

Vanneza Rivera

Mossmiller Scholarship Intern

At

In Bloom Florist of Orlando, Florida



Completing an internship at In Bloom Florist has made me more aware of what it really takes to run a floral retail shop. I was very fortunate to find a shop that is bigger than your average family owned business. No classroom can even compare to the real life hands on

experience. It takes more than creativity and an eye for art to be successful in this industry. With the support of John and his team at In Bloom, along with the Mossmiller Scholarship program, and the American Floral Endowment, I learned everything from processing and designing, to delivery and overall business management.



Right away I was working with designers side by side learning to make bud vases for local restaurants and corsages for weddings. In a floral art class taken at the University of Florida, I learned to wire corsages. At In Bloom, I learned to glue the flowers to a wristlet, making the corsage more light weight than a wired one. Working with John, I learned the importance of working with speed and consistency.

Soon thereafter, my lingering question of how drivers deliver so many arrangements without spilling them or damaging any stems was answered. Although every florist may do it differently, we used a variety of mechanics to make it work, such as cut PVC pipes punched through rubber floor mats and placed around



the vase arrangement. Another means of transportation we used included decorated boxes with cellophane wrap and tissue paper to keep others in place.

Each morning, flowers are processed from the wholesale boxes they arrived in and are



cleaned and prepped for the designers. The flowers are cut in water for immediate hydration and dipped in floral preservative and placed in clean buckets of water. I learned to recognize flowers that are too tight and

need to be left outside the cooler to bloom enough for arrangements. Although designing is a major part of a floral shop, there are also timed deliveries, inventory to take, stocking, pricing of floor merchandise, billing, and marketing.



Another lesson I will take back with me is the importance of staying ahead of the competition and keeping up with the latest trends. This can be achieved by simply changing your storefront merchandise, marketing your business to different demographics and creating business partnerships with complementary companies that goes hand and hand with florists.

After my internship at In Bloom Florist, I will continue to practice and improve my designing skills after graduation from the



University of Florida. I will pursue this by seeking employment with local florist in my area and possibly partaking in another internship. Since I have a better understanding of what it takes to

run a floral shop, I have a greater appreciation for florist. I also know what I can improve on also recognize what my strengths are.



willing florist like John Kobylinski, who provide opportunities for aspiring students like myself, I can pursue my creativity within and continue to grow and learn.

It has been quite the experience moving to a new city and until now, working in an unknown field. This internship has made me aware of different career paths in the floriculture industry that I didn't even know existed. I am honored to join the rest of the Mossmiller Scholars with the American Floral Endowment. With your generous

scholarship and

