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Wisconsin FFA State Study Guide

Prepared By:

Lisa Belisle AIFD

March 2026



Hello there!

Congratulations on qualifying for the State FFA Floriculture Contest! As a floral educator, I could not be more proud and am here to see you succeed and give you the tools you need to study, practice and memorize for your practicum.

Please read the entire study guide. All of your written exam questions are based on this study guide. The questions in the exam are not meant to be a trick at any time. Your team practicum will be a practice of everything in this study guide.

All the questions are based on my experience in training new students and staff with no floral background. The content provided is beginner floral design and greenhouse operations. Our intention is to build your knowledge over time to increase your floral education and possibly get you a job in the floral industry.

Lisa



Where to Start

Floral Identification is a very large portion of your State Competition. However, you should not just memorize for competition's sake. If you continue your education and become a floral designer or part of this industry knowing your Floral, Foliage, Tools, and Plants is critical to be called a professional.

Some may ask why? Can't I just learn as I go?

Of course, that is always an option to learn as you work. However, let's compare being a florist with being a chef. If you showed up to work at a restaurant as the sous chef and Chef asked you to pull the ingredients for the entre what would you do? Just stare at him or guess and bring all the wrong stuff back to him?

Our profession requires us to know our tools. In Floristry and Greenhouse, our tools are the actual plants and flowers. If you would like to be taken seriously and perfect your craft you must know your floral identification.

We made a new Common Name first list with the updated 2024 National list! Click the Anthurium to download a copy.

Study First

Click each box for a shortcut



Flowers
Botanical
List



Flowers
Common
List



Instagram
link



WI
Tool
List

Study Materials

You must know your Floral and Foliage Identification well to be proficient in this contest.

Please use the following to practice:

Advisor's Gallery ([Available on CDE website](#))

Book: Rene's Bouquets "A Guide to Euro-Style Hand-Tied Bouquets"

Instagram page [@floral.id.gallery](#) **KEEP an eye on this!!!**

New Rubrics – Men's Classic Bouttoniere, Team Activity Rubric, Prom Posey

What to Expect Day of State

- Live ID Exam - 50 items (Fresh Flowers, Plants, Annuals, and.....)
- Live ID Exam - 5 Disorders
- Written exam 55 multiple Choice (based on this study guide only)
- Pricing Practicum 5 Questions - will be integrated into Written and Team Event
- Men's Bouttoniere - Individual (inside Team event) **MUST** Wire and Tape!

Team Event, please be prepared for the following:

- Prepare a Prom Fundraiser for your High School
- Make two examples of prom Posies (one standard, one upgraded)
- Make two examples of Standard and two Upgraded Bouttonieres
- Marketing, Packaging, and Care Tags will be required
- Each Team member must make their own Men's Bouttoniere
- Your team may bring items to suit the theme or complete project
- Be ready for substitutions, retail price, budget, and profit talks with judges
- Two judges will be visiting your tables to discuss your fundraiser and go over criteria to score

Please bring with you:

Floral Pruners - O'Hanna or other

Ribbon Sheers

Wire Cutter

Round Nose Jewelry Pliers

Pencils

Calculator

You may bring a clipboard and a bag, apron or small clear tote to carry your items. You may also bring your own glue, U-glue, wire and tape if you feel more comfortable

****Absolutely NO Phones and NO watches! We will bag at registration, no exceptions.**

Let's Talk Bugs...

Nationals has added disorders onto the Identification List again, for State we will be giving you ten out of the 27 disorders to study. The State ID exam will only have FIVE printed pictures that you will have to identify.

#402 Cold Water Damage



#408 Botrytis



#417 Aphids



#424 Snails/Slugs



#421 Mealybugs



Let's Talk Bugs...



#413 Root Rot

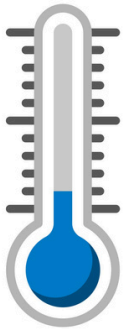


#412 Powdery Mildew



#401 Cold Temperature/Freeze

Freezing 20



Room Temp 68



#427 Whiteflies





NEW

SOUND BITES

Your Fellow FFA Floriculture students, Past and Present have helped prepare small bites of information on their favorite plants or flowers to help you identify them more easily and understand why they like them so much.



SOUND BITES

Wax Flower



Scientific name: *Chamelaucium uncinatum*

Common name: Wax Flower

Originates from: Australia

Season: Early winter through spring (USA's Spring to Summer)

How to care for it: Cut 2 inches off of the woody stem. Then place the stem in a solution of water and floral food for two hours before storage or usage. It should last 7 to 14 days and be stored at 32 – 34 degrees Fahrenheit.

Unique fact: The wax flower is related to eucalyptus, they are both part of the myrtle family. The wax flower is commonly seen in wedding bouquets in Australia as a symbol of good fortune. Normally the wax flower does not have a scent but when crushed it can smell like citrus.



Thank You: Mallory Braun
Shawano FFA Floriculture



SOUND BITES

Gerbera Daisy

Botanical Name: Gerbera

Common Names: Gerbera Daisy

Origin and History:

Native to South Africa.

Discovered in 1884 near Barberton, South Africa, by Robert Jameson. The flower is named in honor of German botanist and naturalist Traugott Gerber.

Growing Season and Basic Care:

The Growing Season is primarily spring to early summer, but with proper care, they can bloom at other times. Gerber daisies thrive with at least 6 hours of sunlight daily and require well-draining, slightly acidic soil. Consistent moisture is key, but avoid waterlogging, water at the base to prevent fungal diseases. Feed them every 2-4 weeks during the growing season with a balanced liquid fertilizer, and regularly deadhead spent flowers to encourage more blooms. To keep them alive for more than a week, ensure proper drainage and avoid overwatering, as this can lead to root rot, which is a common killer of Gerber daisies.

Fun Facts:

- Symbolism: Gerber daisies commonly symbolize cheerfulness, innocence, and purity. Different colors can also carry specific meanings.
- Gerber daisies are known for their wide array of bright colors, including red, orange, yellow, pink, white, and bi-colors.
- Indoor Air Purification: Like many plants, Gerber daisies can help purify indoor air by removing pollutants like benzene and formaldehyde.
- Pollination: Gerber daisies attract pollinators like bees and butterflies.



Thank You: Katie Wittgreve
Howards Grove FFA Floriculture



SOUND BITES

Red Edge Dracaena

Scientific Name: *Dracaena marginata*

Nick-Name: Dragon Tree

Season: Spring-Summer

Originates: Madagascar's tropical island

Care: Bright indirect light, water when soil is almost completely in between waterings, well-draining soil, and wipe dust off leaves every couple months

Fun Fact: The red on the edges of the leaves are not just for looks and are actually for sun protection and water retention.



Thank You: Kenley Kelliher
Shawano FFA Floriculture



Wholesale versus Retail

One of the most inconsistent practices in the floral industry is pricing. You will see and hear so many debates over pricing.

To better understand pricing we need to clarify Wholesale and Retail Prices.

Wholesale prices are the cost of what you buy fresh flowers and fresh foliage at. This also includes your hard goods like foam, containers, ribbons, and accessory items. Most florists have a few sources for both fresh flowers and hard goods. In Wisconsin, we are very fortunate to have so many options compared to other states.

Krueger Wholesale Florist

Kennicott Brothers

Bill Doran Company Madison and Green Bay

Karthauser and Sons

Everflora Chicago - Delivers through Bill Dorans

Len Busch Roses - Minnesota but delivers to the West side of Wisconsin

Kohler and Dramm - Minnesota but delivers to the West side of Wisconsin



All of these wholesalers require a Seller's Permit or some call it a Sales and Use Tax number. To acquire one of these you must start an LLC business or Sole proprietorship with a Federal Tax number also called an EIN. ONLY florists or businesses similar can buy from these places. When you purchase from a wholesaler you are expecting the lowest price, freshest quality, and to buy in smaller quantities. If you buy from Everflora for example, they are a case-only company. Their boxes are never opened to save you money, whereas other wholesalers open a box of 10 bunches and sell them individually at a higher price because of the labor they now incurred to open the box, hydrate, and risk not selling 2-3 bunches.

Wholesalers in Wisconsin buy flowers and foliage from all over the world so that we have a vast selection each week available. There are three main trucks that consolidate products, start driving on Thursday, and arrive Saturday and Sunday in Wisconsin. California grows products from North to Mexico which is consolidated with shipping companies to minimize the number of trucks needed to get to one state. Canada also grows a large number of flowers as the Dutch immigrated after World War II and started building greenhouses and cut flower businesses mimicking Holland. All other product comes through Miami. This includes Ecuador, Columbia, Chile, Holland, Italy, Japan, New Zealand, Australia, and some smaller countries. These are also consolidated at trucking companies along with your Florida Foliage like Fern Trust.

Wholesale pricing is the price you pay for bunched flowers, cases of flowers, and supplies. Each wholesaler is different, but most will bill you per stem as the pack-outs and bunches are inconsistent per case.

Wholesale Language to know:

Case - an entire box of flowers, foliage, or plants

Bundle - Multiple 10stem bunches banded together (mostly branches)

Bunch - On average 10stems, Carnations and Roses are 25 stems

Grower bunch - Inconsistent bunches like Salal, Eucalyptus, Baby's Breath, Wax Flower

Stem count - How many are in a bunch

40-70cm - Because the rest of the world uses Metric, our flowers are measured in centimeters

Procona - Rectangular plastic buckets for transporting sensitive flowers to stay hydrated

Hard Goods - Non perishables like foam, containers, tape, glue, wire, wreaths, and more...



Here are two of my invoices, one is for a bunch of green trick and the other is for a case of green trick. Notice the \$4 per bunch difference?



Bill Doran Co - Madison
4710 Pflaum Rd
Madison, WI 53718
Phone 608-223-0247

Email madison@billdoran.com



Invoice #	1406834
Invoice Date	01/16/2023
Amount	\$10.76
PO #	
Terms	Net 30
Payment Method	
Sales Rep	Melody Carroll
Account Number	[REDACTED]
Way Bill / Ref #	

Bill To

FLORA ELEMENTS LLC (BDC Madison)
24 ENTERPRISE ROAD UNIT G
DELAFIELD, WI 53018

Ship To

FLORA ELEMENTS LLC (BDC Madison)
24 ENTERPRISE ROAD UNIT G
DELAFIELD, WI 53018

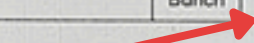
Carrier

Delivery

Units

Mark Code	Description	Unit type	Total Units	Unit Price	Discount	Ext. Price	Amount
	Dianthus Green Trick <small>discounted! broken stem missing</small>	Bunch	1	\$11.950	10.00 %	\$10.760	\$10.76

One Bunch price



Total Boxes	0	Inv. Subtotal	\$11.95
		Discount Amt.	\$1.19
		Total Tax	\$0.00
		Inv. Total	\$10.76



Everflora
10900 Belmont Avenue Suite 300
Franklin Park, IL 60131
Phone 847-260-4400
Fax 847-260-4499
Email info@everflora.com



Invoice #	1438032
Invoice Date	02/26/2023
Amount	\$79.00
PO #	
Terms	Net 30
Payment Method	Credit Card 30
Sales Rep	John Gorman
Account Number	[REDACTED]
Way Bill / Ref #	

Bill To

Flora Elements LLC

Ship To

Flora Elements LLC
24 Enterprise Rd, Unit G
Delafield, WI 53018

Carrier

EV-MSN-BDC Deliver

Description	Mark Code	Boxes	Total Units	Unit Price	Amount
Dianthus Green Trick x 100 Stem		1 QB	100	\$0.790	\$79.00

One Case price
\$4.05/bu difference!

Total Boxes	1	Inv. Subtotal	\$79.00
		Total Tax	\$0.00
		Totals	\$79.00

Total stems: 100, Box breakdown: 1 QB, FBE's: 0.25

Here are two of my invoices, one is for a bunch of carnations and the other is for two cases of carnations. Notice the \$7.50 per bunch difference?



Invoice #	2059997
Invoice Date	02/02/2025
Amount	\$122.50
PO #	workshop
Terms	Net 30
Payment Method	Credit Card 30
Sales Rep	John Gorman
Account Number	[REDACTED]
Way Bill / Ref #	

Everflora
 10900 Belmont Avenue Suite 300
 Franklin Park, IL 60131
 Phone 847-260-4400
 Fax 847-260-4499
 Email info@everflora.com

Bill To
 Flora Elements LLC
 [REDACTED]
 [REDACTED]
 [REDACTED]

Ship To
 Flora Elements LLC
 24 Enterprise Rd, Unit G
 Delafield, WI 53018

Carrier
 EV-MSN-BDC Deliver

Description	Mark Code	Boxes	Total Units	Unit Price	Amount
Carnation Novelty Mix Select x 175 Stem		2 CB	350	\$0.350	\$122.50

Two Case price
350 stems = 14 bunches
1 bunch is \$8.75

Total Boxes	2	Inv. Subtotal	\$122.50
		Total Tax	\$0.00
		Totals	\$122.50

Total stems: 350, Box breakdown: 2 CB, FBE's: 0.50



Invoice #	2027012
Invoice Date	12/23/2024
Amount	\$40.20
PO #	
Terms	Net 30
Payment Method	
Sales Rep	Melody Carroll
Account Number	000000000
Way Bill / Ref #	

Bill Doran Co - Madison
 4710 Pfau Rd
 Madison, WI 53718
 Phone 608-223-0247

Email madison@billdoran.com

Bill To
 FLORA ELEMENTS LLC (BDC Madison)
 24 ENTERPRISE ROAD UNIT G
 DELAFIELD, WI 53018

Ship To
 FLORA ELEMENTS LLC (BDC Madison)
 24 ENTERPRISE ROAD UNIT G
 DELAFIELD, WI 53018

Carrier
 Delivery

Units

Mark Code	Description	Unit type	Total Units	Unit Price	Amount
	Carnation White Select	Stem	25	\$0.650	\$16.25
	Misc Silver Brunia	Bunch	1	\$23.950	\$23.95

One Bunch price
25 stems = 1 bunch
Single bunch is \$16.25

Total Boxes	0	Inv. Subtotal	\$40.20
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Total Tax	\$0.00
Inv. Total	\$40.20

Retail Prices

Retail pricing is where most fall short in business as new owners do not see the full picture and how to cover all the small costs they are paying for. Floral design might be fun and it makes everyone happy when you deliver flowers. However, the reality is that we have to be paid for not only the product but the time and everything that makes the business run daily.

Let's first start with a basic formula that the majority of florists use to calculate retail prices.

Wholesale Flower Cost

X 3.5 (350%)

=

Wholesale Hard Goods

X 2.5 (250%)

=

Add Flower Cost and Hardgoods together

X 20% for Labor

= \$ This is your Retail Price

WHY 350% markup?

Every sale you make must be profitable as you must have a way to cover your expenses and pay yourself at the end of every month. If you are not careful with each design costing you may find yourself working for free. Most florist starting out are emotionally insecure and think that the 350% mark up will result in someone not buying flowers because "they cost too much." When a rose costs \$1.20 and you now have to sell at \$4.20 it seems crazy at first. But, that cushion of \$3 has to cover everything listed below and more.

What Monthly expenses does a Flower Shop incur?

Rent/Mortgage	Flowers/Foliage
Electric/Gas	Hard Goods
Insurances	Vases, Containers, Baskets
Vehicles	Gift Items
Gas	Paper and Packaging
Internet/Phones	Garbage Services
Cell Phones	Membership Dues
Apps, Programs	Office Supplies
Website	Cleaning/Bathroom Supplies
Credit Card Fees	Computers, POS, Printers

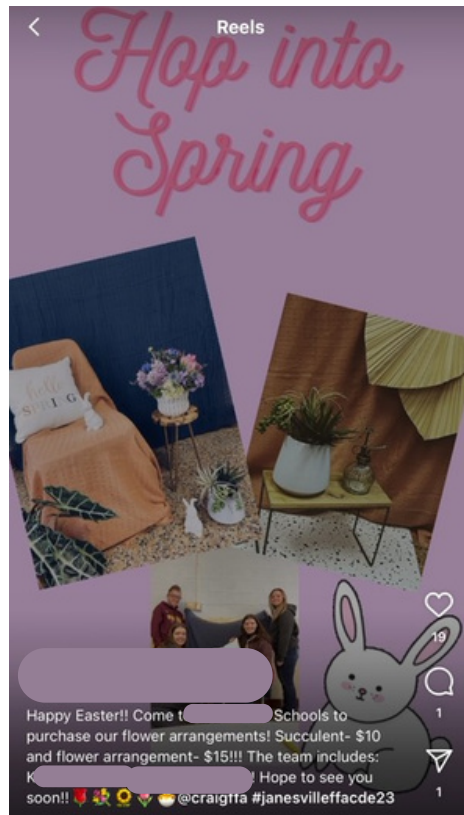
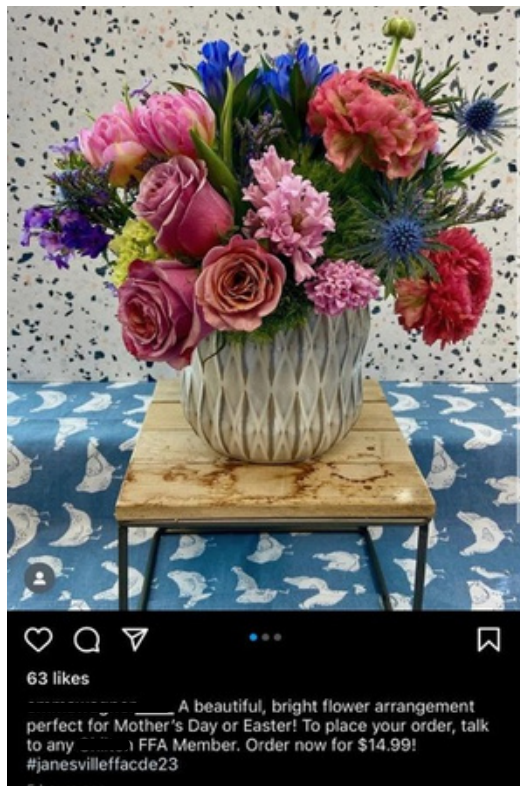
How do you cover your expenses and staff wages if you are not putting a markup on your wholesale products and a labor charge? Eventually, you will run out of money, and have credit card debt that you can't pay back. The 350% markup covers all those expenses, your labor charge should be paying your wages and your employees if they are moving at a steady and efficient pace while accounting for all flowers and accessories. A large number of shops have increased to 30% or higher for labor to cover costs and the need to increase wages with the current inflation crisis.

Something for you to think about... how can your generation change our industry? How can floral designers be paid for their time, energy, all the back-end work, education, and skill set they possess? The Culinary industry is the most comparable to ours. Well-educated, well-traveled, and creative Chefs are respected and paid exceptionally well and their dishes demand top dollar, but yet the expectation of a \$50 floral arrangement has not changed in 50 years. If you have theories, I'd love to hear them!

Let's Look at an Example

The cost of flowers has continued to rise dramatically over the last four years for many reasons so we need to be smart and realistic for what we charge not only in a shop but also for your FFA Fundraisers. Giving away plants and flowers at cost is not helping anyone, it's actually hurting our industry. There is already a stigma that flowers shouldn't cost so much, they just die anyways. However, after many studies, they found flowers increase happiness by just being in a room by 30%. That is extremely powerful! In European countries most people pick up a bouquet of flowers with their basics from the grocery store, However, here in the Midwest it is viewed as a luxury item. Your time, energy, design, and hours of education need to be compensated and the consumer needs to value creative designs and the man-hours put into a beautiful design.

So, I'm going to show you two posts that were made for a Regional Practicum telling consumers that they could buy the floral arrangement for \$14.99. I'm not picking on the person that posted this, this happens daily in our industry. I would like to show you how easy it is to just give everything away when you are not aware of all the costs and procedures. I am just as guilty because I "just made it pretty" not realizing I stuffed every premium bloom I had in my cooler into a 6" vase.



The recipe

Stems	Each	Total
3 Roses	1.30	3.90
3 Mini Hydrangea	1.20	3.60
3 Gentian	1.00	3.00
6 Hyacinth	1.50	9.00
3 Ranunculus	1.50	4.50
2 Limonium	1.25	2.50
5 Phlox	1.20	6.00
6 Tulips	.70	4.20
4 Trick	.80	3.20
Total =		39.90
X 3.5 =		139.65
Container		7.00
X 2.5=		17.50
Add together =		157.15
Labor 20%		31.43
Add together =		\$188.58



So, what did we all learn? Looks are VERY deceiving! If I would not have done the math I might be still tempted to give away half my cooler daily. Don't be afraid to charge what it is worth. No other industry feels sorry or guilty for charging. Look at Louis Vuitton, Tesla, Morton's Steak House, and... a very popular one Starbucks. None of these companies bat an eyelash for the very high margins they put on their products when their cost is minimal.

Practical and Relative

How many times a week do you go out to eat, order DoorDash or a similar service, or go to Starbucks? While you are in high school and have few living expenses this may seem inconsequential or unrelatable to floral design pricing. However, it's very relative. Food and luxury industries have a very low Cost Of Goods Sold or COGS but a very healthy profit margin as they source the lowest priced products and spend a very healthy amount on brand, image, and marketing to convince you that you MUST buy their product as it is far more superior. Is it really?

The flower industry puts minimal energy into brand, image, and brilliant marketing. Most florists believe "You should just buy flowers and know where to find us!" This is laughable looking through your lenses, correct? But yet, you are convinced that you can drive through Starbucks every morning with 10 minutes to spare, spend \$10 to \$20 if sharing with a friend, and not really blink and eye or think about what the actually costs of those items are if you bought them wholesale.



These three items were \$15.50
Retail

A guess, maybe \$3 in cost, just
because of the packaging.

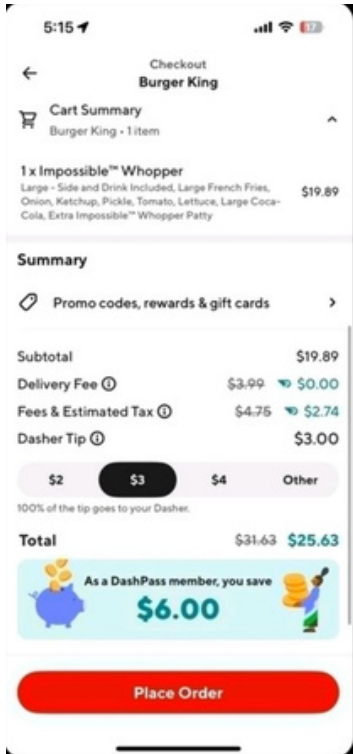
That's a 500% markup!



\$15+ in
wholesale bunches.
You can only buy in
bunches, not by stem.



\$15+ in retail stems, as
is, no money for labor,
vase, or a fancy bow.



Here is a great example of
paying for convenience only,
not quality. A meal that if
you went to the Drive-Thru
would cost \$13.93



Fashion and Footwear Industry is loaded
with examples of high priced items only
because it has a name brand or logo on it.
Most times, the quality might be better, but
for 2-3 times more the price?



Pricing in Reverse

What happens if a customer gives you hard budget, meaning you can not go over that amount? Don't panic, work backwards!
Let's say they give you \$100, that's it.



The breakdown in Reverse

Take off 20% Labor -20.00 = 80

Container (X2.5) -15.00 = 65

Fresh (Divided by 3.5) = 18.57

You have \$18.57 in Wholesale Flowers to work with

Let's Practice

A customer says I have \$150 to spend today

Breakdown in Reverse

Take off 20% Labor _____ = _____

Container (X2.5) _____ = _____

Fresh (Divided by 3.5) = _____

You have \$_____ in Wholesale Flowers to work with



Pricing Practicum

This year you will not be asked to look at a fresh design. There will be a supplement to your written test with pictures of a simple design, front, back and side. You will identify the stem count, put the correct mark up on fresh, price your container and materials, add the labor and give the total correct price. You will be given a wholesale invoice to work from with all floral, foliage and supplies listed. There will also be 4 additional questions based off the materials given.

Take a look at the Worksheet, it is exactly like your Study Guide so there is no confusion on which method to use.

Wisconsin State Floriculture CDE Contest

Wholesale Cost Worksheet for Retail Price

Name _____ School _____ Team Number _____

Flower/ Foliage	Qty	Unit price	Total price
Total Flower/foilage Material Cost:			
Retail Mark up			x 3.5
Total:			

Material Used	Qty	Unit price	Total price
Total Hard Goods Cost:			
Retail Mark up			x 2.5
Total:			

Total Flower/Foliage Cost:	
Total Hard Goods Cost:	
Sub total:	
Labor 20%:	
Total Retail Price:	

Correct Floral ID: _____/25pts
 Price with in \$5: _____/25pts

Total Points: _____/50pts

*Participants will be provided the retail price of flowers and foliage that they will use in their arrangement by the event official at the beginning of the practicum. The mark up is NOT built into the retail price of the flowers and the foliage used in the arrangement.

Pricing Practicum

Break it down:

Start with containers: How many? What do they cost?

Is there Floral Foam inside? Full Brick, Half, Third used?

Any other hard goods used?

Add all the costs together

Multiply by 2.5

This is your total for Materials Used Section

Flowers: Identify each variety, list them

How many of each variety?

What's the cost, per each? (look at invoice)

Add up your total

Multiply by 3.5

This is your total for Flowers/ Foliage

Add Material cost and Flower cost together

Labor: Multiply the total time .20 (or 20%)

This is your total labor cost

This is your price per design

****When you are at State stand up, walk around, count, triple count, get up again and count. You will have 30 minutes to make sure you identify all the items.**



Pricing Practice

I have noticed a majority of students could not differentiate between these 4 flowers. This caused a critical pricing error to be made because each flower had a difference in price. Please study each part of these flowers to make sure you identify correctly.



Rose



Peony



Ranunculus



Double Tulip



Pricing Practice

Front View



Back View



Majority of you had this duplicate linear arrangement at 2025 regionals. So, here is a practical application of pricing. Since you have seen all the product and container this will be slightly easier for you.

Identify all the flowers and Foliage and Hardgoods to get the retail price. I created an invoice to use, gather all your wholesale costs and use your rubric to figure out the retail selling price.

Answer on Page 66

Pricing Practice Invoice



Everflora
 10900 Belmont Avenue Suite 300
 Franklin Park, IL 60131
 Phone 847-260-4400
 Fax 847-260-4499
 Email info@everflora.com

Invoice #	2059997
Invoice Date	02/02/2025
Amount	\$/
PO #	workshop
Terms	Net 30
Payment Method	Credit Card 30
Sales Rep	John Gorman
Way Bill / Ref #	

Bill To

Flora Elements LLC
 N8746 Rock River Rd
 Ixonia, WI 53036

Ship To

Flora Elements LLC
 24 Enterprise Rd, Unit G
 Delafelt, WI 53018

Carrier

EV-MSN-BDC Deliver

Description	Mark Code	Boxes	Total Units	Unit Price	Amount
Liatrix			10 st	\$1.05	\$10.50
Mini Gerbera Daisy			10 st	\$1.95	\$19.50
Mum – Cremone Lavender			10 st	\$0.80	\$8.00
Statice			10 st	\$0.95	\$9.50
Carnation			25 st	\$0.65	\$16.25
Green Trick			10 st	\$0.95	\$9.50
Fatsia/Aralia Medium			10 st	\$0.60	\$6.00
Salal Tips bunch			20 st	\$0.43	\$8.60
Galax Leaves bunch 20 stems			20 st	\$0.18	\$3.60
Lily Grass bunch – 20 stems			20 st	\$0.25	\$5.00
Black 6" container			1 ea	\$1.75	\$1.75
Midnight Floral Foam – per brick			1 ea	\$1.50	\$1.50

Mechanics

Florists throw around a word that is commonly used in a completely different way, which in turn causes confusion for many students. When you hear the word mechanics, you more than likely think of the guy who changes your car's oil or makes repairs, right?

In the floral industry, mechanics are items you use to construct or secure a floral arrangement. On your rubrics, you will notice that mechanics are always weighted very heavily, 10 points or more. The reason is that if you don't have a solid foundation, the risk of it falling apart and having a short life reflects poorly on the business.



Common Mechanics used in Floral Competitions

Wrist Corsage and Boutonniere



- Metallic flat wire
- U-Glue
- Floral glue



Vased Flowers

- Clear tape grid
- Water
- Leaf wrap



Pin on Boutonniere

- Red Cording
- Wire and tape



Flower Arrangement

- Foam
- Wire and tape

Bud Vases

- Water



Spiral Hand Tie

- Bind-It tape
- Satin Ribbon



What Plants do we use as Foliage?

#119 Calathea Rattlesnake

Great in vase designs,
but do not put in
cooler.



#132 Croton

Great in vase designs,
and foam for fall.



#210 sansevieria - Snake Plant

Great in Modern and
Linear designs, Lasts
forever.



#223 Xerographica - Air Plant

Great in Modern and
Linear designs, Lasts
forever and provides
great movement.



Related to #103, but this is Alocasia Polly "Facemask"

What Plants do we use as Foliage?

#215 String of Pearls

Cut small sections and use in Bouttoniers and Pocket Squares.



#194 Scented Geranium

Great in vase designs, and foam for fall.



#134 Ti Leaf - Cordyline

Great in Modern and Linear designs, Lasts forever. Covers foam, can be manipulated easily or used for leaf wrap in Cylinder vases



What Plants do we use as Foliage?



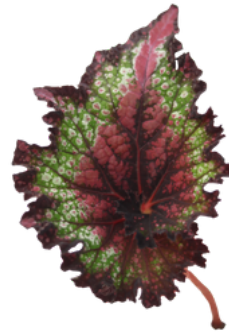
#109 Anthurium Foliage

Great in vase designs, and foam, perfect for painting bold colors.



#117 Tuberous Begonia

Great in vase designs, and foam for summer to add color and texture variations.



#113 Sprengeri Fern / Fox Tail Fern

Sprengeri is good for garden and sympathy designs as its long and fills in a lot of space. Fox Tail is best in Modern and Linear designs or to use to wrap around sympathy wreaths. Sheds quickly and bites!



#168 Hosta

Excellent late Spring foliage for vase and hand tie designs.



What Plants do we use as Foliage?

#118 Caladium



Great in vase designs, and foam, perfect for fun bridal bouquets.



#186 Monstera



Great in Modern and Linear designs, Lasts forever. Covers foam, can be painted and used for tropical designs.



#136 Sago Palm



Hardy and flexible foliage for modern, linear and tropical designs. Paints well too.



Phil Ruloda Floral Design - CA

Why Use Plants as Foliage?

Potted foliage plants aren't just decor—they're design resources. When beginners start seeing them this way, they move from "waiting for supplies" to actively creating whenever inspiration hits.

Expand your design options

Potted plants offer textures and shapes you don't always see in standard floral buckets:

- Trailing vines (ivy, pothos) for movement
- Large leaves (monstera, philodendron) for bold structure
- Fine textures (ferns) for softness

This variety helps you learn design elements like balance, line, and depth.

Understand plant structure

When you cut from a living plant, you start noticing:

- How stems grow and branch
- Where to cut for regrowth
- Natural lines and movement

This builds stronger design instincts compared to just grabbing pre-cut greens.

Reduce waste

With cut foliage from wholesalers:

- You often don't use the entire bunch
- Leftovers can wilt quickly

With potted plants:

- You only take what you need
- The rest stays fresh and alive

More sustainable, less wasteful.

Simple guidelines for cutting from potted plants

- Never take more than 1/3 of the plant at once
- Cut at natural growth points (nodes)
- Use clean, sharp tools
- Let the plant recover between cuts



Color Theory

Of all the elements in floral design, color stands out as the most captivating ingredient, eliciting the strongest response from the viewer.

Primary Colors

Primary colors are the fundamental hues used to create all other colors. By mixing these colors with one another or with black and white, you can generate a wide spectrum of colors. Importantly, primary colors cannot be produced by combining any other colors.

Blue, Red, Yellow

Secondary Colors

Secondary colors are formed by mixing equal amounts of two primary colors.

Violet, Orange, Green

Neutrals or Noncolors

White, Gray, Black

Hue

A color in its purest form, devoid of any additions of white, gray, or black.

Chroma

Chroma pertains to the brightness or dullness of a color, influenced by the presence or absence of gray. It represents the intensity, vividness, saturation, or purity of that particular hue.



Color Theory

Of all the elements in floral design, color stands out as the most captivating ingredient, eliciting the strongest response from the viewer.

Understanding Tint, Tone, and Shade

What exactly do the terms tint, tone, and shade mean? These words are often used interchangeably when discussing clothing, makeup, paint, and decor items.

Tint

A tint refers to a pure hue that has white mixed in. Consider the soft, cheerful colors of Easter and the gentle pastels of Spring.



Mint Green



Pale Yellow



Peach



Sky Blue



Lavender



Pink

Color Theory

Of all the elements in floral design, color stands out as the most captivating ingredient, eliciting the strongest response from the viewer.



Understanding Tint, Tone, and Shade

What exactly do the terms tint, tone, and shade mean? These words are often used interchangeably when discussing clothing, makeup, paint, and decor items.

Tone

A term referring to a pure hue that has gray added to it, this color palette gained significant popularity in the 1990s.



Sage Green



Mustard Yellow



Terra Cotta



Slate Blue



Dusty Rose



Lilac Gray

Color Theory

Of all the elements in floral design, color stands out as the most captivating ingredient, eliciting the strongest response from the viewer.

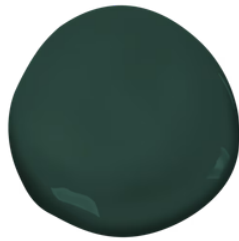


Understanding Tint, Tone, and Shade

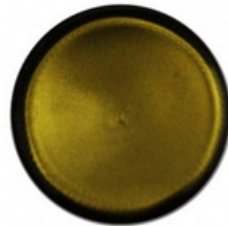
What exactly do the terms tint, tone, and shade mean? These words are often used interchangeably when discussing clothing, makeup, paint, and decor items.

Shade

A term that refers to a pure hue that has been blended with black. Imagine the essence of regal royalty.



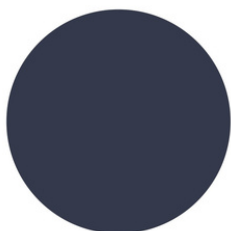
Hunter Green



Antique Gold



Bronze



Navy Blue



Burgundy



Eggplant

Pantone

Pantone is a globally recognized color-matching system created by Pantone. It gives colors a universal code (like “Pantone 186 C”) so designers, printers, and manufacturers can all match the exact same shade—no guessing, no variation. Think of it as a “shared color language” used across industries like fashion, graphic design, and even floristry.

Why Pantone is helpful for beginner floral designers

If you’re new to designing bouquets, choosing colors can feel overwhelming. That’s where Pantone swatches come in—they simplify the process and spark creativity.

1. They give you a starting point

Instead of staring at buckets of flowers wondering where to begin, you can:

- Pick 1–3 Pantone swatches
- Build your bouquet around those exact colors

Example:

- Soft blush pink + sage green + creamy ivory
- → translates to roses, eucalyptus, ranunculus

2. They teach color harmony

Pantone palettes are often curated to look good together, so you naturally learn:

- Complementary colors (contrast)
- Analogous colors (soft blends)
- Monochromatic looks (same color, different shades)

This helps beginners avoid clashing combinations.

3. They inspire mood and style

Each color tells a story. A few examples:

- Warm terracotta + mustard → boho / fall vibe
- Whites + greens → classic / wedding elegance
- Bright coral + turquoise → tropical / fun

You’re not just picking flowers—you’re designing a feeling.



Pantone

4. They make ordering flowers easier

If you walk into a wholesaler or shop with a clear palette:

- You stay focused
- You avoid overbuying random stems
- You create more cohesive designs

5. They build confidence

Beginners often second-guess themselves. Having a Pantone palette:

- Removes decision fatigue
- Gives you a “guide” to follow
- Helps your designs look intentional (even if you’re just starting)

Simple way to use Pantone for a bouquet

- Choose a palette (3–5 colors max)
- Assign roles:
 - Main color → focal flowers (roses, peonies)
 - Secondary → supporting flowers (spray roses, mums)
 - Accent → texture (berries, fillers, foliage)
- Shop for flowers that closely match each swatch
- Arrange while keeping balance (don’t cluster all one color in one spot)

Quick beginner tip

If exact matches feel hard, don’t stress—flowers are naturally variable. Aim for vibe and feeling, not perfection. A “Pantone-inspired” bouquet is just as beautiful as an exact match.



Selecting Flowers for Bouquets



**Where do
*we start?***



Color Inspiration

You may say this is an orange carnation, but is it?



What other colors can you see? Look closer.

- Fuchsia
- Peach
- Coral
- Cream
- Scarlet

So is this really just an orange carnation? You can hold this one flower in the cooler and select flowers that coordinate with the light and darker colors.

You may say this is a red carnation, but is it?



What other colors can you see? Look closer.

- White
- Blush
- Pink
- Rose
- Magenta

So is this really just a red and white carnation? You can hold this one flower in the cooler and select flowers that coordinate with the light and darker colors.

Color Inspiration

You may say this is a Pink Flamingo, but is that all?



What other colors can you see? Look closer.

- Salmon
- Rose/Pink
- Coral
- Auburn
- Scarlet

Some people are inspired by art, pictures, or one object. You can hold this Color Card in the cooler and select flowers that coordinate with the lighter and darker colors.

You may say this is just a pink flower, but is that all?



What other colors can you see? Look closer.

- Pistachio
- Artichoke
- Terra Cotta
- Blood Orange
- Gray

So is this really just a pink flower? You can hold this Color Card in the cooler and select flowers that coordinate with the light and darker colors.

Color Inspiration

Let's Say your customer brought in this picture:



She might have said she has a red dress, but so many tint, tones, shades and complementary colors would look amazing with this dress. You want to be the star just as much as that dress, not just blend in.

- Lime shimmer
- Rose/Pink
- Coral
- Watermelon
- Scarlet

This dress is a fashion statement and needs to have a lil fun with the bouquet and boutonniere.

Another bold choice, but the same color choices?



What other colors can you see looking great with this?

-
-
-
-
-

What's in my Cooler?



Can we make a Hand Tied Bouquet?



After visiting the cooler several times, I selected vibrant flowers for my main color scheme: bold red Amaryllis and Alstroemeria. To create a softer contrast, I incorporated peachy Ranunculus, coral Hypericum berries, and orange Ornithogalum. I also decided to include the centers of large watermelon Gerbera daisies for an extra pop. Additionally, I added dark scarlet spray roses to harmonize the various shades of orange carnations, which are nestled in as spacers.

Learning What to Mix with What

Finding a balance and your own style can take a few years, so don't be hard on yourself. I worked in many traditional flower shops and had to copy pictures for years before I was trusted with Designer's Choice orders. On my own time I would look at magazines, books, and anything I could get my hands on to see what was trendy and try to copy or learn a new technique. Usually you start to take on the style of your mentor first. I had a Dutch mentor, Rene Van Rems so I would make large full monochromatic hand ties. After a few years I studied with a Phillippeano man, Phil Ruloda who loves Tropicals and more minimalism design. I ended up blending the two which are complete opposites, but it works for me and my personality.

Tips for the best Picks

Repetition: Like with Like; So if you start with round heads, use more, soft pastels, light and airy, whimsical and movement... repeat.

More Mass, Less Lines – Line flowers in a hand tie can easily set you up for failure. It can quickly look like you have bunny ears or deer antlers poking out and it loses that nice dome shape. Unless it's a wildflower bouquet where you have access to lots of airy flowers, fillers, and foliage, it's best to steer clear of line flowers.

A Fluffy Filler will Save the Day – You might have the perfect colored flowers selected, some stunning foliage, but the bouquet still doesn't look right. Try a nice Filler Flower like Buplerum, Wax Flower, Collage Yarrow, Astrantia.

Air and Depth – leave room around each flower for the viewer to enjoy each and every flower.

Seasons – Stick to the current seasonal flowers and color theme. For example if it is Spring, use softer pastels, Dutch bulb flowers like tulips, ranunculus, some roses, and lilacs.



The Four Categories of Flowers

There are four categories of flowers that can assist in shaping our floral arrangements. These classifications help us create cohesive, enchanting, and effective designs. Rather than viewing these flower categories as rules, consider them a useful framework for articulating your observations.

Line Flowers: Enhancing Bouquet Aesthetics

- **Break Up the Surface:** Line flowers serve to disrupt the surface of the bouquet. Depending on the arrangement, they can highlight either a radial or parallel structure.
- **Create Movement and Direction:** These flowers introduce movement, direction, and rhythm into your design.
- **Establish Shape and Flow:** They play a crucial role in defining the shape and visual flow of the bouquet, guiding the eye towards its boundaries.

Mass Flowers

- Mass flowers act as points or circles that draw the eye; they serve as a resting place, enhance the design's volume, and seamlessly blend to create a smooth surface.
- These flowers play a crucial role in establishing the color palette, as they are often the most visually prominent element in a design.

Form Flowers

- Form flowers captivate the eye with their unique shapes. Much like line flowers, they need surrounding space to be truly appreciated.
- These flowers are often strategically positioned, hovering above other blooms to attract attention and enhance the artistry of any design.

Filler Flowers

- Fill in empty spaces
- Complement the color palette
- Add a delicate texture to the arrangement
- Filler flowers help to soften harsh lines, providing a subtle texture that creates a cohesive and balanced design.

Line Flowers



Mass Flowers



Form Flowers



Filler Flowers



Prom Hand Held Bouquet

This year we will be asking you to make Prom Bouquets using a European Spiral technique. It is one of the oldest techniques in the floral industry and most likely one of the versatile and useful ones you will use daily as a floral designer. Judging something Round with round flowers can be a bit tricky, so we need to make sure the judges are very aware of your intentions and all the elements of your Rubric stand out so much it nearly bites them on the nose!

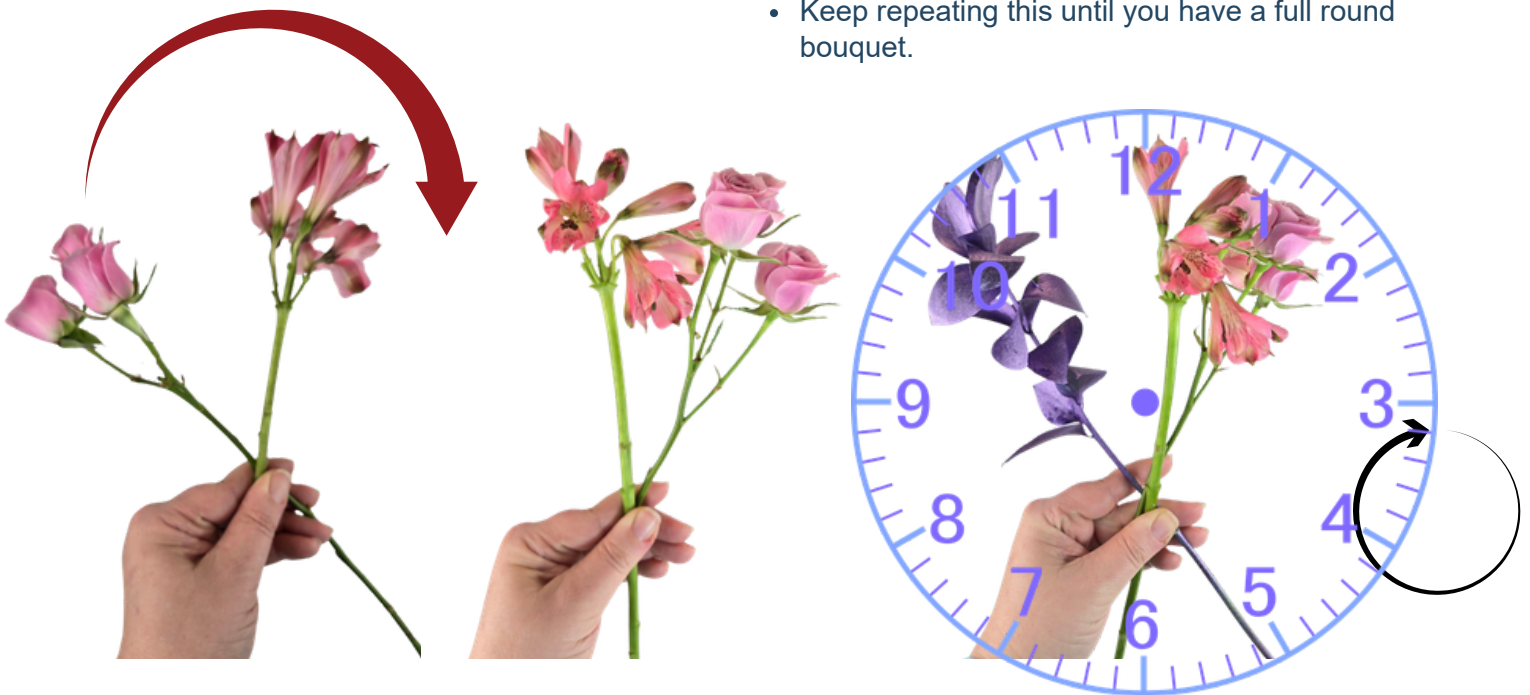


Step One - Material Selection

- Pick your Floral, Fillers, and Foliage
- It's best to use in numbers of 3's and 5's (if the budget allows).
- CLEAN your product. This means removing all foliage, thorns, gaurd petals, and bitten, chewed marks.
- A good rule "If it doesn't add beauty, get rid of it!"
- Make nice small stacks in front of you.

Step Two - European Spiral

- Hold your first flower in your left hand straight up at 12 o'clock
- Bring your next flower around, open your pointer finger, and cross your stem at 10 o'clock.
- Your right pinchers take the 2 at the bind point and spin it around to 2 o'clock. (trust me)
- Take your 3rd stem, open your pointer finger and cross your stem at 10 o'clock.
- .Your right pinchers take the 3 at the bind point and spin it around to 2 o'clock. (trust me)
- Keep repeating this until you have a full round bouquet.



Prom Hand Held Bouquet



Step Three - Fluff and Tuck

- Pull your focal and \$\$ premium flowers up to the top to be seen.
- Fluff out the foliage and fillers.
- Tuck the more staple basic flowers down to build up depth and texture.
- Look for flaws, blemishes.
- Hold down so you can see the top. Is it balanced? Do I have holes? Did my roses roll together and are hugging each other?



Step Four - Tape your Bind Point

- Using Green Waterproof tape, Bind-It, Or Athletic tape 1"
- Start at the top of your bind, don't death grip it..tight enough, About 3 fingers width.
- Cut or rip the tape and seal to itself
- Your bouquet should still have that corsset shape.



Step Five - Ribbon Wrap

- Using #9 Double Face Satin ribbon, from the bottom of your tape, hold down end with your thumb.
- Wrap upwards, covering the raw edge of your ribbon.
- Stop when you have consealed your tape and are on your backside.
- Cut your ribbon about 1" extra.
- Fold the raw edge under the ribbon.
- Use Pixie Pins and push upward into the bouquet to sequire.
- IF you don't have Pixie Pins and practising with corsage pins, please be careful, aim at middle and go up and into bouquet to avoid going through and stabbing yourself.

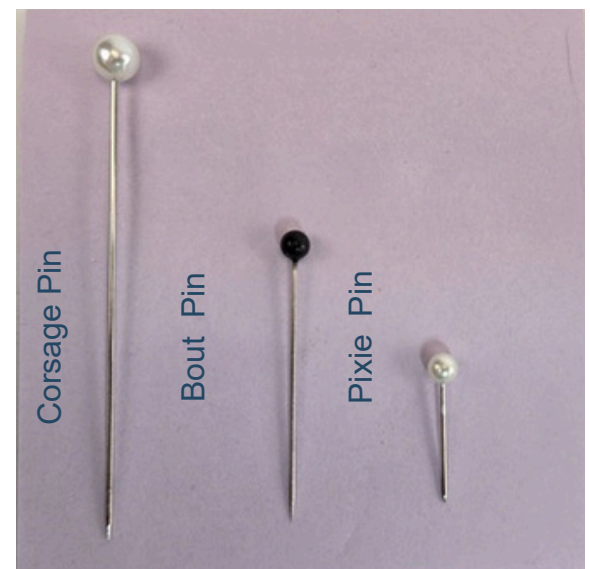


Step Six - Cut for presentation

- Your entire stem length should not exceed 7" (9" at absolute max if big bouquet)
- 2-3 Finger widths after your ribbon is plenty, make your cut straight.

Step Seven - Water and Vase

- Find a vase where the bottom rests gently, not too wide. 3" wide x 6" tall works well.
- Fill water 1/2" shy of ribbon. If it touches ribbon, it will completely soak it.
- Put in fridge or Cooler 38-42 Degrees is best, keep away from your blower fan.



Upgrade Idea for a Posey



Adding a small amount of Bear Grass and making a loop on one side made a large impact on the texture, depth, and brought the rhythm alive.



Abstracting - Removing the large petals on the Gerbera Daisies modernized the bouquet and brought the balance in.



Prom Hand Held Bouquet Rubric

Regional Wisconsin Floriculture 2026

Name _____

School _____

Team Number _____

Judges Name _____

	Excellent	Good	Needs Improvement	Member Score
Category interpretation	4-5 points Design follows given scenario within provided parameters and correlates to the appropriate style, shape and design	2-3 points Design slightly followed given scenario but is somewhat lacking in appropriate style, shape, or design	0-1 points Design does not follow given scenario and/or lacks in following the given style, shape, or design Balance	
Material Selection	7-10 points Chose healthy & pristine flowers and foliage	4-6 points Some damage, chew marks, wrinkles, or evidence of being rough with materials	0-3 points Materials are damaged, dehydrated, handled improperly and/ or beyond recognition	
Color	7-10 points Color is used evenly/ harmoniously throughout	4-6 points Color is used somewhat correctly	0-3 points Color is not used correctly	
Creativity & Techniques	7-10 points Design expresses a high level of creative ability and advanced design techniques	4-6 points Design expresses some creative ability and minimal advanced design techniques	0-3 points Design lacks creative ability and demonstrated limited design techniques	
Balance	7-10 points Design is physically and visually balanced. Stems are cut to 6-9".	4-6 points Design is slightly off balance. Longer than 9"	0-3 points Design does not follow the principles of design regarding balance	
Depth	7-10 points Placement of materials at different levels is evenly distributed throughout	4-6 points Placement of materials are somewhat distributed evenly	0-3 point Placement of items are not distributed evenly Color	
Line / Rhythm	7-10 points Design has a clear sense of movement created visually by the placement of floral materials. Using Triangles	4-6 points Design has a somewhat clear sense of movement created visually by the placement of floral materials. Using Triangles	0-3 point Design has no clear sense of movement created visually by the placement of floral materials. Using Triangles	
Mechanics	7-10 points Spiral technique used to keep floral material secure and tape is hidden or done neatly, ribbon & accessories are neat and won't injure or snag.	4-6 points Techniques used to keep floral material secure and stable are somewhat hidden or done neatly. Too much ribbon	0-3 point Techniques used to keep floral material secure and stable are not hidden or done neatly Too much or no ribbon/accessories	
Notes				
TOTAL SCORE (75 POINTS POSSIBLE)				

Team Event

Please read Carefully:

For your team event you will be putting on a Prom Fundraiser for your High School. Most of the Marketing, Packaging, accessories, and “upgraded bling” you will be able to bring with you to the event. If questions, email Lisa@floraements.com

You will have a total of 2 hours to complete your Team event with your Judges
Shanna and Lisa are working on a new Team Rubric to cover all the categories

Your Judges will be looking for the following:

A presentation table – 8 foot rectangular table merchandised with your product
Fundraiser Marketing Materials and How you will promote (Fliers, Social Media...)

What will You offer? Judges want to see:

- Two Basic Bouttonieres, One Upgraded – With Pricing

- Bouttoniere means 2-3 buds, blooms, foliage and filler wired and taped – no full roses

- One Basic Prom Posey – With Pricing

- An Upgraded set (One Bouttoniere, One Posey) – With Pricing

- How will you package each one?

- Present a Care Card for the Posey

- Present a How to Card for Pinning the Bouttoniere

Judges will ask you:

- How did you come up with your prices?

- Posey – Use Pricing sheet to calculate and show them

- Bouttonieres – Call two local flower shops and ask what a Pin-on Bouttoniere Costs

- Do You have a theme or style your sticking to?

- Do you have an order form?

- How many variations will you have?

- How many people will be helping making the products?

- Do you have a cooler or way to keep them hydrated and cool?

- Is there a system for pickup?

- What if the customer does not like theirs or the color is not to their liking?

- Do you know how to calculate profit?

- What will your team be doing with funds raised?

Table Merchandise

- Each team will get two 8' rectangular tables, one for prep and one for merchandising.
- A White and Black table cloth will be provided – If you want anything different, you must provide this.
- Each Team will get 2 clear glass cylinders 7" or 5" for your posies
- Risers and display cubes will be available to borrow

Items we will have to use:

Plastic “Clam Shell” Boutonnière boxes

4 x 4 x 2.3" Kraft Window Bakery Box

Kraft brown shred

6 x 4" clear bags, White Paper Towel, Rubber bands – Wet wraps

Flower Box Vase – Black, Cream, and Pink Option

#3 Ribbon Selection

#9 Ribbon Selection (Basic Colors)

Upgrade items: Pearls, Sequins, wire, bunny tail, donated items that fit theme

Pixie Pins, Boutonnière Pins

Markers and cardstock

Floral we will have to use:

At this time, nothing is confirmed; you will get an email next week.

But... Let's assume:

Mini Carnations

Spray Roses

Standard Roses

Alstroemeria

Wax Flower

Baby's Breath

Mini Green Hydrangea

Israeli Ruscus (can paint it)

Ranunculus

Packaging Options:

Packaging is important in Wisconsin because of extreme swings in temperature from cooler (38–42 degrees) to outside air ranging 34 to 75 degrees. Flowers do not like extreme temperature fluctuations. More than likely your customers would also be picking up on Friday afternoon at school, so there is a twenty-four hour time gap to take care of these flowers also.

A few Packaging options that are popular in Wisconsin:



Flower box – a waterproof vase with ribbon handle.



\$3.95ea



Simple Cylinder – 7.5" Height 3" opening

We will also have a 5" version available

\$1.75ea



Drink Tumbler – Fits in Car Cup Holder

Not Provided - Available at Dollar Tree - [Click on Tumblers to see store](#)



“Clam Shell” Boutonniere Box with kraft shred

\$.85ea



4x4x2.3" Kraft Bakery Box

\$.35ea

Packaging Options:



Currently, I use a cylinder vase for bouquets and a “Clam Shell” Boutonniere box to send out my sets.

You can put a matching ribbon with a logo and business name on it to make sure your advertising is there in front of the customer to remember.

Packaging Options:

Make sure your packaging is cohesive with your overall theme and budget. You may make your own stickers to put on packaging.

Another option that I use is a wet wrap – using paper towel, a clear bag and rubber band

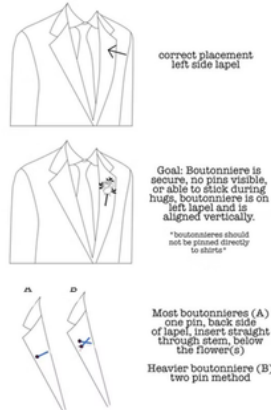
This is the most cost effective for bouquets, however it does not support or prevent damage to the blooms.

Care Cards and How To:

Part of your points will be to include a Care Card for the Bouquet and a How to Pin Card for the Boutonniere. These are two cards that I have always wanted to make for my own shop because I cannot believe how many times I have to verbally give instructions to prevent damage, freezing, forgetting it in the car, and the ever embarrassing flopping boutonniere.

Simplify your Care Card for the bouquet – Keep cool, refrigerate (avoid the top shelf), until it is time for pictures, gently press stems to a dry towel to avoid dripping on the dress and suit. Place back in 1" of water when not posing for pictures.

Simple Steps for Pinning:



***Note – The best cards will be asked for digital originals and actually printed!

What is an Upgrade?

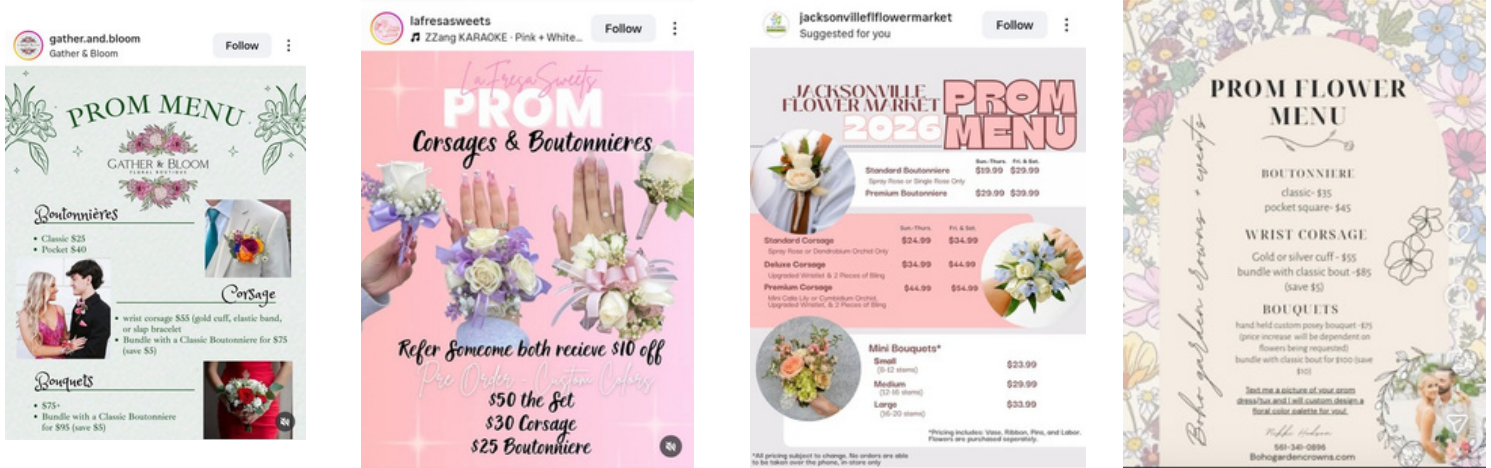
Upgraded Posies and Boutonnieres will consist of higher-priced flowers, nicer ribbon wraps, embellishments like pearls, feathers, sequins, gems, dried florals, wire designs, or possibly some type of jewelry or brooch.

Advertising:

Advertising and letting your fellow classmates know that you are offering Prom Posies and Boutonnieres is very important for sales. How will your team execute this task? You have lots of options, but what will be the most effective with the skill set your team has?

- Social media – Does your Floriculture team post often and have a good response?
- Print Media – Would it be wise to print a flyer and post it in high-traffic areas?
- Text Friends and keep it traveling
- Email – Ask the school office for a list of those who purchased tickets
- More ideas?

Ideas for Instagram posts or flyers that were already posted by florists for 2026



Pricing Your Pieces

Your team will need to create a menu or price list for the items you will be offering to the visiting judges at your fundraiser. I recommend contacting two local flower shops to inquire about their pricing. This will help you remain competitive and informed about the market rates. Utilize the Pricing Practicum to calculate the total cost of your bouquet or determine an average price.

Boutonniere prices are largely influenced by local area rates and competitors, so you should be able to produce these quickly and efficiently. However, labor costs can increase due to specific requirements, such as matching a dress color or incorporating certain foliage. Some florists may charge higher fees simply because they dislike making them.

Men's Classic Boutonniere

This year for State, you will be asked to make a Men's Pin On Boutonniere again. We are giving you a chance to perfect it and add a little upgrade to some. This is an old school classic, but still used daily in our floral industry. The reasoning behind wire and taping is to extend stem length, but to also make it flexible. So remember this when cutting your stems, most people leave too much original stem, as a result it becomes very thick and bulky. The trick is to keep them narrow, smaller and use fun and unusual filler and foliage. Two member will make a basic version and two members will make an upgraded version.

For your Team Practicum we are going with Prom theme. Keep in mind the judges are looking for cleanliness, no wire showing, slim stems, and for some creativity. We know this is the first time doing this, working with new materials and outside most people's comfort zones so here is a step by step. Large standard roses will not be accepted for State, we are trying to bring you to 2026 and would like you to use spray roses, mini carnations, button mums, alstromeria, or any smaller heads and keep it slim and simple.



Find your Product

Pick 2-3 nice heads of smaller spray roses, no bite marks, clean the gaurd petals off, removing sepils is a personal choice.



Cut your stems

Cut the length of you spray roses about 3 finger widths long.



20 Guage Wire

Pierce the caylex with the 20g wire and go through about 4" on each side .



Use your left hand to gently hold the bottom of the rose while using your right hand to gently pull the wire down like a hair pin next to the

Supplies

- 20 gauge wire
- Floral Tape
- Wire Cutters



Floral Tape

Pull your floral tape with your right hand to activate the parafin wax and use your right pointer finger and roll the stem with your thumb while holding the tape tightly and pulling downward.



Tear off the tape and stick it to itself on the stem.

Men's Classic Boutonniere

Add Foliage and Filler



Place foliage on the backside of the rose and a small piece of your filler on the front side covering the area you removed sepals and pierced the calyx.



Cut the proper length

Put 2 fingers below your last flower and cut your stem with a wire cutter. Do not use your O'Hanna or Scissors as this will put notches in the metal.

If you have very small fingers give a lil extra space, then clip.



Use your floral tape to secure in place. You do not have to go to bottom of wire, just around 3-4 times.



Pinch the bottom of your stem and turn clockwise a couple times to seal the bottom and prevent any rough edges.

Repeat and add Filler



If you have the option to add a fun filler like hypericum berries, remove all of their foliage, and place a couple in to get some better depth and movement.



Use your floral tape to secure your second spray rose. You might have to gently bend the head forward, then tape. Add your two types of fillers and foliage. Tape to the bottom of the wire this time.



Hydration Chamber

Lots of students ask how to keep their corsages and boutonnieres hydrated and fresh. The amount of hours that they are worn in warmer temperatures can have an impact on their lifespan, but one procedure that has worked very well for many years is the hydration chamber.

After you have made your boutonnieres grab a rubbermaid or any sealable type container.

Wet Paper Towel Or Rags in a Box and ring out - Place on bottom of container

Place the boutonnieres on top

Wet another Paper Towel Or Rags in a Box and ring out - Place on Top of container

Put the lid over Paer towel

Put in Fridge or cooler over night 36-42 degrees

This draws all the moisture into petals and plumps them up so they can last hours without sprays, chemicals, or anything that might ruin fabrics.



Men's Classic Boutonniere



Basic High Score



Basic Low Score



The Judges at State will not accept any single rose boutonnieres.

They also will lower your scores for anything with more than 3 buds or blooms that looks like a corsage or a miniture hand tie. Keep them small.

Men's Classic Boutonniere - Upgrades



Upgrades High Score

Pink - would score very high, great depth, line, color, and mechanics
Middle - Love the addition of wired beads to match bouquet and dress
End - Perfectly replicates the bouquet in miniture



Upgrades Low Score

Yellow- would score poorly because the gerbera looks redy to fall out and the entire shape is square with that one leaf flopping out.
Middle - Leaves are not wired and extending into chest area.
End - As popular as hanging amaranthus is this year, one strangling piece dribbling down his jacket looks like a mistake, not intentional.

Upgrades to a Bouttonniere



Upgrade Ideas:

- Wire - Bullion, pearls
- Diamond, Pearls, Feathers
- Gems, Jewels, broach
- Premium flowers and Foliage
- Modern Design
- Abstracting



Lots of fun things to add to a boutonniere to be an Upgrade!

Men's Classic Boutonniere - How to Pin On a Jacket



Pin ONLY on the left hand side.
Some jackets have hints. Pocket
Some have a Button Hole, A small
little stitch below the point of the
collar.

Line the Boutonniere up straight on
the body, not with the lapel. It looks
very odd in photos on diagonal.



This part is tricky. Hold the bout with
your left hand. I put my left 4 fingers
behind the lapel and pinch down the
bout with my thumb.

Use your right hand to take the
pin from the backside, pierce the
material and a small portion of the
bout and grab a small portion of
material from the left side. Push the
pin slightly downward while pulling
up on the lapel to prevent injury to
the person. The end of the pin
should remain upward and on the
backside.



Repeat this with higher in the bout to
secure and make sure it does not
fall forward or start moving left or
right.

Give it a wiggle from the front to see
if it's secure enough.

For Regionals you will be asked to
pin your boutonniere on to a men's
suit jacket. Possible 15 points

There is a second pinning technique
that will be allowed. Many use this
with great success. Start the Holding
process the same.

However, this time take your pin and
insert into the fabric directly
downward aiming to the middle of
the bout till you feel you really got a
good sturdy spot and inset the pin
snuggly.

Repeat the same process, but start
midway up the stem from the back,
piece upward and again stay to the
middle trying to only get inside the
mid section of the bout. Give it a
wiggle from the front to see if it's
secure enough.



**Wrong
Side!**

Men's Classic Pin Boutonniere Rubric

Regional Wisconsin Floriculture 2026

Name _____ School _____ Team Number _____

Judges Name _____

	Excellent	Good	Needs Improvement	Member Score
Mechanical Application	7-10 points Techniques used to keep floral material secure and stable are hidden or done neatly	4-6 points Techniques used to keep floral material secure and stable are somewhat done neatly	0-3 points Techniques used to keep floral material secure and stable are not hidden or done neatly	
Material Selection	7-10 points Chose healthy & pristine flowers and foliage	4-6 points Some damage, chew marks, wrinkles, or evidence of being rough with materials	0-3 points Materials are damaged, dehydrated, handled improperly and/ or beyond recognition	
Color	7-10 points Color is used evenly/ harmoniously throughout	4-6 points Color is used somewhat correctly	0-3 points Color is not used correctly	
Creativity	7-10 points Design expresses a high level of creative ability and advanced design techniques	4-6 points Design expresses some creative ability and minimal advanced design techniques	0-3 points Design lacks creative ability and demonstrated limited design techniques	
Balance	7-10 points Design is physically and visually balanced	4-6 points Design is slightly off balance	0-3 points Design does not follow the principles of design regarding balance	
Design & Category Interpretation	4-5 points Design follows scenario given for an overall cohesive design	2-3 points Design somewhat follows scenario given and overall design is somewhat cohesive	0-1 point Design does not follow given scenario	
Notes				
TOTAL DESIGN SCORE (55 POINTS POSSIBLE)				

Pinning on Demo	15 Points Pinned using 1 or 2 techniques allowed Stable & Straight	10 Points Attempted correct technique, but NOT complete, or straight. Unstable	5 Points Used a different technique. Falling forward, sideways. Pin is showing on top	
TOTAL PINNING ON SCORE (15 POINTS POSSIBLE)				

Design Total	
Pinning on Total	
OVER ALL TOTAL:	

Create an Order Form

Here's a clean, student-friendly order form you can copy into Google Forms or print:

Prom Flower Order Form

Name: _____

Phone Number: _____

Email (optional): _____

Order Type (select one):

Boutonniere (Men's)

Prom Posey

Flower Selection

(Choose one main flower style)

Classic Rose

Spray Roses

Carnation

Designer's Choice (let us create something beautiful!)

Color Preferences

(Main color or match to dress/tie)

Primary Color: _____

Accent Color (optional): _____

Style Add-Ons (optional)

Greenery (eucalyptus, ferns, etc.)

Ribbon Wrap

Decorative Accent (pearls, rhinestones, etc.)

Pickup Information

Prom Date: _____

Pickup Time (select one):

Day Before Prom (after school)

Day of Prom (morning pickup)

Payment

Total Cost: \$_____

Cash

Check (payable to: _____)

Important Notes

• Orders must be submitted by: _____

• Payment is due at time of order

• All sales are final

Special Requests

(We'll do our best to accommodate!)

A Successful Fundraiser...

Prom flowers are a perfect fit for a first fundraiser. The biggest wins usually come down to planning, simplicity, and presentation.

Start by keeping your offerings tight and easy to understand. Don't overwhelm buyers—offer a couple boutonniere and posey styles (classic rose, spray rose, maybe one trendy option like eucalyptus). Clear choices make ordering faster and reduce mistakes.

Pre-orders will save you. Encourage students to sell ahead of time rather than relying on last-minute sales. Create a simple order form (Google Form works great) where customers can pick colors, flowers, and add-ons. Set a firm deadline so you can order the right quantities and avoid waste.

Samples sell everything. Make 2–3 finished examples and show them off at school, on social media, or during lunch periods. People are way more likely to buy when they can see exactly what they're getting.

Pricing matters—don't undercut yourselves. Factor in all costs (flowers, supplies, labor, packaging) and leave room for profit. A lot of groups make the mistake of pricing too low and barely raising anything.

Assign clear roles to each team member. Have specific teams for sales, design/production, order tracking, and delivery. It keeps things organized and helps avoid last-minute chaos.

Timing and pickup are huge. Plan delivery or pickup the day of prom (or the day before) and communicate that clearly. Label everything carefully—names, colors, and orders—so nothing gets mixed up.

Promote smart, not just hard. Use Instagram, school announcements, and word of mouth. Posting photos of your sample designs and reminding people of deadlines works better than just saying “buy flowers.”

Finally, build in a little buffer—extra flowers, extra ribbons, extra time. Something always goes wrong, and having a cushion will save you.



Pricing Practice - Page 2I

Wisconsin Regional Floriculture CDE Contest

Floral Arrangement Itemized List of Cost

Name School Team Number

Flower/ Foliage	Qty	Unit price	Total price
Liatis	3	1.05	3.15
Mini Gerbera Daisy	3	1.95	5.85
Cremone	2	.80	1.6
Statice	1	.95	.95
Carnation	3	.65	1.95
Trick	2	.95	1.9
Fatsia	1	.60	.60
Salal	2	.43	.86
Galax	3	.18	.54
Lily Grass	2	.25	.50
Total Flower/foilage Material Cost:			17.90
Retail Mark up x 3.5			
Total:			62.65

Body

Material Used	Qty	Unit price	Total price
container	1	1.75	1.75
½ midnight brick	.5	.1.50	.75
Total Hard Goods Cost:			2.50
Retail Mark up x 2.5			
Total:			6.25

Total Flower/Foliage Cost:	62.65
Total Hard Goods Cost:	6.25
Sub total:	68.90
Labor 20%:	13.78
Total Retail Price:	82.68

*Participants will be provided the retail price of flowers and foliage that they will use in their arrangement by the event official at the beginning of the practicum. The mark up is NOT built into the retail price of the flowers and the foliage used in the arrangement.

Lisa's Public Service Announcement:

There is a difference between designing orders for a flower shop and competition designs. What you are learning though all your FFA Study Guide packets is geared for competition and succeeding at keeping all your points. If you practice, attend workshops, watch the FFA videos you will learn a very neat and meticulous way to design. If you choose to pursue a career as a designer you will quickly find out that every shop owner has a different way to complete an order. When you design for competition your goal is to please the judges. It is not about art, showing off, or trying new ideas. To get higher points you do only what is asked and add creative flair IF they give you the supplies to do so.



This completes your Hands-on Study Guide

Please practice with live flowers, and ask local flower shops for assistance. Watch the YouTube videos if you are struggling with the photos and words. Wish you the best of luck and see you soon!

Lisa Belisle

If you need to purchase supplies



O'hana Pruners – Why? Double–sided blade acts just like a knife, no pinching of the stems. [Click here to redirect](#)

Floral Adhesive – Cold glue for corsages. [Click here to redirect](#)



Wire Cutters – I like the ones with springs to help with hand cramps. [Click here to redirect](#)



Jewelry Pliers - Round Nose Pliers Jewelry Making [Click here to redirect](#)

Rolls Colored Aluminum Craft Wire, 15 Guage 1.5mm Flexible [Click here to redirect](#)



[U-Glue Strips](#)
[Click here to redirect](#)

[U-Glue Dashes](#)
[Click here to redirect](#)



Thank You to all the Individuals and Companies

You can click on each logo to view their website



California Association of
Flower Growers & Shippers