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Trim International Floral School, Ltd.
is a Colorado School Corporation.

Owner:

Lois I. Trim — President, Treasurer
Tom Barney — Vice President, Secretary

School Administration:

Lois I. Trim — School Director & Education Supervisor — New Mexico Division
Susan Carr, AIFD — School Director — Colorado Division

Faculty:

See Attached Flyer — Addendum A1

Introduction

To be successful today one must not only please, but excel. The retail florist business is a highly respected vocation and therefore demands professional training.

The Trim International Floral School, Ltd. offers a concentrated program of essential training in a few weeks and for a minimum investment. This professional training prevents those long, toilsome, low-pay trial and error years of apprenticeship in a flower shop.

The rewards to be enjoyed are immeasurable to the individual having the desire to be creative. In addition to enjoying a profitable career, one realizes the gratifying reward of making everyone's everyday life more pleasant and beautiful.

Certain qualifications are imperative before any school can impart the necessary training so vital to one's success in this endeavor. Lois Trim-Barney, and each member of the complete staff of instructors are recognized, not only for their knowledge and experience, but for their ability to impart the same in a comprehensive manner. Therefore, you are assured of a complete, perfected, and concentrated course of training administered by experts.

OUTLINE OF PROGRAM —

Our Program — Floral Designer — consists of 120 hours of concentrated instruction and student participation on **“Principles of Flower Arrangement,” “Flowers to Wear and Plant Decorating,” “Funeral Flowers,” “Wedding Flowers,” “Care of Flowers and Plants,” “Sales Ticket Procedure,” “Wire Organizations,” “Floral Advertising,” “Flower Shop Management,” “Flower Shop Salesmanship,” “Flower Shop Mark-Up Figures and Percentages,”** available in both classroom and home study formats.

The Object of this program is to develop the student's basic skills and to impart knowledge regarding the numerous facets of floral designing through teacher demonstration, assistance, and student participation. Select natural, fresh, artificial flowers and foliages are furnished for the classroom student throughout the course. All necessary wires, pins, and accessories are furnished to form Bouquets and Corsages; Funeral Sprays; Wreaths; Centerpieces; and other designs. Plans for floral settings for events such as Weddings, Parties, Receptions, Decorations for Buildings, Offices, Churches, Homes, etc.

Home study students will need to furnish their own supplies. Trim International will provide a supply sheet and aid in finding supply sources.

This program offered by the Trim International Floral School, Ltd. is approved and regulated by the Department of Higher Education, Division of Private Occupational Schools.



LOIS TRIM

Director

Lois Trim entered the floral industry in 1969 by attending Cliff Mann Floral School Inc. She then worked as a designer for 5 years in a grower-retail operation before returning as an instructor at Cliff Mann Floral School Inc. for 3 years. Then, at this point in her career, she entered the wholesale end of the floral industry. She had been a branch manager of a wholesale chain for the last 2 years before opening the school. She is active in several floral related activities and was on the board of United Floral Industry of Colorado. She is presently serving on the board of Westexas New Mexico Florist Association.

In July 1982 the inventory of Cliff Mann Floral School Inc. was purchased and Trim International Floral School, Ltd. was established. In June of 1995 she opened a branch school in Albuquerque, New Mexico and currently resides there. As a result of her move, Susan Carr was promoted to director of the Colorado location.

All of this extensive knowledge and experience, plus that of the school's ample staff of instructors is at the disposal of each student.

Course I — First Week, 30 Hours “Principles of Flower Arrangement”

OBJECTIVE:

Students will acquire knowledge concerning Rules and Methods of **Professional Designing** and **Color Harmony**.

Students are prepared to demonstrate competency in **“Bow Tying”** and **“Taping.”**

Students will demonstrate proficiency in Flower Arrangements used in a **Home, Hospital, Church**, etc. using Vases, Bowls, and other assorted containers. Finished arrangements will be examined for organization, completeness, and color design.

Given the basic arrangement skills, the instructors and students will demonstrate more elaborate or advanced flower arrangements for special occasions.

OUTLINE:

Orientation — 1 hour

Care of Cuts — 2 hours

Rules and Methods governing **Professional Designing** and **Color Harmony** — 1-1/2 hours

Demonstration and supervised **Student Practice** of

- a. Bow Tying — 1-1/4 hours
- b. Taping — 1-1/4 hours

Instruction and Student Practice of various popular flower arrangements including Dried Materials suitable for use in — Home, Hospital, Church. Students use Vases, Bowls, and other assorted containers — and learn various lines; i.e. crescent, vertical, colonial, and one-sided arrangements — 13 hours

Additional Demonstrations for the more elaborate, advanced, unusual flower arrangements, i.e. European, Oriental, and high style — 10-1/2 hours

Lecture: **“How to Purchase Cut Flowers and Florists Supplies Profitably”** — 1-1/2 hours

It is vital to those who have limited or no experience in the retail flower business to attend this First Course.

Numerous details are covered this week that are not repeated during the remainder of the program.

Course II — Second Week, 30 Hours “Flowers to Wear and Plant Decorating”

OBJECTIVE:

To prepare students with essential knowledge of **corsages and plants**.

To prepare students to demonstrate competency in making ribbon bows, tufts, and other accessories, and various styling of flowers to wear — **wrist, shoulder, hair, etc.**

Instructors and students will demonstrate more elaborate or advanced flower arrangements to wear for both formal and informal occasions.

Students will demonstrate various methods of plant decorating.

OUTLINE:

“Flowers to Wear.” Facts are presented on how to “popularize” Corsages for certain occasions, individuals, and costumes. PLUS most popular flowers to recommend for quite simple daytime wear TO the unusual and more formal occasions — 1 hour

Proper Practices of Wearing Corsages — Proper Care of Corsages by Florist and Recipient. Proper packaging of Corsages — 1-1/2 hours

Demonstration and **student practice** of ribbon bows, tufts, and other accessories used in various styles of **Flowers to Wear** on the wrist, shoulder, and hair adornment, etc. — 11 hours

Demonstration of the more elaborate “Flowers to Wear.” Unusual, exotic flowers and finest accessories are combined to style fashionable creations appropriate to wear for both formal and informal occasions — 2 hours

Acquainting the students to new floral supplies and cuts available in our ever changing market — 3 hours

“Plant Decorating.” Students will practice with live plants, plus various materials for numerous and unusual methods of decorating — 2 hours

Dish Gardens, Planters, Terrariums, using live foliage plants are demonstrated — 1-1/2 hours

- Lectures:**
- a. **“Care and Purchasing Plants”** — 1 hour
 - b. **“Sales Ticket Procedure”** — 1 hour
 - c. **“Wire Organization Test and Oral Discussion”** — 1-3/4 hours
 - d. **“Salesmanship”** — 1-1/2 hours
 - e. **Locating and Purchasing a flower shop** — 2 hours

Written Test — 45 minutes covering previous week course for classroom students. Individual lecture tests for home study students.

Course III — Third Week, 30 Hours “Funeral Flowers”

OBJECTIVE:

To acquaint the students with knowledge pertinent to **Selling, Construction, and Delivery of Funeral Flowers**.

Students will demonstrate competency of Picked Sprays, using various base materials and ribbon bows, Casket Piece, Funeral arrangements using Baskets and Bowls. Students will make up several styles of Wreaths, Pillows, and Crosses.

Given the basic funeral design and arrangement skills, instructors and students will demonstrate proficiency in advanced Funeral Baskets, Wreaths, Set and Casket Pieces, Easel and Baby Sprays, plus Fraternal Emblems.

OUTLINE:

Computers and their many uses — 2 hours

Facts pertinent to **Selling, Construction and Delivery of Funeral Flowers** plus explanation of materials used — 1-1/2 hours

Demonstration and **student practice** of **Sprays** using various base materials and ribbon bows — 4 hours

Demonstration and **student practice** of **Casket Piece** — 3 hours

Demonstration and **student practice** of Funeral Arrangements using **Baskets and Bowls** — 3-1/2 hours

“Funeral Designs” — Demonstration and student practice on how to prepare and make up several styles of Wreaths, Pillows, Crosses, etc. — 3-1/2 hours

“Advanced Funeral Work” — Demonstration includes: Baskets, Wreaths, and other Set Pieces, Casket Pieces, Easel Sprays, Baby Sprays, plus **Fraternal Emblems** — 4 hours

- Lectures:**
- “Display”** — 1-1/2 hours
 - “Floral Advertising”** — 1-3/4 hours
 - “Mark-Up”** — accompanied by text pertinent to actual figures and percentages relative to Retail Flower Shop Operational Costs — 1-1/2 hours
 - “Diversification: New Way to Make a Profit”** — 3 hours

Written Test — 45 minutes covering previous week course for classroom students. Individual lecture tests for home study students.

Course IV — Fourth Week, 30 Hours “Wedding Flowers”

OBJECTIVE:

To prepare students to sell, select, and construct various **wedding flower arrangements and decorations**.

Instructors will demonstrate proper methods of packaging, delivery, and servicing wedding flower arrangements.

Each student must proficiently demonstrate their skill of making Crescent, Cascade, Colonial Bouquets, and Prayer Book.

Given the beginning techniques of wedding flowers, instructors and students must demonstrate their advanced skills in assembling elaborate and current wedding flower arrangements.

OUTLINE:

Demonstration and student practice of **Miscellaneous Wedding Bouquets** including **Crescent, Cascade, Colonial, Prayer Book** and others — 10 hours

Demonstration of **Bridal Reception Table Decorations** — 1-1/4 hours

Detailed instruction is given on **Proper Procedure and Wedding Etiquette. How to book and sell a wedding**; Equipment needed; Proper Methods of Packaging and Delivering the Bridal Party Flowers; Servicing the Wedding — 4 hours

Demonstration and **student practice** of **Advanced Wedding Flowers** suitable for all members of Bridal Party, introducing latest, up-to-date creations — 9 hours

Acquainting the students to all areas of the floral industry, i.e. wholesale, growing, and retail — 3 hours

Lectures: Flower Shop Management — 2 hours

Written Test — 45 minutes covering previous week course for classroom students. Individual lecture tests for home study students.

Course V — Fifth Week, 40 Hours “Beyond Basic”

OBJECTIVE:

Expose the floral designer to advanced styles of designing arrangements and construction body flowers. Show the student how to use novelty flowers, crystal and brass containers for arrangements. Demonstrate proper use and placement of exotic flowers in corsages. Broaden the florist’s imagination through the use of new and different styles of designing and using unusual flowers in both funeral and wedding display.

The instructor will observe the competency shown by the student in designing arrangements, body flowers, funeral, and wedding flowers. Also, the instructor will watch the efficiency shown by the student in completing the assigned task using the new techniques taught to them.

OUTLINE:

- 16 Hours: Instruction and student practice of various modern flower arrangements for the home, hospital, and party work using appropriate containers.
- 8 Hours: Instruction and student practice of various styling of body flowers to be worn in the hair, on the shoulder and wrist using exotic flowers and accessories.
- 8 Hours: Instruction and student practice of various advanced casket sprays, set pieces, and sympathy offerings.
- 8 Hours: Instruction and student practice of wedding bouquets, church decorations, and reception table flowers using novelty and exotic flowers.

Beyond Basic is available through the classroom studies only due to the changing trends in the Floral Industry.

Requirements for Admission

FD-I “Principles of Flower Arrangements”

We require no particular qualifications to enter this course — merely the physical ability and desire to learn. A High School Diploma or G.E.D. is not necessary - but is recommended, nor is previous experience in the floral business. (See Page 4)

FD-II “Flowers to Wear and Plant Decorating”

Attendance in FD-II course only requires one to have a thorough knowledge of all subjects covered in FD-I. (See Page 5)

FD-III “Funeral Flowers”

Attendance in FD-III Course only requires one to have a complete knowledge of FD-I and FD-II. (See Page 6)

FD-IV “Wedding Flowers”

Attendance in FD-IV Course only requires one to have a complete knowledge of FD-I and FD-II. (See Page 7)

FD-V “Beyond Basic”

Attendance in FD-V Course requires FD-I, FD-II, FD-III, FD-IV, or 2,000 hours of experience in Floral Business. (See Page 8)

Those having limited or no previous experience should definitely complete our four week program. You will note, however, from the schedules on pages 4, 5, 6, 7, and 8 that the four outstanding features of designing are thoroughly covered within separate weeks. This makes it possible for those having sufficient experience, and desiring to specialize in one or more phases, to attend any one, two, or three of the five courses. Many experience florists take the entire program and benefit immeasurably. Don't fail, however, to note the many “additional features” incorporated within each course. The school director will determine if any previous knowledge, experience, or education might exempt a student from courses offered in the Program and/or what phase of any specific courses he/she may enroll. The process of determining a student's exemption will be based on an evaluation of past training and/or education by reviewing previous transcripts and/or work references. The evaluation will consist of a written test based on the course lectures and sample arrangements with learned techniques from the corresponding course of the student's possible exemption. Exemption will be granted, upon a combined minimum grade of 85, an average of the practical and written testing. Refer to page 11 for Trim International's grading system. The following information will be logged on to an evaluation form consisting of all the lessons in courses possible for exemption. The director will determine how much credit shall be transferred by reviewing each lesson based on the practical and written tests. The school will allow no more than 90 hours of transferrable credit. The policy for granting of credits from previous training shall not impact the refund policy. Trim International Floral School, Ltd. does not guarantee the transferability of its credits to any other institution and that transferability is up to the receiving institution unless it has a written agreement on file of current acceptability of such credits from other institutions.

Tuition Fees

Refer to attached Registration and Rate Card for Fees and Method of Payment for both classroom and home study.

Refund Policy

- A. Refund Policy — Classroom & Home Study
A refund will be made within 30 days of all unused paid tuition and fees to any student —
1. Not accepted.
 2. Notifying school to cancel within 3 days of signing contract but before commencing training.
 3. Should school discontinue or cancel program, except that this provision shall not apply in the event that the school ceases operation.
 4. Students terminating training are entitled to the following refunds, exclusive of book, tools, supplies and a cancellation charge of up to \$150, or 25% of contract price, whichever is less:

A student terminating training...	is entitled to a refund of
Within first 10% of Program	90%
After 10% but within first 25% of program	75%
After 25% but within first 50% of program	50%
After 50% but within first 75% of program	25%
After 75%	No refund

The policy of the granting of credit for previous training shall not impact the refund policy.

- B. Student Termination
Termination of contract will become effective on date school receives notice to cancel, or student's violation of school's published policy for termination. Refer to page 13.
- C. System of Reporting Grades
Students are graded and informed weekly on written tests, workshop evaluation, and average grade given. Refer to page 12 for details.
- D. Students have a two year limitation to file complaints with the Division of Private Occupational Schools, Department of Higher Education.
- E. Home Study Refund – A refund is given to anyone who withdraws or is discontinued from training prior to completion of their contract, and has returned unstudied tapes in usable condition. If such tapes are not returned in 30 days, in usable condition, the cost of the tapes will not be refunded. An assessment of \$50 per video tape and/or \$45 per audio tape will be charged.

Classroom Enrollment Procedure

Student should indicate Starting and Ending dates of Program or Course desired on the enclosed Registration Card. Sign (first names please), enclose registration fee of \$96.00 and mail to school office. Upon the school's acceptance, an enrollment contract will then be issued to student for completion.

Registrations are accepted up to and including starting date of any given course providing enrollment for that specific course has not reached capacity of 15 students per instructor. However, to assure one's attendance, the school should receive registration approximately two weeks prior to specific course starting date.

Home Study Enrollment Procedure

1. Enrollment into the program can be made at any time and the graduation date will be based on the minimum requirement of one lesson submitted per month, of course graduation can be sooner as long as the required lessons are completed. Holidays need not be observed during the program.
2. Procedure of enrollment is as follows:
 - A. Fill out the home study/order rate card, send it back in with the deposit.
 - B. We will send back a receipt of the payment, and an enrollment contract for you to read and fill out and sign, keeping the last copy of the contract, and returning the other two copies to us.
 - C. We will wait until 3 days after your dated acceptance signature to ship you the first video, audio tapes, and workbooks.

School Calendar

**SEVERAL COMPLETE PROGRAMS ARE SCHEDULED
THROUGHOUT THE YEAR.
SEE ENCLOSED FLYER FOR CURRENT SCHEDULE.**

Day Classes Only

Hours of attendance — 9:00 a.m. - 4:30 p.m., Monday through Friday.
One hour lunch period, 15 minute coffee break both mid-morning and mid-afternoon.

THIS SCHOOL OBSERVES THE FOLLOWING LEGAL HOLIDAYS:

CHRISTMAS NEW YEARS EASTER MOTHER'S DAY

All other holidays are not observed if they are celebrated Monday through Friday of any scheduled class week.

**MINIMUM AGE REQUIREMENT — 16 YEARS, UNLESS
ACCOMPANIED BY AN ADULT. NO MAXIMUM AGE.**

Diploma

A Diploma is awarded upon satisfactory completion of our Complete Four Week Program & 4-Course Home Study Program — “Floral Designer” — consisting of 120 Hours. It is respected World Wide.

A Certificate of Attendance is awarded to students satisfactorily completing any one, two, or three of the Courses included in our Complete Floral Designer Program, stating the Number of Hours of Attendance.

A separate Diploma is awarded for Beyond Basic, Advanced Design week.

Our Grading System is two-fold:

Weekly Written Tests are given to the classroom students on cumulative of week prior. Home study students are tested on each lecture. The two tests are graded, reviewed, and returned to the student

Excellent—95-100 Good—90-94 Average—80-89 Fair—70-79.

If Test Grade is below the average of 70 on written tests, student receives the individual counseling necessary to achieve a satisfactory grade. Otherwise One Week Probation period is allowed for student to conform in order to prevent termination.

Work Shop — Desire — Excellent, Good, Average, Fair
Designing — Excellent, Good, Average, Fair
Shop Duties — Excellent, Good, Average, Fair

Classroom

Students are supervised and assisted. Constructive criticism offered when necessary during all work shop periods. Acceptable Work Shop performance is at the discretion of the School Director.

Home Study

A. Satisfactory Progress

1. After each lesson that indicates response you will need to submit photos or questions for grading. A minimum of one lesson per month is required. After each completed course you will need to receive video and audios to proceed on, if enrolled in another course.
2. Should one lesson not be submitted in one month, then at least two lessons should be turned in the following month.
3. If we have not received any lessons for two months, we will put you on two month probation, to give you a chance to catch up.
4. If the student does not catch up during the probation period, then the school has the right to terminate the student, if the student has not written the school stating their intentions.

B. Remake Work

1. Any questions or designs needing to be redone will need to be resubmitted within 30 days of renotification of failing grade.
2. If remake is not received within 30 days, the student will be put on two months probation to catch up.
3. If the student doesn't catch up during the probation period, then the school has the right to terminate the student if the student has not indicated in writing their intentions.

The school maintains a written record of applicable previous floral experience, education, and training of all students.

Late Registration

A student can register and enter training up to two class days after regular starting date, providing reason for delay is communicated directly to the school and approved by the School Director.

Excusable Absences and Leave of Absence constitutes only Illness, Accident, Family, or Business Emergencies. Students are allowed to make up brief **Excusable Absences**. Should **Leave of Absence** occur, students may enter a later regularly scheduled program, resuming where they left off.

Tardiness

If a student fails to report at class starting time, or has excusable absences, it is his responsibility to arrange for make up work with the instructor for said period of absence to be completed within current course.

Conduct

Students should realize that it is not only important to possess the necessary skills, but it is equally important to conduct themselves in an appropriate, mature, businesslike manner. Students will be expected to present an appearance acceptable to a contemporary establishment.

Termination

Termination of contract will become effective on the date the school receives notice to cancel.

Three days of non-excused absences **OR** unsatisfactory conduct **OR** unsatisfactory progress will result in student termination. Readmittance will be at the discretion of the School Director.

Placement Assistance

Available to all graduates of this school at completion of program or later, however, Trim International can not guarantee placement.

Working Tools

Students are furnished a set of tools to work with while in training. No charge is made for these tools unless lost or destroyed. No additional charge is made for all flowers, supplies, accessories used in the training by the student. Home study students must supply all materials for the course.

Books

Students are not required to purchase text books. Various pertinent books are reviewed. Purchase of same is optional.

We Invite You to Consider and Compare the Following Features of Our Program

The amount and value of **Personal Supervision and Student Practice** offered by this school cannot be overstressed. It represents the medium by which you will master the Art of Floral Designing. Observation alone does not suffice. The Trim International Floral School maintains at all times, a large enough staff of instructors; furnishes a sufficient amount of cut flowers and supplies, to insure the student the maximum amount of Student Practice combined with Personal Supervision. In addition to being "Taught," each student is allowed ample time to "Learn."

The art of Floral Design is covered thoroughly in our program. Many persons who operate their own flower shops have taken our program and benefitted immeasurable from the design instruction and also from the up-to-date lectures, texts, and demonstrations interspersed throughout the courses pertaining to — **"Proper Care of Cut Flowers and Plants," "Profitable Methods of Buying Cut Flowers, Plants, and Supplies," "Modern Advertising," "Functions of Wire Organizations," "Good Business Management" "Profitable Selling," "Locating and Purchasing a Flower Shop," "Operating Cost Analysis and Mark-Up," "Window and Shop Decorating Demonstrations."** Theory accompanied with texts pertaining to the following: **"Color Harmony," "Principles of Flower Arrangement,"** and **"Wedding Order Procedure."** This knowledge is also of great importance to the employee.

Two options are offered as a way of obtaining your training, classroom, and home study program. Both cover the same subjects as described in this brochure. The home study program is offered through the Denver location only. Demonstrations are available on video and lectures on audio cassette. We offer the same personal instruction through course correspondence.

What the Future Offers in This Profession

The following are a few of the many important facts to be considered relative to your future in this professional field.

The florist business is one of the few industries, that is not today, and never has been, sufficiently supplied with trained personnel. There are many areas that are lacking an established Flower Shop. There are also many cities and towns capable of supporting additional flower shops due to the recent influx in population. Over a period of years, the public has been educated to expect and demand flowers in their daily pattern of living, therefore it is only logical that progressive flower shops be provided to supply this ever increasing demand.

No other field of endeavor requiring such a nominal investment can offer so great an opportunity for financial success and personal satisfaction.

Living Accommodations

Large, medium, or small first class hotels, motels, and apartments or private homes are available a short distance from the school and may be reached in a short time by bus or car. A list of such provided if requested.

We suggest you make temporary reservations in advance, then decide on permanent quarters after arrival.

What to Bring

Clothing . . . The climate is generally very moderate in all of the cities. Montana can have some heavy snowfall and cooler temperatures. During winter months we suggest light woollens with a warm coat. For weekend and evening wear: suits, slacks and shorts, and top coats for the men. Dresses, pant suits, skirts and blouses for the ladies. Bring a topper for summer mountain trips.

Plan to wear what you are comfortable in during school hours, since class will be comparable to that of working in a flower shop.

Don't forget to bring your CAMERA, as you are free to take pictures of made-up arrangements during your training.

Advantages of Attending in Western States

Colorado, New Mexico, and Montana are unsurpassed for their pleasant year round climates, beautiful mountain parks, summer and winter sports. They are easily accessible from any section of the nation. Denver is the largest buying center in the Rocky Mountain area. Albuquerque is known for its' Southwestern motif. Both cities have many tourist attractions, evening entertainment, and are great for vacationing. Billings, our newest school, is set in the scenic beauty of Montana.

Locations

DENVER — 4800 Dahlia, P.O. Box 173354, Denver, CO 80217-3354.
1-800-858-9854 • (303) 388-7377.

ALBUQUERQUE — 4717A Lumber Ave., NE, Albuquerque, NM 87109.
1-800-786-2640 • (505) 884-4691.

BILLINGS — 219 Garden Ave., Billings, MT 59101.
1-800-962-3402.

Website—<http://www.floralschools.com>



Denver



Albuquerque

