



▪APPLICATION▪

The Gary Buckwald Scholarship for Excellence in Floral Sales and Service

The Gary Buckwald Scholarship for Excellence in Floral Sales and Service was created in June 2012 as a collaborative project between FloralStrategies and the The Society of American Florists to promote ongoing sales and customer service education in the floral industry. The scholarship is for \$10,000 worth of on-site and distance training, coaching and mentoring from FloralStrategies. Syndicate Sales has generously sponsored the scholarship.

Every SAF-member located in North America who has been operating a brick-and-mortar retail florist for at least 18 months is encouraged to apply. Applications are being accepted from Jun 19, 2012 through Aug 31, 2012.

The winner will be announced at the SAF Annual Convention in Palm Beach, FL on September 20, 2012.

email your completed application to scholarship@safnow.org, or fax to (212) 937-3590

Shop Name:		
Address:		
City:	State/Province:	Zip/Postal Code:
Phone:	Fax:	Web address:
Owner's Name:		
Date business was started:	Number of Employees:	Number of Stores:

Explain your store's philosophy on sales and service.

Supply an outline of how your staff is trained on sales and service.

Explain how winning this scholarship will influence the culture of your store.

Detail your professional activities in the floral industry (i.e. membership in state florists' association etc.)