

Virginia Association of Floral Designers

What Is VAFD

VAFD is an acronym for Virginia Association of Floral Designers. VAFD is a branch of the Virginia Professional Florist Association that is dedicated to the furthering of floral design education of member shop employees. The goal of VAFD is to establish the highest possible standards of professional floral design in the Commonwealth of Virginia.

Who can join VAFD?

Any floral designer who is employed by a flower shop that is a member in good standing, or an individual that pays their dues and is an associate member in good standing of the Virginia Professional Florist Association is eligible to join VAFD.

Does it cost to join VAFD?

Yes. There are annual membership dues of \$10.00 per member. The money will be used to maintain a mailing list of all VAFD members and allows members to receive VPFA mailing directly to their homes. The operating costs of VAFD are currently paid from VPFA operating funds.

Why should a designer join VAFD?

VAFD members will be provided the opportunity to attend floral design schools and seminars to improve or refine their design skills. VPFA will annually sponsor design competitions for VPFA and VAFD members. VPFA will track the performance of each designer in each competition, workshop or program they participate in. As the individual abilities of VAFD members grow, VPFA will recognize their abilities and talents. A lapel pin bearing the VAFD emblem will be awarded to each member who successfully accumulates the required number of "Activity Points" and successfully completes the Designer Testing. VPFA hopes that the members of VAFD will commit themselves to the attainment of the designations of VAFD DESIGNER, VAFD SENIOR DESIGNER, and VAFD MASTER DESIGNER, and in so doing, help floral designers from Virginia become leaders in the industry. VPFA desires that floral designers of "ALL" talent and experience levels join VAFD. The experience of exchanging information, design techniques, and sharing real life experiences from each other's shops foster a sincere environment of goodwill between florists across the state.

ACTIVITY POINTS: Activity Points are the units of measure that VPFA will use to track the progress of designers who are members of VAFD. Activity points are earned and compiled by entering VPFA or any Regional/National design contests and attending and/or participating in VPFA, Regional or Nationally sponsored design schools, seminars, shows or functions.

Each competition, workshop, seminar or function will have an activity point value assigned to it.

Design Competitions: *1st Place – 20 points *2nd Place – 15 points *3rd Place – 10 points *Successful Entry – 5 points

*Participant or Instructor of VPFA Design School Workshop - 5 Points

*Attendance at any VPFA or Regional Industry-Related Seminar/ Symposium/ Design School – 5 Points
National...-10 points

* Workroom Assistant for Main Stage Designer at VPFA Show – 5 Points

*VPFA Committee member – 5 points, Board Member of VPFA – 10 points

ACHIEVEMENT RECOGNITION

When a member of VAFD has accumulated a sufficient number of activity points and passes a four part Designer Testing, VPFA will publicly recognize the individual and present to them a VAFD lapel pin and they will be recognized and listed on the VPFA Website. There are three levels of professional designation with VAFD.

VAFD DESIGNER:

Upon accumulation of 150 Activity Points and passing the four part Designer Testing, the member is awarded a VAFD lapel pin, and the right to use the VAFD-Certified Designer (VAFD-C) designation on professional correspondence.

VAFD SENIOR DESIGNER:

Upon accumulation of 250 Activity Points and passing the four part Designer Testing, member is awarded an adorned VAFD lapel pin, a framed Certificate from VPFA, and the right to use VAFD Certified Senior Designer (VAFD-CS) designation on professional correspondence.

VAFD MASTER DESIGNER:

The highest level of achievement in VAFD is the level of Master Designer. A member must have passed the other level testing and must have accumulated 400 Activity Points to attain this classification. VPFA will award the designer a plaque and a VAFD Master Designer lapel pin and the right to use VAFD Certified Master Designer (VAFD-CM) designation on all professional correspondence.