

# Level Up

## YOUR SKILLS: WAYS TO SET YOURSELF APART WITH EDUCATION



### MASTERCLASS CLIFF'S NOTES:

- Cal took over FlowerSchool New York in 2010. There was only one room and no bathroom!
- Cal took the school and revamped the model entirely to get students ready to be master florists.
- FlowerSchool as Alumni start businesses all over the world.
- 50% of people in the program get jobs as apprentices.
- FlowerSchool offers Business Training and Career Development. Only accredited schools can operate in New York.
- FlowerSchool offers workshops, recreation programs, and occupational programs.
- FlowerSchool NY is on 28th Street right in the Flower Market.
- They also offer technical training on how to use florist equipment.
- Check out their 3-Day Wedding Design Series!
- Continuing education is important to stay up-to-date on the latest trends and techniques to become confident in your business.
- There are over 300 Alumni of FlowerSchool NY.
- Put Details Flowers Software at the top of your resume!
- If you are in New York City, visit the FlowerSchool New York Rooftop events.
- Check out the Stephen Ore Herbal book.
- FlowerSchool will now have a food and cocktail program.
- Sprayer from Home Depot \$100 to spray foliages.
- Find trends and find the best/cleanest process to teach.
- There is even a FlowerSchool in downtown Los Angeles!
- You can get further when working together.
- Their Affiliate Program is where they have interns try their florist training program.
- In order to have an internship, the students need to learn things that they will not learn in FlowerSchool.
- Get a paid internship with FlowerSchool!
- They are looking to expand in major markets.
- They also keep a list of freelancers to send for great jobs!
- How do you qualify freelancers? Show up on time for the interview and day of work. Have the freelancer make you a mock arrangement.



- A good attitude is important to be a part of a team.
- ABC - Always Be Cleaning!
- Know the company and individual expectations of what you will be doing.
- Essential Tools for competitive freelancers - have availability and understand different styles.
- The flower business is all word-of-mouth.
- FlowerSchool has Online Classes available. Flowers are shipped directly to you.
- Cal has a FlowerSchool book that has sold over 20,000 copies!!
- They have holiday programs that are from \$100-\$150.
- Other programs start at \$300 per class.

**Calvert Crary is the Executive Director** of both state licensed career development schools FlowerSchool New York and FlowerSchool Los Angeles, and author of *Flower School: A Practical Guide to the Art of Flower Arranging* (Nov 2020).

*As an internationally recognized instructor and mentor, Calvert has taught programs across the United States, Holland, Mexico, France, and Australia, and was this year's judge for the prestigious PHS Philadelphia Flower Show.*

*Calvert has trained and coached thousands of students on how to work in the floral industry with top designers, start new businesses, or reorganize existing floral businesses into thriving careers.*

Follow FlowerSchoolNY on Instagram: <https://www.instagram.com/flowerschoolny/>

Follow FlowerSchoolLA on Instagram: [https://www.instagram.com/flowerschool\\_la/](https://www.instagram.com/flowerschool_la/)

Visit FlowerSchool's Website: <https://flowerschoolny.com/>

Check out Cal's Book:

**"Flower School: A Practical Guide to the Art of Flower Arranging"**

