



an Association of Floriculture Professionals

## OFA

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# ANNOUNCEMENT

FOR IMMEDIATE RELEASE

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## **Attention Florists: Make It Your Business to Attend the OFA Short Course**

Make it your business to attend the 2009 OFA Short Course in Columbus, Ohio. The florist program will be held on Saturday and Sunday, July 11-12.

### **Education Designed to Meet Your Needs**

Learn from the best during two days of workshops, stage shows, a design contest, and a vendor area designed specifically with you in mind.

Hands-On Workshops include:

- Plants in Party Dresses (2 hours)
- Underwater Design (2 hours)
- Steps to Professional Advancement (2 hours)
- Basics to Diva (Full day)

You've heard of TV's Iron Chef? Well, that's got nothing on the OFA Short Course Iron Florist! In this intense and highly imaginative format, three designers will be on stage during each stage show to create something using only items from a bucket full of surprise product. Each of these design shows will have a professional commentator.

The four design shows are:

- Iron Florist: Morph It
- Iron Florist: Sympathy
- Iron Florist: Holiday
- Iron Florist: Events

### **Design Contest**

This is your chance to compare knowledge and skills with your peers. It's not only an opportunity to pit your skills and knowledge against your peers from around the country, it's also a great place to get design ideas.

### **Exhibit Area**

Get face-to-face time with vendors that have products and services to help you be more successful.

## **Ohio Certified Florist Test**

You don't have to be from Ohio to earn this designation! The OCF program is a self-study certification program that provides recognition for a standardized, professional level of knowledge and expertise. Part of the certification process involves education of core retail florist knowledge. To become an Ohio Certified Florist, individuals must pass both the written and hands-on portions of an exam. OCF is a renewable, "continuing education" form of certification. The test will be offered during the OFA Short Course.

## **But We're Not Done Yet**

Extend your stay in Columbus so you can take advantage of the rest of the OFA Short Course. In addition to the florist workshops, get even more great ideas by participating in the full tracks of education focused solely on management and marketing or retailing. Those highlights include:

- Pricing workshop
- Business survival skills
- Dealing with your banker
- Personnel issues
- Merchandising
- Marketing
- Customer service
- Manager Idea Exchange
- Retail Experience: Retail Idea Exchange
- Retail Experience: Merchandising Showcase
- OSU Trial Gardens Tour
- OFA Keynote Address

There's something for everyone at the OFA Short Course!

## **New this Year!** Register for the OFA Short Course Before Getting Your Hotel Reservation

We've listened to your concerns about the hotel reservation system, and have developed an easy, one-stop shopping process to ensure that only those committed to attending the Short Course are booking hotel rooms. You will first register your staff for the event, and then be given an immediate opportunity to make any necessary hotel reservations for those people. The new and improved system is designed to allow you to register several staff at once for the OFA Short Course and then get the hotel rooms you need.

Registration and hotel reservations open on Tuesday, May 5. Hotel reservations must be made by June 19. The pre-registration deadline is June 26.

The full program, complete with conference, registration, and hotel information, will be available by early April, so you will have plenty of time to review the materials to decide what sessions you want, who's attending from your company, and how to get the most out of your experience in Columbus.

Make it YOUR business to attend the 2009 OFA Short Course. Visit [www.ofa.org](http://www.ofa.org) for more details.