

Kaitlin Ziesmer

AFE Mosmiller Internship – A Festive Touch

As this summer and my internship at A Festive Touch come to an end, I feel so honored and blessed that I had the chance to be selected for the AFE Mosmiller internship. While working for A Festive Touch in Murray, Kentucky I can say that I am more prepared to open my own florist after completing this process. Since my internship has ended there, I am now a part time employee at A Festive Touch as I enter into my senior year of college at Murray State. I will continue to work hard and learn as much as I can every day to help equip myself for when I graduate and start my career.

Over the summer I was asked to do many different jobs at A Festive Touch; from making flower arrangements, helping with weddings and events, to working with customers, and ordering flowers. I would start each day by doing daily orders, ordering and prepping the flowers when they arrive, answering the phones, taking orders, checking customers out and doing monthly billing/payments, I can say that I can do everything comfortably. When the owner was away on vacation, I had the privilege to help run the store as well as do a few funeral pieces on my own. I sat in on consultations, helped with funerals by making standing sprays, casket sprays, and baskets to helping with weddings with the boutonnieres, corsages, centerpieces, and the bride's bouquet. There would be days where I worked on silks arrangements, the store front decorations and displays, pre-seasonal work, pricing new items, ordering wholesale items, and making candy bouquets. I was in charge of taking care of the live plants that we kept in stock; making sure they were watered properly, and in great condition for our customers.

Jody, the owner of A Festive Touch has taught me so much with her unique design and how they always make sure each arrangement or gift item has a "Festive Touch" look to it. Some techniques that I learned over the summer were making sure everything is secured in 3 different places, gridding all the vases for security and stability, and adding at least 2-3 different types of greeneries to the arrangement to help make the arrangement "Pop". She has expressed to me to be different and to try new designs while stepping away from the "everyday design" and to be unique and trendy. While I am not very familiar with working with silks, funeral work, and weddings, Jody really let me be a part of helping out and designing my own work. The host company I did my internship with was such a great company to work with and to broaden my design skills and to help me be confident with my work. While stepping out of my comfort zone this summer, I am not scared to try new designs that are different that will help set me apart from the other designers.

My career goal before I entered the internship was to graduate in May 2016, continue to work at a florist nearby until I have enough money saved up to open my own full service florist and greenhouse. My career goals are still the same since I completed the internship, after going

through the program it makes me more eager and motivated to open up my own shop. I've learned a few things about what to do and what not to do with my business but being able to see how someone else runs their business is a learning experience by its self. I have enrolled in business classes for the last two semesters before I graduate to help me be more well-rounded in all areas and successful when I open my business.

Being a part of the American Floral Endowment Internship program has been a highlight of my college career; the learning experience and the chance to see people's faces light up when I made something just for them has reminded me why I am going into horticulture and floral design. Thank you for choosing me for this internship position and making my future career more possible.