David-Curtis School of Floral Design

2020
SCHOOL BROCHURE

209 N. Main Street
Centerville, OH 45459
937-433-0566, 800-437-7894
Registration No: 87-08-1108T

Contents

We hope you will find this information valuable as you consider a career in floral design.

Program Name:
Floral Design & Flower Shop Operation

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INTRODUCTIONS

Joe Emerick is Co-Owner of Centerville Florists and Director and Senior Instructor of The David-Curtis School of Floral Design. Joe was previously the manager of Centerville Florists prior to taking over ownership of Centerville Florists. Joe holds a degree in graphic design and illustration from The School of Advertising Art. In addition, Joe has over 30 years of experience in the floral industry as the manager of Centerville Florists.
Joe's passion is custom arranged fresh flowers and utilizing color in all design aspects. Joe truly enjoys sharing his vast knowledge and experience of the floral industry with his students. Joe is always open to learning new techniques and methods to stay on top of current trends. For Joe, it is all about learning in a "hand on manner". At The David-Curtis School of Floral Design that is one of the key principals – hands on learning. Joe strives to keep class sizes small and make learning fun in a small family style environment with individual personal attention provided to each student.

Keith Wiederhold is Co-Owner of Centerville Florists and an Instructor for The David-Curtis School of Floral Design. He is also a Co-Owner of a Cold Stone Creamery Franchise in Dayton, Ohio. Keith joined NCR Corporation in 1998 and has additionally held various IT positions within the organization. In 2007, NCR Corporation spun off Teradata Corporation as a separate company and continued his career with Teradata Corporation. His last role in Teradata, he was an Enterprise Data Warehouse Test Manager for Teradata Corporation.

He holds a Bachelor of Science degree in Management Information Systems (MIS) and Management from Wright State University, Dayton Ohio in 1998. He also holds a Masters of Business Administration (MBA) degree in Finance from Wright State University. In addition, he holds several industry certifications.

INSTRUCTIONAL OUTLINE

FLORAL DESIGN AND FLOWER SHOP OPERATIONS

The objective of this program is to train students in the art of floral design so that they could be expected to successfully perform requested basic floral designs for a prospective employer.

The program consists of four courses covering 120 hours of instruction. Although some of the time is spent in lecture, a significant amount of the course involve hands-on experience.

BASIC FLORAL DESIGN PRACTICES FLOWERS 101

Instructor: Joe Emerick
Course Hours: Lecture 30.5 Lab 20.5

During the first week of training, students learn the basic design forms used throughout the floral industry. Concepts studied during this stage provide building blocks for subjects studied during the remainder of the class.

The following subjects are presented in this course: Bows (all sizes), Corsages, Boutonnieres, Bud Vases, Carnation/Rose arrangements and Colonials. These presentations are constructed by the students and graded by the instructor. Since these are basic elements in the floral industry, they will be revisited during some of the funeral and wedding weeks.

Much time is spent practicing to refine these basic skills. Our goal is for the student to be able to reproduce these basic floral designs correctly and without hesitation at the end of the course.

The proper care in receiving, processing and storing fresh flowers is mandatory for the profitability of a flower shop. This course gives the subject detailed attention.

INSTRUCTIONAL OUTLINE

FLOWERS AND SYMPATHY FLOWERS FLOWERS 102

Instructor: Joe Emerick
Course Hours: Lecture 9.0 Lab 16.0

This course teaches all of the floral elements dealing with the passing of a loved one from the initial consultation to the delivery of the flowers. Students design various arrangements suitable for the funerals and the viewing such as Table Arrangement, Traditional Sympathy Arrangement, Casket Spray, Easel Spray and Casket Pillow.

Through lecture and demonstration, students study the proper care and handling of different types of Planters and Houseplants along with the construction of novelty planters and blooming gardens. In addition to this, students learn plant decoration including foils, bows, fresh flowers and dried materials.

WEDDING FLOWERS FLOWERS 103

Instructor: Joe Emerick
Course Hours: Lecture 8.5 Lab 16.0

Detailed instruction is given on proper procedures and wedding etiquette. Students learn how to conduct a Wedding Consultation, offering suggestions on flowers which best fits the desires and budget of the wedding participants.

Construction of bridal and attendant bouquets includes the Colonial, Cascade and Stylized forms in fresh flowers. Specialty items such as Flower Girl Baskets, Altar pieces and Reception Flowers are demonstrated.

In addition, this course teaches students construction of the Parallel Arrangement, the Formal Triangle, and a High Style Arrangement

INSTRUCTIONAL OUTLINE

FLOWER SHOP OPERATION FLOWERS 104

Instructor: Keith Wiederhold
Course Hours:Lecture 14.0 Lab 6.0

Throughout the entire program, we have interspersed a series of presentations to give the student an understanding of the business aspects of a retail flower shop. These subjects in their entirety constitute Flowers 104.

The ability to take an order accurately and completely is stressed. A thorough presentation of a floral order form will be taught. Students practice the various types of orders which they will be confronted with in a typical flower shop. These range from walk-ins, local delivery, wire-out and wire-in orders.

The student is given a full understanding of the vast networks of the **Wire Services.** While this section of the course focuses on FTD, the student will learn methods for choosing florist in other cities and states and procedures for sending international floral orders.

During this part of the course, a student will also learn the proper method for pricing arrangements and other floral products. Various floral mark-ups and labor charges will also be taught.

Flower identification is important for every staff member of a florist. This part of the course will require that a student learn the main varieties of flowers and greens carried in florist across the country.

A field trip to one of the floral suppliers is offered as part of the course providing all course work has been met up to the day the trip is scheduled. The trip is tentatively scheduled the next to the last day of class and all students are required to attend.

ADMISSION

Entrance Requirements: A student who is intelligent and has the desire to learn will discover floral design a challenging profession as well as a creative outlet. Those students with previous floral experience gain new and updated ideas and methods to enhance their careers. Generally, the minimum age is 18 years with no maximum age limit. Students are also required to write two brief statements, located on the registration form, and pass a basic math test before being accepted into the program. Students must also be able to prove that they have no physical limitations as required by State Board Administrative Rules.

Course Cost: $75 Registration Fee; $3,500* Tuition. Classes are filled on first-come; first served basis. Tuition is used for instructional purposes only. *(Total Tuition Plus Registration Fee = $3,575)

School Calendar: The school operates classes throughout the year according to the schedule located on page 15. Classes are limited in size to 15 students. Generally, classes are planned around the various floral holidays to avoid conflict with classes and the usual floral holiday rush. There are no classes held during the week of a floral holiday if at all possible.

Enrollment Policy: A student may enroll for any class that is scheduled on any day the school is open. This includes the Centerville Florists store office every day except Sundays and holidays. He/she may register in person, mail, and email, **but the student is not considered registered until the deposit/ registration fee has been paid.**

Class Schedule: The class hours are 9:00 A.M. to 5:30 P.M. Monday through Friday, with one (1) hour lunch break and two (2) fifteen (15) minute breaks. There are no formal classes held on Saturdays; however, if a student so desires, the school facilities are available for practice work on Saturdays. The school is closed on Sundays. The most recent lodging information is available on our website at: http:// www.david-curtis-school.com/index.php/information/accommodations

PAYMENT AND REFUND POLICIES

Tuition Payment Plan Policy: Students must make payments in advance of the period covered. This may be pro-rated into weekly payments due each Monday prior to class.

Refund Policy - Tuition: After a student signs the enrollment contract and starts class, the **Refund Policy** is regulated by the **State Board of Career Colleges and Schools,** as follows:

(a) A student who starts class and withdraws before the program is **fifteen percent completed will be obligated for twenty-five percent of the tuition plus the registration fee.**
(b) A student who starts class and withdraws after the program is **fifteen percent completed but before the program is twenty-five percent complete will be obligated for fifty percent of the tuition plus the registration fee.**
(c) A student who starts class and withdraws after the program is **twenty-five percent completed but before the program is fifty percent complete will be obligated for seventy-five percent of the tuition plus the registration fee.**
(d) A student who starts class and withdraws after the class is **forty percent completed will not be entitled to a refund of**
(e) If a student is dismissed due to unsatisfactory grades or conduct after a promotional period, the unused portion of tuition is refunded.

Please note that a signed enrollment contract may be canceled within 5 (five) calendar days after it has been signed, provided the school is notified in writing.

Refund Policy - Registration Fee: The registration application enrollment form signed by the student or parent may be canceled within five calendar days after the date of signing provided the school is notified in writing. The school shall refund in full the registration fee (if notified within the 5 day grace period only. No refunds after the 5 day grace period will be made concerning the registration fee). This refund will be made no later than thirty days after cancellation.

If a student fails to notify the school of intent not to attend class as scheduled, in the prescribed manner and time period herein stated, the registration fee shall be retained by the school,

PAYMENT AND REFUND POLICIES

since, many materials used in class are perishable and ordered prior to the class starting date.

The school will make available to any student failing to perform within the terms and cantata as stated, enrollment in a future class under the provisions of delayed enrollment without additional registration fee even though the initial registration fee is non-refundable.

Please make all checks payable to *David Curtis School of Floral Design.*

ATTENDANCE AND CONDUCT POLICIES

Absences: Students are allowed to make up any excused absence. An absence is considered “excused” when the school is notified of the student’s intent to be absent for any particular day or time. An absence will be recognized for the following reasons: personal illness, death in the immediate family, court appearance and inclement weather. Habitual headaches, toothaches and such will not be considered excused absences. Three (3) days of unexcused absence or failing to conduct oneself in an adult manner will result in termination from the school.

All hours missed due to an absence must be made up on the student’s time. Each student is expected to attend the full course of 120 scheduled hours in order to graduate from the school. A student missing more than twenty-five (25) of the scheduled class hours will be extended into a future class within a reasonable time frame. A record of the student’s attendance will be maintained by the school.

Make-Up Policy: Academic work required of the student must be satisfactorily completed within his/her enrollment period. Make-up work may be accomplished on Saturdays or after regular class sessions. A student is responsible for getting any lecture notes from another student in their class. Students must schedule make-up time with the instructor that taught the session they missed.

Leave of Absence Policy: The school has no Leave of Absence Policy. Students requiring a Leave of Absence must be withdrawn and entered into a later class.

Tardiness Policy: Any student reporting fifteen minutes late or more for a scheduled class will be considered tardy. Four (4) unexcused tardies will be counted as one unexcused absence and cause for interrupting the student’s training.

ATTENDANCE AND CONDUCT POLICIES

Class Cut Policy: Any class cut considered non-valid by the school Director will be cause for interrupting the student's training. A record of all student class cuts and the reason for each will be maintained by the school.

Dismissal Policy: Any student violating the prescribed school policies will be terminated at the discretion of the Director of the School. All records will be maintained of such action. Failure to maintain progress, attendance or proper conduct will be cause. Conduct that is disruptive to the class or destructive to school property or personal property will not be tolerated. All records of such behavior will be maintained by the school.

Dismissed/Readmission Policy: A student that has been dismissed from the school and wishes to apply for readmission, must contact the admissions office and request a readmission form. This form must be submitted to the admissions office no later than four weeks before a class session is scheduled to begin. Students dismissed due to disruptive behavior or conduct toward other students and school or others personal property, will not be permitted to reapply for admission. Students are not permitted to re-enter training if dismissed due to unsatisfactory progress of required course work. Readmission is solely granted by the Director of the School.

COMPLETION AND CREDIT

Grading: “Designs for Grade” are practical in nature. The student is graded on his/her ability in style, form, utilization of materials and principles of design. The tests consist of design work and/or lecture content. There are a total of 3 test given during the 3 week period; 1 test in week one, 1 test in week 2 and 1 test in week 3. These test contain Matching, Multiple Choice, Fill in the Blank and Essay type questions.

Certificate of Completion: Upon successful completion of the three week course in **Floral Design and Flower Shop Operation**, the student receives a **Certificate**. This states that the student has completed successfully the regular hours, tests and course of instruction.

Credit Policy: No credit units or credit hours are granted to students for this program. By credit units and credit hours we mean no association with local, county, state or federal accrediting associations.

Transcript Policy: Each student, upon completing his program of scheduled courses, will be provided one free transcript of grades and progress. Additional transcripts are available at $5.00 each and replacement certificates at $25.00 each.

Transfer of Credit Policy: The school maintains a written record of students previous education and training along with school progress. Appropriate credit will be given to agencies so notified.

Credit for Previous Training: Appropriate credit will be allowed for previous education and training.

Scholarships: There are no scholarship programs currently available.

Graduation Requirements: The following chart is used measuring the student’s progress (see top of next page):

Completion and Credit

90%	100%	A
80%	89%	B
70%	79%	C
60%	69%	D
0%	59%	F

Grades are issued each Friday during your class session. Halfway through the three week session a mid-term evaluation is held privately with each student. During this meeting the student's strengths and weaknesses and his/her relative standing in the overall class will be discussed with a member of the school's management team.

No certificate will be issued unless an overall grade of 75% is attained and all financial obligations to the school are complete.

Federal and State Financial Aid Programs: *The school is not eligible for Federal Financial Aid programs, Pell Grants, Student Loans, Stafford Loans, or State Financial Aid. Other agencies in Ohio or the students state may provide funds for tuition. Students will need to initiate financial conversations with these agencies on an individual basis.* ***The school has no determining criteria or affiliation with these entities regarding approval of funds or their grade point minimum requirements. Students will need to have those agencies representatives contact the school admissions office directly for payment arrangements from their institutions.***

Placement Service: The school maintains a list of potential placements for the benefit of the student seeking employment. This service is offered free of charge to all students. **Obviously, employment cannot be guaranteed to anyone once they complete the course.** However, all graduating students having the desire and ability will be given every consideration. The David-Curtis School has **NO CONTROL** over the wages an employer may offer you when you apply for a position in the floral industry.

SUPPLIES

Working Tools: Students are furnished with a set of tools to work with while in training. These tools become the property of the student upon graduation.

Textbooks: Students are not required to purchase any textbooks. However, many books are available that pertain to flowers and the many phases of floral art. Instructors regularly review published books and endorse those they believe have merit.

Items Furnished by the Student: Each student must bring to class a notebook and pen as extensive note taking is required. **Students may also wish to bring a camera, calculator and needle-nose pliers, but these items are not required.**

OUTLINE OF EQUIPMENT AND MATERIAL

All Items Furnished in Class At No Additional Cost:

All Items Remain the property of Centerville Florists

*Fresh cut flowers and foliage's
*Various sizes and styles of containers, vases, baskets,etc.
*Assorted florist wire
*Ribbons
*Pick Machines
*Florist fillers
*Styrofoam and wire forms
*Wedding Supplies and Equipment
*Arrangement, Corsage and Novelty Accessories
*Floral Preservatives
*Tools: Twig/wire cutters, flower cutters, ribbon shears
*Dyes, tints, floral spray paints
*Live Plants, soil and planting supplies

SCHOOL CALENDAR

Year 2021 School Sessions

January 18th to February 5th, 2021
March 1—19, 2021
June 7—25, 2021
August 2—20, 2021
September 6—24, 2021

Year 2022 School Sessions

January 17 to February 4, 2022
February 28—March 18, 2022
June 6—24, 2022
August 1—19, 2022
September 12—30, 2022

Please note that dates are subject to change. Please check our website for the most up to date listings at:

http://www.david-curtis-school.com/index.php/information/calendar

Recognized school Holidays and other important dates:

New Year's Day
Valentine's Day
Easter
Administrative Professionals Day
Mother's Day
Memorial Day
Independence Day
Labor Day
Sweetest Day
Thanksgiving Day
Christmas Day

Please note that school is closed each year from December 24th through January 1st and re-opens the first business day after January 1st.

Hotel Accommodations

Days Inn South
250 Byers Road
Miamisburg, OH 45342
1-800-325-2525

Residence Inn by Marriott
155 Prestige Place
Miamisburg, OH 45342
1-800-331-3131

Hampton Inn South
8099 Old Yankee Street
Dayton, OH 45458
1-937-436-3700

Suburban Lodge
8981 Kingsridge Dr.
Dayton, OH 45459
1-800-951-7829

Microtel Inns and Suites
4500 Linden Ave.
Dayton, OH 45432
1-937-252-9700

Homewood Suites (Hilton)
2750 Presidential Drive
Miamisburg, OH 45342
937-429-6000

You may also wish to search your favorite travel website (i.e. www.tavelocity.com, www.expeida.com, www.hotels.com etc) for additional hotels.

Although we provide hotel information, the David-Curtis School of Floral Design has no control over room rates,hotel conditions or availability. The information provided here is for your convenience when living out of town.

Grievance Procedures

THE DAVID-CURTIS SCHOOL OF FLORAL DESIGN

Registered with the

State Board of Career Colleges and Schools
30 East Broad St, Suite 2481
Columbus, OH 43215-3414

Registration No. 87-08-1108T

If a student feels that he/she has a complaint about the administration and/or instructional methods of the **David-Curtis School of Floral Design,** he/she should make this complaint known to the instructor presently teaching the class and/or, if applicable, the instructor or person against whom the complaint is directed. That instructor should immediately explain the reason for the condition in an attempt to satisfy the complainer.

Depending on the nature of the complaint, it may seem advisable to take the complaint to the attention of the Director of the School or to the Chief Administrative Officer who should be able to take the necessary action to alleviate the complaint. If the individual is not satisfied with the answers given by the management of the school, he/she may write or call:

State Board of Career Colleges and Schools
30 East Broad St., Suite 2481
Columbus, OH 43215-3414
Tel. No. (614) 466-2752

As a matter of courtesy, a copy of any correspondence or a brief memo on the content of any phone call should be given to the management of the School.

Date of Publication - November 2020

18 Typical Class Day

Event	Time
Students have access to the classroom	8:45am - 9:00am
Lecture or Lab	9:00am - 10:45am
Morning Break	10:45am - 11:00am
Lecture or Lab	11:00am - 12:30pm
Lunch	12:30pm - 1:45pm
Lecture or Lab	1:45pm - 3:30pm
Break	3:30pm - 3:45pm
Lecture or Lab	3:45pm - 5:00pm
End of Day Classroom Clean-up Question and Answer Session	5:00pm - 5:30pm
Class Ends	5:30pm

The classroom (which can be viewed on our web site at http://www.david-curtis-school.com and click on the "What Can I Expect in Class" link) is designed to be a typical design room found in florist across the US.

Coffee is provided free each day. You may also purchase snack items and bottled water from our "On My Honor" snack box.

You may also bring your own comfort foods while you are in class.

Video cameras are not allowed.

School Contact Information

David-Curtis School of Floral Design
209 N. Main Street
Centerville, OH 45459

Telephone (937) 433-0567
(800) 437-7894

Program Registration Number:
87-08-1108T
School Registration Number:
14-09-2054T
www.david-curtis-school.com
email:info@david-curtis-school.com

a subsidiary of

Centerville Florists
209 N. Main Street
Centerville, OH 45459

Telephone (937) 433-0566
WWW.CENTERVILLEFLOWERS.COM
WWW.CENTERVILLEFLORISTS.NET
WWW.CENTERVILLEFLORIST.FLORIST

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20 Frequently asked questions

1. **Will I be "Certified" as a Floral Designer after I complete the Class?** *Currently, there is no certification requirement by any Government, State or Local Laws to be a Floral Designer or Floral Shop Owner. "A Certificate Program means generally one or more technical courses usually completed one to twenty -six weeks, normally with a single skill objective." (State Board Rule 3332-1-02 Sub-section K)*

2. **How much money will I make as a floral designer?** *The David-Curtis School has* ***NO CONTROL*** *over wages offered by an independent florist. The school Web site offers a Wage and Salary survey (Conducted by Teleflora™) for your consideration. The survey is compiled from VOLUNTEER RESPONSES by florist that CHOOSE to participate in the survey. The David-Curtis School of Floral Design and Teleflora™ shall not be held liable for the information presented in the survey.*

3. **Will I be guaranteed a job after I complete the course?** *Unfortunately, we cannot guarantee that you will receive a position in a florist after you complete this course. However, we will do everything possible to help you with job placement.*

4. **How does your job placement service operate?** *We maintain a list of potential employers. The list we have is generated by independent florist that notify us of their employment needs. We cannot "place" a graduate in a florist just because they want to be placed. We cannot make an independent florist hire a graduate of the David-Curtis School.*

We assist our graduates with Letters of Recommendation, References and Request for an Interview letters. These assistance methods have proven to be highly successful in aiding a graduate obtain an interview with an independent florist. It is not a guarantee that these methods will secure you a position with an independent florist or that you will receive a appointment for an interview.