



## **MORE THAN HALF A CENTURY OF TRAINING**

**Dear Graduates,**

Congratulations! This is the Millenium Year. Also the 53<sup>rd</sup> anniversary of the Elvamay School. When our founder Elva May Mcleod Devlin founded the school in 1947 in California, she probably never imagined that it would last to the 21<sup>st</sup> century. Even more difficult for her to imagine is that the school would take roots in Asia and trained hundreds of professional florists in Hong Kong, a City that Ms Devlin might not even have heard of then.

This is a remarkable achievement on the part of the School and also on the part of Ms Tonie Yuen. It is Tonie who first brought the Elvamay School to Hong Kong and Asia back in 1987. This is the 13<sup>th</sup> anniversary of Elvamay in Hong Kong and the Tonie Yuen Professional Floristry Program which was founded in the same year. I have come to Hong Kong twice to hold International Design Seminars for graduates and Registered Teachers. I have witnessed how high a standard you have achieved.

We want Elvamay's emphasis on professionalism in floristry to be spread far and wide, especially in Asia where increasing affluence has brought about a booming floral gift market in many cities, including those in China. Opportunities for further growth in the floristry trade are huge, and I hope you will all be able to make use of our intensive and professional training to make good use of it.

The floristry trade is a growing industry. But it also a very competitive industry. Quality is therefore extremely important to keep up our competing edge. The Elvamay School has been upgrading the quality of its teachers and graduates. We do this by providing for more Advanced Training Seminars for Registered Teachers so that they can be in tune with world market trends and with new floral design techniques. We also ask those of our Registered Teachers who have not been actively engaged in the floristry trade for some time be retrained so that their skills can be brought up to date. We emphasize a lot on quality and advanced skills so that our graduates will be immediately employable upon graduation and that they will be our satisfied clients. I understand that the Elvamay School in Hong Kong will also be undertaking similar upgrading soon. Interested candidates may take such courses either locally or in Los Angeles if sufficient numbers can be brought together.

Once again, my sincere congratulations to you all for having gone through all the hard work and joining the Elvamay School as its prestigious graduates.

Miriam Somoano,  
Director, International Design Seminars,  
and Elvamay School of Floral Design