



GREEN MOUNTAIN
FLORAL SUPPLY

Education & Design Center

45 Swift Street, South Burlington, VT 05403

THE ART & BUSINESS OF FLOWERS: FUNERAL FUNDAMENTALS

INSTRUCTOR: MARLIN HARGROVE, AIFD, PFCI, AAF

COURSE DESCRIPTION

Funeral and sympathy work requires far more than floral design skills. It calls for compassion, professionalism, technical expertise, and the ability to guide families through meaningful floral choices during difficult moments.

Join us as we launch our first educational class offering, “The Art & Business of Flowers: Funeral Fundamentals” in the new Green Mountain Floral Supply Education & Design Center. Our dedicated learning classroom is located in our South Burlington, VT facility.

The morning session focuses on consultation techniques, service logistics, flower and design selection, and industry best practices. During lunch, students will engage in facilitated roundtable discussions with fellow floral professionals and guest speakers. The afternoon session transitions into hands-on learning, where attendees will explore practical design mechanics and construction techniques used in funeral floristry.

Whether you are new to sympathy work or looking to refine your skills, this class provides practical knowledge you can immediately apply in your business.

LEARNING OBJECTIVES

- Confidently guide families through funeral floral selections and communicate effectively with funeral homes.
- Compassionately gather the right information to create meaningful and appropriate tributes.
- Design and construct the most common sympathy floral pieces.
- Learn proper mechanics, materials, scale, presentation, and finishing details.
- Navigate delivery and service logistics.
- Establish pricing for profitability.
- Create professional funeral designs with greater confidence and efficiency.



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OFFERED

- July 21, 2026 or July 22, 2026
- 9:00 a.m. – 3:00 p.m.
- Maximum of 12 students per day.

Pending interest, an additional afternoon/evening class may be offered July 23, 2026, if current classes reach capacity.

DAILY COURSE SCHEDULE

9:00 A.M. – 11:30 A.M.	MORNING SESSION – PRESENTATION/DISCUSSION
11:30 A.M. – 12:00 P.M.	WORKING LUNCH (PROVIDED) WITH FACILITATED ROUND TABLE DISCUSSIONS
12:00 P.M. – 3:00 P.M.	AFTERNOON SESSION – HANDS-ON/PRACTICAL LEARNING

REGISTRATION

This comprehensive, one-day workshop is ideal for:

- Floral designers
- Shop owners
- Managers
- Team members

who want to strengthen their skills and confidence in funeral and sympathy work.

Reserve your spot by calling **Betty at 802-865-4447 by July 13, 2026**. Space is limited.
Payment due upon registration.

\$250 per participant per day.

NOTES/OTHER

- Kindly arrive for class on time and ready to work at the established start time.
- Students should bring a knife, wire cutters, and ribbon scissors to class. If needed, tools are available for purchase through our Supply Department.
- All flowers and design materials will be provided for use with your registration.
- Refreshments will be provided throughout the day, including lunch. If you have any food allergies, dietary restrictions, or other meal-related concerns, please notify us at the time of registration so we can do our best to accommodate your needs.
- Ample parking and WIFI available.



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PHONES, CAMERAS, AND RECORDING DEVICES

- We welcome cameras in the classroom to document details of learning for later reference; but please, no video recordings. Please silence your mobile phones in the classroom.
 - Photos and video may be taken during the class by Green Mountain Floral Supply, Inc. (GMFSI) and used for promotional purposes – including on social media, our website, and future event materials. If you prefer not to be photographed, kindly let a staff member know, we are happy to accommodate you.
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***We look forward to welcoming you soon to the
Green Mountain Floral Supply Education & Design Center.***



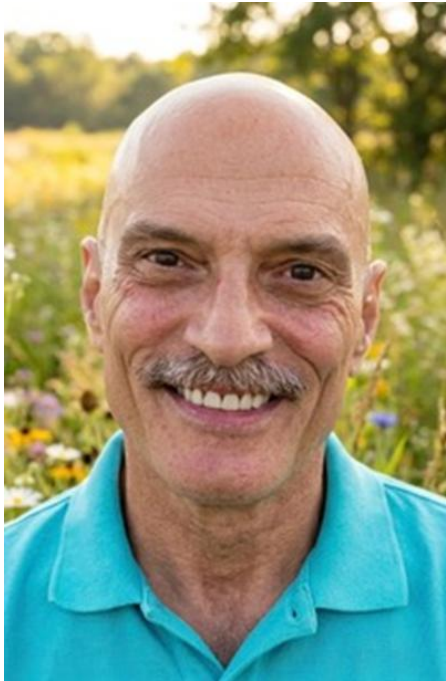
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MEET YOUR INSTRUCTOR

MARLIN HARGROVE, AIFD, PFCI, AAF



With over 45 years of experience, Marlin has established himself as an influential leader in the floral industry.

He is a graduate of Georgia Southern University, with a BBA in Marketing and received formal design training through his studies with several floral design institutions.

In addition to his years in the retail sector, his career is well-rounded having held management and design positions on both the wholesale and manufacturing levels of the industry. This exposure led to many opportunities from personnel management and visual merchandising to product development, procurement and promotion.

Marlin is the owner and creative director of Marlin Hargrove Designs, LLC, has served as a design consultant for the Pete Garcia Company, and is the new Artistic Director and Floral Educator for Green Mountain

Floral Supply in South Burlington, VT.

Capitalizing on his varied professional experience, Marlin brings a realistic perspective to the table balancing the constantly changing world market with the challenges that face today's floral artisans.

Marlin lives and works in the metro Atlanta area and maintains a busy schedule traveling and sharing his passion for flowers through his unique style and candor.

He is an active and long-standing member of the American Institute of Floral Designers (AIFD) and Director-at-Large on their national board, Professional Floral Communicators - International (PFCI) and the American Academy of Floriculture (AAF).