 Presidential Inauguration's floral designer. Ardith continues to gain education and certification by attending and teaching courses and remaining active in a wide array of organizations within the floral industry throughout the world. She is a member of the Board of Directors of the Minnesota Florists' Association.

ASSOCIATE INSTRUCTORS

Beverly Colson

Wedding/Celebration Design

Beverly Colson, floral designer and founder of Posies Studio, is a certified graduate of Koehler & Dramm's Institute of Floristry. Beverly has studied and instructed in various styles of American, European and Ikebana design. She and her partner specialize in designing for weddings, other events, and at times, when the snow flies, for commercial accounts.

Bobby Bernstrom

Floristry 1 - Basic Design

Bobby Bernstrom is a Fresh Flower and Hardgoods sales representative at Koehler & Dramm Wholesale Florist. He has worked in the floral industry for 10 years at Koehler & Dramm from Order Pulling to Plant Associate to present. Bobby enjoys working with people and the floral medium.

James Lowe

Floristry 4 - Master's Class

James L. Lowe, AIFD, CFD was born and raised in a family flower shop in Minot, ND. He was educated at Tulane University in New Orleans, LA and holds a pair of Bachelor's degrees. His passion for floral design and education has led him around the country and around the world teaching and attending classes in floral art. Recently, he moved back to North Dakota to take over the floral division of his home company. He was inducted into the American Institute of Floral Designers in 2005 and is now one of only two Accredited designers in the state of North Dakota. James is a past member of the American Institute of Floral Designers Membership Committee, which selects candidates for AIFD Accreditation, the President of Teleflora MinnDakota Educational Unit Board of Directors and Treasurer of the North Dakota State Florists Association.

ASSOCIATE INSTRUCTORS *(continued)*

Janet Quinto *Floristry 4 - Master's Class*

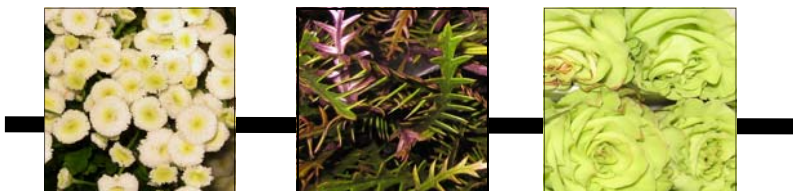
Janet Quinto has spent over thirty years as a sales and marketing learning specialist for major corporations such as Johnson & Johnson and 3M. "I'm not real fond of the word 'training,' she says. "It reminds me of what you do to dogs and other animals. I think 'learning' is a much better word. After all, learning's what each session should be about." Her bachelor's degree (University of South Carolina) is in educational psychology and graduate studies (University of Virginia and Old Dominion University) focused on curriculum design. Additionally, she was an adjunct instructor at the College of Saint Catherine's. Currently retired and living in Hudson, Janet is involved in numerous volunteer and educational activities.

Kathleen Johnson *Floristry 4 - Master's Class*

Kathleen Johnson AIFD, CFD is from Appleton, WI. She has been in the floral industry since 1975. For the past 10 years she has been enjoying her passion for floral design at Wunrow's Floral & Greenhouse of Wisconsin Rapids, WI. Kathleen is a member of Wisconsin Upper Michigan Florist Association where she currently serves on the Board of Directors as the secretary, the Center for Education as an instructor, the chairperson of the Certified Florist Program and the chairperson of the 2012 WUMFA Convention. Kathleen has also served as a Regional Director for the past 4 years.

Kevin Kelly *Floristry 4 - Masters Class*

Kevin Joel Kelly has designed professionally for nearly 40 years, working in both retail and wholesale floristry. Kevin has taught both floriculture to aspiring professionals and simple flower arranging to individuals and groups seeking to enjoy the pleasure and company of flowers. Kevin is the author of *Letting the Lotus Bloom, the Expression of Soul through Flowers* with foreword by Thomas Moore, best selling author of *Care of the Soul*. Kevin is the founder and executive director of The Lotus School of Flower Arranging which is a non-profit organization dedicated to nurturing people in their quest for more artful and soulful lives through the principles of creativity as demonstrated in the creation of a flower arrangement.



Instructor at the Institute

ASSOCIATE INSTRUCTORS *(continued)*

Lee Reynolds

Potter's Bench Profits

Lee Reynolds is a professional garden and landscape designer, working with tropical and hardy subjects. For more than a decade, she has given talks on gardening, sharing her knowledge on how to choose and care for appropriate plants. For the institute, she applies her experience in indoor plant maintenance to a segment of Potter's Bench Profits.

Martin Dahl

Potter's Bench Profits

Martin has worked in the floral industry for many years. Originally greenhouse work and floral design were elements in programs he developed for working with youths and adults with special developmental and emotional needs. Recently, he has worked as a plant buyer, lead designer, floral shop manager, floral wholesaler, and product educator in both rural and urban settings. Martin is a Board Member of the Minnesota State Floral Association and an active member of the Minnesota Orchid Society.

Sandy Von DeLinde

Business Basics

Sandy's background is in accounting and she was an owner of a floral shop, Pot-pourri Flora. She has meshed the two worlds to teach how to be a wise business owner. A former Board Member of the Teleflora MinnDakota Unit, President and Treasurer; Creating an open design and processing area, employees could work and talk, while the customers watched the design process and asked questions. Conversations "from the work room" created long lasting customer friendships and many referrals.

Wasui Kazuko Zobbi

Floristry 2 - Advanced Design (Ikebana section)

Sensai Kazuko Zobbi has studied and taught the cultural art of traditional Japanese flower arrangement, Ikebana, for over 50 years. Kazuko earned her teaching certification from Sofu Teshigahara, founder of Japan's largest and most influential Ikebana school, Sogetsu, and she currently holds the master teacher, "second-sanyo" level Shihan status. Kazuko has dedicated much of her life to teaching these fundamentals, as well as emphasizing the fulfillment and joy of Ikebana to beginning through advanced students.

2012 CONVENIENCE CALENDAR

Common holidays are noted in bold and italics.

<p>January</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr> </tbody> </table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					<p>February</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr> <tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr> <tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><td>26</td><td>27</td><td>28</td><td>29</td><td></td><td></td><td></td></tr> </tbody> </table>	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29				<p>March</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> <tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr> <tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr> </tbody> </table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
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PAST GRADUATE IMPRESSIONS

The following statements were obtained from course surveys:

-I enjoyed the mix of ages and experiences of my classmates. It was so fun to learn how to design flowers PLUS make these new friends! -SS

-It will be great to go and be able to confidently design arrangements from my garden now. -HF

-What a wonderful atmosphere to learn in. Thank you, Ardith! -HB

-I can hardly wait to take my next class... -CS

Books & Materials by Ardith

Fabulous Faux Florals:

50 Easy, Extraordinary Projects with Silk Flowers and Permanent Botanicals

Wreaths and Wall Flowers:

Gorgeous Decorations with Silk and Dried Florals

Faux Florals in Glass:

30-Plus Unique Arrangements in Clear Vases and Other Glassware

Faux Florals for Your Wedding:

Fifty Easy and Original Projects

Compilations

Terminology of Floristry Techniques

Principles, Secondary Principles and Elements of Design

Design Forms and Styles

Color

DVD

Floral Design With Ardith, Volumes 1-4



2012 REGISTRATION FORM

Your deposit is required in order to reserve your space.

Your Name: _____

(Write your name as you wish it to be printed on your certificate & letter of recommendation.)

Social Security Number: _____

(This is so we can complete the tax form, 1098-T, for you-)

Mailing Address: _____

City/State/Zip: _____

Home Phone: _____ Work Phone: _____

Cell Phone: _____ E-mail: _____

	COURSE NAME	Pymt Amt	COURSE DATE(S)	D / E
	Floristry 1 - Basic Design			
	Floristry 2 - Advanced Design*			
	Floristry 3 - Int'l Design Trends*			
	Floristry 4—Masters Class*			
	Introduction to Special Events			
	Wedding/Celebration Design*			
	Today's Tribute Designs*			
	Permanent Botanical Design*			
	Ceremony Decorations*			
	Potter's Bench Profits*			
	Corsages & Boutonnieres*			
	Bridal Bouquets*			
	Business Basics*			
	Holiday Design I, II, or III*			
	Hands-on-Wednesdays*			
	TOTAL ENCLOSED:	\$		

*** = Pre-requisite: Floristry 1 - Basic Design**

For Pre-registration, you may pay either the \$100.00 deposit or the full balance due.

-Make checks payable to: Institute of Floristry Mail checks to: 2407 East Hennepin Avenue, Mpls, MN 55413

-We can take your course registration over the phone via Visa, MasterCard or Discover.

Call (612) 362-3133 or (800) 298-0495 x133

**** Senior Citizens (age 60) receive a 20% discount ****

- Please mail me a map with driving directions.
 - I am working toward the Diploma of Floral Arts and Sciences.
 - Please send me hotel information.

Photo Release Form

I hereby grant Koehler & Dramm's Institute of Floristry permission to use my likeness in a photograph in any and all of its publications, including website entries, without payment or any other consideration. I understand and agree that these materials will become the property of Koehler & Dramm's Institute of Floristry and will not be returned.

I hereby irrevocably authorize Koehler & Dramm's Institute of Floristry to edit, alter, copy, exhibit, publish or distribute this photo for purposes of publicizing Koehler & Dramm's Institute of Floristry's programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

I hereby hold harmless and release and forever discharge Koehler & Dramm's Institute of Floristry from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization. I am 21 years of age and am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

(Signature) (Date)

(Printed Name) (Date)

I am the parent/guardian of a minor student attending Koehler & Dramm's Institute of Floristry and give permission for my child's image to be used by Koehler & Dramm's Institute of Floristry. I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

(Minor's Name) (Date)

(Parent/Guardian's Name) (Date)