



May 11, 2018

To Whom It May Concern:

The Benz School of Floral Design strives to embody quality and professionalism in educating its students so that they may succeed in the floral industry. It is the aim of the school to be the first choice for floral design and floral education. The Benz School embraces diversity of thought, innovation and creativity in the art of floral design and encourages collaboration between all levels of the floral industry and allied organization, community groups and related industries.

To better meet these aspirations, we have developed the Benz School of Floral Design Principles of Floral Design Certification. This certification was created to prepare the next generation of floral designers. Those with this certification have demonstrated an in-depth understanding of floral design principles and practices and are ready to begin a career in the floral industry.

At the Benz School of Floral Design, we believe individuals must possess an understanding of floral design history, flower identification, floral design basics, arrangement creation and duplications and flower business management principles to work in the floral design industry. Those who have taken this certification have proven their knowledge of the standards described above are more than qualified to work in the floral industry.

The floral design industry is a creatively stimulating and rewarding field, and those with the Benz School of Floral Design Principles of Floral Design Certification are prepared to be contributing members of the floral design industry.

Please do not hesitate of contact me if you have any questions or need additional information.

Sincerely,

A handwritten signature in cursive script that reads "Wm J McKinley".

Wm J McKinley AIFD, CFD, ICPF

Benz School of Floral Design

Benz Endowed Chair/Director/Senior Lecturer

Texas A&M University
Department of Horticulture
College Station, Texas 77843-
2133(979) 845-1699



May 1, 2018

Re: Principles of Floral Design Certification

To Whom It May Concern:

I am writing this letter in support of the Principles of Floral Design Certification endorsed by the Benz School of Floral Design.

Devault Floral is a state of the art premier flower shop serving West Texas and its surrounding communities. Devault Floral has been in West Texas for over 35 years.

We employ designers with expertise in floral design. While it is ideal for us to hire those who are already certified we can grow the designers as well. I find that if the employee has a history of school and experience with certification then they are more apt to be able to handle the demands of the advanced designs from Devault Floral and they would be employees that would be more long term employees. If I saw that someone had a certificate already I would give them an interview first and foremost.

Students who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in this industry, including:

- discover and analyze the history and significance of floral design
- determine identifying characteristics, common names and botanical names for flowers and other floral materials
- understand design principles and elements of floral design
- critique and appraise various floral designs

It is so important that we have a good number of skilled workers for current and future positions in this industry. A student that has earned the Principles of Floral Design Certification that is endorsed by a nationally recognized association such as the Benz School has proven that they are more qualified for employment in the floral industry than a candidate without the certification and is more likely to be employed. In addition, this certification is so valuable to employers as it helps connects us to qualified candidates and should be offered at all schools with courses in floral design.

Sincerely,

A handwritten signature in cursive script that reads "JLemons".

Jenni Lemons
Owner
Devault Floral
3703 19th Street
Lubbock ,TX 79410
806.797.0727
jenni@devaultfloral.com



June 5th, 2019

To Whom It May Concern:

I am writing this letter in support of the Benz School of Floral Design Principles of Floral Design Certification.

Arizona Flower Market is located in the heart of downtown Phoenix, AZ. The company has been serving its customers for over 15 years. AZFM is the only floral company in Arizona that sells wholesale to the trade and the public.

Individuals who earn this certification have demonstrated possession of knowledge and skills vital to succeeding in a variety of roles in the floral industry. The certification provides students the training necessary to become an accomplished florist in a very competitive industry.

It is imperative we have a pipeline of skilled workers for current and future positions in the industry. This certification will truly help employers with staffing challenges. All too often, floral companies have many opportunities hiring great candidates. The issue many employers face is we find candidates that are passionate about the industry but they have no training or experience necessary to qualify themselves for the role. This certification process will help build a talent pool that will benefit the student, employer and consumer.

This certification is what the floral industry needs to help support the daily challenges floral companies face. An individual who has earned the Benz School of Floral Design Principles of Floral Design Certification, issued by a nationally recognized, industry-leading organization, has proven they are more qualified for employment in the floral industry than an applicant without the certification. In addition, this certification is extremely valuable to employers like me because it helps connect us to qualified candidates.

Sincerely,

Jarrold Bennett



Jarrold Bennett
GENERAL MANAGER

2050 South 16th Street | Suite 105 | Phoenix, AZ 85034

C 602-622-3813 O 602-707-6294 F 602-707-6300

azflowermarket.com

Family
of
Brands





Barbara Montes
Mayesh Wholesale Florist Inc.
1805 West Crest Lane
Phoenix, AZ 85027
623-582-1290

6/5/2019

RE: Letter of Support

To whom it may concern,

Mayesh Wholesale Florist is a supporter of the certification developed by Benz School of Floral Design out of Texas A & M and offered and tested for on iCEV Online.

CEV Multimedia (iCEV Online) provides Agricultural Science curriculum and industry certifications for agricultural teachers to use with their students in the state of AZ.

Jennifer Colvin, a floral design teacher at Metro Tech High School in Phoenix uses CEV Multimedia (iCEV Online) to provide her students the opportunity to become certified using the Benz School of Floral Design, Principles of Floral Design Certification course.

Mayesh Wholesale florist approves of the rich resources that prepare students for college and the workforce and the industry certifications that demonstrate fundamental knowledge and skills.

Sincerely,

Barbara Montes
Branch Manager

MEMORANDUM

May 21, 2018

Re: Support letter for Plant Science certification

I am writing a reference letter to provide strong support for the Principles of Floral Design certification. Such an endorsement requires some perspective to be credible. I have been employed as a teaching, research and extension educator for almost 30 years (13.5 at Texas A&M University, 5.5 at the University of Tennessee, and another 11 years back at Texas A&M) and have served in faculty appointments in both Horticultural Sciences and Agricultural Economics. During this time, I have performed a variety of roles including applied research and extension educational programming in horticultural marketing and management; teaching in the areas of agricultural and food marketing, strategic agribusiness management, and contemporary issues in horticulture and agribusiness; and development and coordination of the TAMU Master of Agribusiness (MAB) program. Currently, I hold the Ellison Chair in International Floriculture at Texas A&M University. It is from these perspectives that I offer my evaluation of the Plant Science certification program.

This certification program is desperately needed from a floral industry perspective. There are so many florists that have gone out of business in recent years because of the lack of qualified floral designers to hire. With this certification in place, they would be able to hire students at a higher wage that they could if the student was just starting in an entry-level position. Further, being certified in floral design gives the student great mobility in terms of finding jobs. All of the key aspects of floral design are covered in this certification, making it a great stepping stone for students rising up through the floral industry career ladder to someday being a Master Florist. Floral design certification is a great tool to have and enhances the marketability of the student greatly.

Should you need any further elaboration of these points, please feel free to contact me directly.

Sincerely,



Dr. Charlie Hall
Professor & Ellison Endowed Chair in International Floriculture
Texas A&M University

May 13, 2018

To Whom It May Concern:

I am writing in support of the Benz School of Floral Design Principles of Floral Design Certification. As the owner of Landmark Nurseries, Inc., we operate 6 wholesale nurseries operations and 4 large growing operations across the state. I have been involved in the landscape, nursery and floral industries for over 30 years and have been a supporter of educating our young people, so they are prepared to enter the workforce. Our industry is in desperate need of qualified candidates for employment and I believe this program does just that. Those who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in the floral industry including:

- Understand the history of floral design by discovering the origins, development and significance of floral design.
- Identify flowers, floral design tools and analyze the use of various flowers, foliage and tools in designing floral arrangements
- Analyze the design elements, principles and geometric shapes in floral design, as well as their use in floral designer and use these skills to critique and appraise floral arrangements.
- Demonstrate the proper steps of post-harvest care of cut flowers and be able to identify the various tools and equipment use in post-harvest care of cut flowers.
- Identify, design and create various types of floral arrangements such as bereavement, specialty, wedding and holiday arrangements.
- Discuss the fundamental practices of managing a floral business, including tools and supplies, aspects of a business plan, pricing and marketing methods and safety practices involved in the floral industry.

I hope that you will consider making this certification available so additional individuals can take advantage of it in the future.

Kindest regards-

Jim Prewitt
CEO
Landmark Nurseries, Inc.

West Texas Wholesale Floral

620 15th St. • Lubbock, TX 79401
office: 806.765.8309
fax: 806.762.3138

May 22, 2018

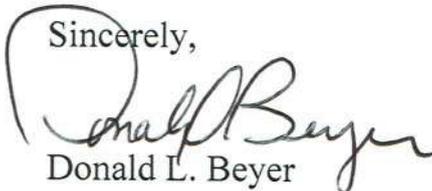
To Whom It May Concern:

The purpose of this letter is to express my company's support of the Principles of Floral Design Certification endorsed by the Benz School of Floral Design associated with Texas A&M University. The Benz School of Floral Design is nationally recognized by the American Institute of Floral Designers (AIFD) as an educational partner providing high quality career education and promoting professionalism in the floral industry.

As the owner of West Texas Wholesale Floral, I am well aware of the need for floral certification as a benefit to my customers managing a floral business. West Texas Wholesale Floral provides fresh flower and floral supply needs to more than 50 established florist in the West Texas and New Mexico areas. Students who earn a Principles of Floral Design Certification demonstrate a knowledge of vital concepts necessary to the future success of my customer's growth. Many of these floral business owners desire future employees that have a knowledge base of principles, elements, geometry, and basic techniques of floral design. The floral design certification will provide skilled workers for this valuable industry my company supports daily.

Please consider this letter of support for the Principles of Floral Design Certification endorsed by the Benz School of Floral Design to establish a potentially valuable asset to our floral businesses that provide the beauty of flowers to our communities.

Sincerely,



Donald L. Beyer

Owner

West Texas Wholesale Floral



Ueckert Flower Shop, Inc.

"Flowers for All Occasions"

TELEPHONE 865-2282
217 MATTHEWS • • • P.O. BOX 636
BELLVILLE, TX 77418

May 17, 2018

To Whom It May Concern:

I am writing this letter in support of the Principles of Floral Design Certification endorsed by the Benz School of Floral Design.

We own and operate Ueckert Flower Shop in Bellville, Texas, and have been in business for many years. We work very closely with the agriculture teachers here in our local district on an advisory capacity.

Students who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in this industry, including:

- discover and analyze the history and significance of floral design
- determine identifying characteristics, common names and botanical names for flowers and other floral materials
- understand design principles and elements of floral design
- demonstrate wiring methods in floral design
- prepare, analyze and evaluate geometric designs with fresh and silk floral materials
- demonstrate proper post-harvest care of cut flowers
- plan and construct various types of corsages and boutonnieres
- create specialty floral arrangements for various occasions, such as wedding, holiday, bereavement, etc.
- critique and appraise various floral designs
- analyze fundamental management practices of managing a floral business

It is imperative we have a pipeline of skilled workers for current and future positions in the industry. A student that has earned the Principles of Floral Design Certification that is endorsed by a nationally recognized association such as the Benz School has proven that they are more qualified for employment in the floral industry than a candidate without the certification and is more likely to be employed. In addition, this certification is extremely valuable to employers as it helps connects us to qualified candidates and should be offered at all schools with courses in floral design.

Sincerely,



May 1, 2018

To Whom It May Concern:

I am writing this letter in support of the Principles of Floral Design Certification endorsed by the Benz School of Floral Design.

The United Family is a chain of 96 stores in Texas and New Mexico that is 100. Out of the 96 stores, we have 60 full service departments that fulfill guest needs from weddings, sympathy, FTD, and event work. The days of finding trained and talented floral professionals is long gone. We believe we have to start training our future in some type of Prep school setting. Young adults find a passion at a young age and we have to foster that and lead them down a path of success. I believe that having this certificate for young professionals will open doors and give them a leg up.

Students who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in this industry, including:

- discover and analyze the history and significance of floral design
- determine identifying characteristics, common names and botanical names for flowers and other floral materials
- prepare, analyze and evaluate geometric designs with fresh and silk floral materials
- demonstrate proper post-harvest care of cut flowers
- plan and construct various types of corsages and boutonnieres
- create specialty floral arrangements for various occasions, such as wedding, holiday, bereavement, etc.
- critique and appraise various floral designs
- analyze fundamental management practices of managing a floral business

It is imperative we have a pipeline of skilled workers for current and future positions in the industry. A student that has earned the Principles of Floral Design Certification that is endorsed by a nationally recognized association such as the Benz School has proven that they are more qualified for employment in the floral industry than a candidate without the certification and is more likely to be employed. In addition, this certification is extremely valuable to employers as it helps connects us to qualified candidates and should be offered at all schools with courses in floral design.

We are a growing company that wants to hire knowledgeable team members that can give us a leg up. Having the Principles of Floral Design Certification will really help get them placed with a good florist.

Sincerely,
Bradley Gaines

Business Director of Floral

The United Family

United Supermarkets, L.L.C.

5801 Martin Luther King Blvd.

Lubbock, TX 79404

v: 806.472.5900

f: 806.472.5929

6 June 2019

To Whom It May Concern:

I am writing this letter in support of the Benz School of Floral Design Principles of Floral Design Certification.

My name is Shayla Hyde and I am the Communication/Education Director for the Arizona Nursery Association. I have been here for a year and a half, and I oversee relations with our nurseries and other members as well as work with a committee of industry professionals and board of directors to plan a yearly education conference for 500 people and maintain the value of ANA membership. I have a strong agricultural background with a Bachelor's Degree in journalism from Arizona State University. Our non-profit organization is a staff of two: myself and the executive director who oversees the legislation on behalf of the green industry among a number of other duties helping this organization thrive. I assist her in these efforts and have learned a tremendous amount over the last 18 months. We are based in Tempe, AZ, but we represent businesses statewide, including a couple in Southern California.

Individuals who earn this certification have demonstrated possession of knowledge and skills vital to succeeding in a variety of roles in the floral industry. The most pertinent part of this certification is the preparation it gives individuals to go right into the industry and land on their feet. These students will be ahead in their knowledge within the floral industry and the hands-on experience that comes during/afterwards will be that much more effective with this background knowledge.

It is imperative we have a pipeline of skilled workers for current and future positions in the industry. Not specifically our organization, but our nurseries struggle constantly with hiring young, willing and/or qualified individuals. Having a certification such as this one opens a door to the possibility of expanding that pool of individuals to choose from and helping businesses grow and thrive.

This reputable school has the tools know-how necessary to ensure students enter into the industry fully equipped with the knowledge needed to be successful in their floral careers. Floral is part of the nursery industry and educated workers are in substantial need at this time. Having more certifications that aid in that will only benefit this industry.

Sincerely,



Shayla Hyde
Arizona Nursery Association



West Texas A&M University™
DEPARTMENT OF AGRICULTURAL SCIENCES

To Whom It May Concern,

I am writing in support for the Benz School of Floral Design Principles of Floral Design Certification.

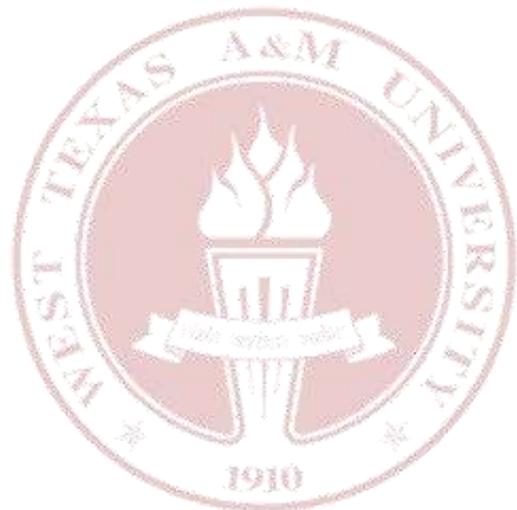
As a professor of plant science at WTAMU, a university that is dedicated to preparing students for success in the marketplace after graduation, I see great value in this certification. The skills validated by this certification will benefit the students by providing them with experiences that prepare them for positions in the floriculture and horticulture industries. In addition, this certification will also benefit both Texas and American floriculture and horticultural industries by creating a pipeline of entry-level employees who are capable and ready to work. It is of vital importance that there are educated young people in the floral design industry to ensure a secure a viable future for the floriculture and horticulture industries

Industry certifications like the Benz School of Floral Design Principles of Floral Design Certification are a valuable tool that will offer benefits to students, employers and the industry as a whole.

Sincerely,



Brock Blaser, Ph.D.
Associate Professor of Plant Science
Department of Agricultural Sciences
West Texas A&M University
Canyon, Texas 79016
(806) 651-2555 office
bblaser@wtamu.edu





June 5th, 2019

To Whom It May Concern:

I am writing this letter in support of the Benz School of Floral Design Principles of Floral Design Certification.

Arizona Family Florist is located in the heart of downtown Phoenix, AZ. The company has been serving its customers for over 15 years. AZFF designs and delivers floral arrangements valley wide to residences, businesses, schools, churches and funeral sites. We employ reputable designers that have a diverse background of training and experience.

Individuals who earn this certification have demonstrated possession of knowledge and skills vital to succeeding in a variety of roles in the floral industry. The certification provides students the training necessary to become an accomplished florist in a very competitive industry.

It is imperative we have a pipeline of skilled workers for current and future positions in the industry. This certification will truly help employers with staffing challenges. All too often, floral companies have many opportunities hiring great candidates. The issue many employers face is we find candidates that are passionate about the industry but they have no training or experience necessary to qualify themselves for the role. This certification process will help build a talent pool that will benefit the student, employer and consumer.

This certification is what the floral industry needs to help support the daily challenges floral companies face. An individual who has earned the Benz School of Floral Design Principles of Floral Design Certification, issued by a nationally recognized, industry-leading organization, has proven they are more qualified for employment in the floral industry than an applicant without the certification. In addition, this certification is extremely valuable to employers like me because it helps connect us to qualified candidates.

Sincerely,



Brent Denham

FLORAL BUYER

2050 South 16th Street | Suite 105 | Phoenix, AZ 85034

C 802.296.8378 O 802.707.6294 Ext. 8882 F 802.707.8300

azfamilyflorist.com [azfamilyflorist](https://www.facebook.com/azfamilyflorist)

Family
of
Brands:



2050 S. 16th St. Suite 105 Phoenix AZ 85034
602.507.4200 | azfamilyflorist.com

Bloomington Florist and Gifts

2479 N Thomasville St.

Pocahontas, Arkansas 72455

870-892-2258

July 31, 2019

To Whom It May Concern:

I am writing this letter in support of the Benz School of Floral Design Principles of Floral Design Certification. My business, Bloomington Florist, has been an established florist in the current location for 22 years. We serve Randolph County and the surrounding area. Online services are also offered on our website.

During peak times, such as, prom, Valentine's Day, Mother's Day, etc. it is necessary for me to hire 5 extra people to insure excellent customer service. An individual with the Benz School of Floral Design Principles of Floral Design Certification would already have background knowledge of floral design, flower identification, floral design basics, arrangement creation and flower business management. This is a fast paced customer service and customer loyalty oriented business. Individuals with this certification would enhance my ability to choose an employee that will provide the quality of service I demand at my business. It would allow me to connect to qualified candidates.

Sincerely,

A handwritten signature in black ink, appearing to read "John Allen French". The signature is written in a cursive style with a large initial "J".

John Allen French