

blooming news

Your seasonal guide to all that's floral



Graduate Profile: Laani Pegler



Laani made the change to floristry whilst still working full-time in the airline/travel industry. "Changing career, can be hard work but it's worth it." Laani says.

Currently working for PoHo in Potts Point, Laani got a part-time position half-way through her PCDC course and is now employed full-time since she graduated in 2008.

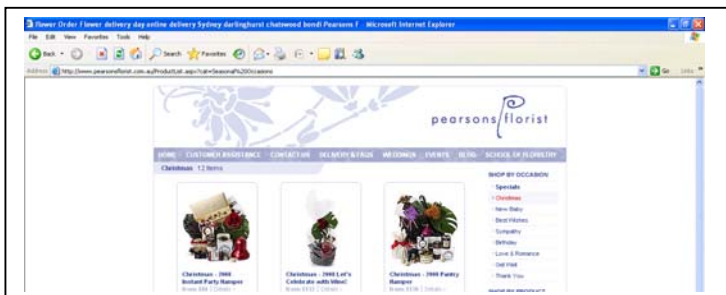
"I loved learning at PSF and soaked up all the knowledge and experience I could from the trainers. The course has given me the confidence and skills required to work in the floristry industry. Now I can go on to gain more experience. I plan to keep learning, to challenge myself." See Laani's workplace at www.poho.com.au

Web Marketing Seminar for florists

As part of our free Enrichment Program for PCDC students, school director Barbara Pollak and marketing manager Jo Ramdeen recently hosted a seminar for Module 4 students which introduced them to the important aspects to consider when launching a florist website. Our web marketing seminar is free for PCDC students and runs twice a year.

The key messages shared with students were:

- 1) Florists web businesses are growing rapidly
- 2) Your online site should be a clear reflection of your brand
- 3) Keep the web design simple and easy to use
- 4) Change and update your site regularly
- 5) Market your website



Flower of the Season: Peonies

A native to Asia, Southern Europe and Western North America, Peonies have a limited flowering season from late spring to early summer. The name is derived from 'Paeon' – who in Greek mythology was a student of 'Asclepius' – Greek god of medicine and healing.

*Source – wikipedia.org



Competition Time!

Student competition 2008

Saturday, 11 October, was our annual in-house Competition & Open Day. The winners of the various categories are listed below. Congratulations to all!

Module 1

- 1st place – Joanne Chern
- 2nd place – Diana Wang
- 3rd place – Denisa Spadova



Module 2

- 1st place – Fleur Stanford
- Highly Commended – Joanna Yarroll

Module 3

- 1st place – Georgia Davies
- 2nd place – Sharon Smith
- 3rd place – Gabriella Petrulla



Past Competition

- 1st place – Helen Crisp
- Highly Commended – Tonia Koopman

Open Competition

- 1st place – Steven Johnston
- 2nd place – Sharon Smith
- 3rd place – Jennifer Keogh

People's Choice Award

- 1st place – Denisa Spadova
- 2nd place – Georgia Davies
- 3rd place – Novita Setiawaty



School News...

Grower's Competition – On 15 October, The Flower Growers Group of NSW held a grower's competition at the Sydney Flower Markets. PSF had 3 students who competed in this competition. We would like to congratulate Kelly Warren for finishing in the top 4! Well done also to Thuy Nguyen and Jenny Keogh for their participation.

Wedding Exhibition Displays – Come and see our Module 3 students' wedding exhibition which will be held at our Darlinghurst campus on Saturday 20 December 2008 from 2.30-4.30 pm.

End of Year Exhibition Displays – Our Module 4 students will be exhibiting their end of year displays at Oxford St, Darlinghurst on Tuesday 16 December, Wednesday 17 December and Saturday 20 December 2008 from 2.30pm-4.30pm. There will be a total of 42 different themed displays over the three day period so come along and see their wonderful creations!

Florilegium Bookstore – A special 10% discount applies to PSF Students located at 145 St John's Rd, Glebe. Some floristry titles available include International Floral Art 08/09; Seasonal Wreaths & Bouquets; Floristic Basics and more! Visit www.florilegium.com.au for more titles.

Budding Florist of the Term: Melissa Sammut

PSF's Budding Florist of the Term competition is open to all PCDC students and is an opportunity to share your floristry experiences from outside the classroom.

We would like to congratulate Melissa Sammut, who won our Budding Florist of the Term competition. Melissa is currently a PCDC Module 2 student and created a bouquet for a friend's birthday which consisted of roses, orange tulips and foliage.

Congratulations to Melissa, she wins a 'Chic' bouquet (pictured, right) from Pearsons Florist! We would like to thank everyone who placed entries in the budding florist box. Keep your entries coming for the term ahead!



Work Experience Review

Good Food Affare – On 21-23 November, Pearsons Florist was the 'Flower Market' for this inaugural event held in Castle Hill Showgrounds. A three day food lover's extravaganza that featured local and interstate fresh produce, live on-stage cooking shows, and a replica of celebrity chef Skye Gyngell's Café in England were some of the attractions of this event.

PCDC students donated their time and hard-work in assisting Pearsons Florist to run the flower market, stocking the marquee with fresh blooms and selling to bargain buyers over the weekend. Pearsons Florist would like to sincerely thank all those who participated! See below for some snapshots.



SHARE YOUR STORY!

A reminder to all past students to get in touch with us and let us know how you are doing in the creative world of floristry.

Send us an email at school@pearsonsfiorist.com.au or visit our Students page on our website. We would love to hear from you!

DIY Decorations

Recently, Pearsons School of Floristry was featured in Woman's Day magazine with gorgeous creations you can create on a budget. Here is one of the ideas, just in time for the Christmas season!

FESTIVE TABLE WREATH

You will need:

Ivy or grape vines
Flowers collected from the garden



STEP A – Gather all the materials. Remove any damaged or discoloured leaves.

STEP B – Create a loose circular shape out of the ivy, with a diameter of approximately 25 cm. Wrap and weave extra vines around the circle to build up the thickness of the wreath.

STEP C – Cut off the flower heads and scatter them around and on top of your wreath. To add an extra-special festive touch to the table, place a large pillar candle available at discount stores in

Courses & Workshops... Enrolling Now!

PCDC incorporating Certificate III in Floristry February 2009

Hurry and enrol before the **17 December 2008 to save \$400** on PCDC commencing in February 2009. For further enquiries please contact the school on (02) 9550 7755.



Essential Floristry Skills – 5 Day Intensive Block Course Monday 23 – Friday 27 February 2009, 9am - 3pm

CONTEMPORARY STYLE

Day 1 – Bouquets 'a la mode' and Modern Vase Design
Day 2 – Elements of Successful Design
Day 3 – Events with Finesse
Day 4 – Fashion Wiring
Day 5 – Cocktail Wedding Designs

Introduction to Floristry: One Day Workshops

Spend a whole Sunday learning 3 floral designs in a fun and relaxed environment

- **Deck the Halls** (Christmas A) – Sunday 14 December
- **Festive Fun** (Christmas B) – Sunday 21 December
- **Vintage Bride** (Bridal Floristry A) – Sunday 15 March
- **Garden Party** (Floristry A) – Sunday 19 April

Flowers & materials included, \$275 per one day workshop, (\$295 per Xmas one day workshop). Workshops times are from 9am - 3pm. Visit www.pearsonsschool.com.au or call the school on (02) 9550 7755 for more information.

Introduction to Floristry: 5 Week Course

Monday Morning classes (10.30am – 12.30pm) Darlinghurst
Tuesday Evening classes (6.00pm – 8.00pm) Darlinghurst
Wednesday Evening classes (6.00pm – 8.00pm) Stanmore
Classes start week commencing 2 March 2009

FLORAL INSPIRATION

Week 1 – Sticks and Stones
Week 2 – Victorian Posy
Week 3 – Floral Garland
Week 4 – Contemporary Vase
Week 5 – Vintage Fruit and Flower Arrangement

Be a florist...

Pearsons Commercial Design Certificate, incorporating Certificate III in Floristry

Become a work-ready florist in just one day a week, over a year!

Classes start in February 2009... Choose a weekday or Saturday class

Come to a FREE Commercial Floristry information session to find out more – call or see website for details