



### Mark your Calendars!

#### North Central January Meeting

##### Project 99

It is our goal to have at least 99 of our North Central members at this meeting! Can we count on you?

**January 23<sup>rd</sup> and Sunday, January 24<sup>th</sup>**

#### Illinois State Floral Association Conference

March 4<sup>th</sup> – March 6<sup>th</sup>, 2010

Website: [www.ISFAflorists.com](http://www.ISFAflorists.com)

#### Great Lakes Floral Expo

March 4<sup>th</sup> – March 6<sup>th</sup>, 2010

Website: [www.michiganfloral.org](http://www.michiganfloral.org)

### From the Board . . .

#### President's Report: Jim Rauch AIFD

Dear North Central AIFD Members, New Inductees & New CFD's

Please read this message carefully! Everyone should have received an October/November Presidential email from me that included details about our annual Chapter meeting in Chicago, called PROJECT 99! Please refer to the full page itinerary included in this newsletter if you did not.

#### North Central AIFD Chapter Meeting and "Project 99"

**Dates:** Saturday, January 23<sup>rd</sup> and Sunday, January 24<sup>th</sup>

**Location:** Hotel 71  
71 E. Wacker, Chicago  
Phone 312-346-7100

Ask for reservations, group rate was reduced again to \$99.00. Be sure to tell them you are with North Central AIFD

*Please stay with us at Hotel 71, they have very generously discounted our meeting rooms and sleeping rooms, twice!*

**Members Cost:** Saturday dinner \$4.95 (YES \$4.95!)  
Sunday breakfast NO CHARGE  
Programs Saturday and Sunday NO CHARGE

**\*\*\*Please note if you are a New Inductee (AIFD or CFD), the above costs include you.**

**\*\*\*Guest dinner 45.00 Guest breakfast 45.00.**

I just want to be sure all of you understand that I am spearheading spending YOUR money on this meeting and the programs! Although we are all feeling the effects of these economic times, I urge you to come to Chicago! Your board's goal is to be sure everyone leaves Chicago with a new thought, a new plan, a new sense of connection to other members and hopefully a new way to position ourselves in the future of our beautiful industry.

Now finally, one last thing. Click on my e mail address, its right here [jrauch@choiceonemail.com](mailto:jrauch@choiceonemail.com) and tell me you are coming, PLEASE, I need this information ASAP, so, just on the off chance that a member you know is too busy to read their e mail, CALL THEM !!!

I cannot wait to see AT LEAST 99 of our members there! E mail me right now, then call Hotel 71 & make your reservations!!!!!!

See all of you in January, can't wait!  
Jim Rauch

## President Elect's Report: Alice Waterous AIFD

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A brief recap on Nature's Creative Edge '09, entitled: "Floral Art – Museum Inspirations" held this past September at the woodland property and home of NC member Robert Friese AIFD:

We had 28 designers and about 14 or so volunteers who assisted to create over 31 exhibits in the 5 acre site prepared by Bob and AIFD friend/ artist, James Lutke. Susan Bain AIFD traveled from Florida to participate and the others came from Michigan, Ohio, Illinois and Indiana! Attendance was terrific; we had 1,056 visitors to the exhibit, more than double last years' number. This was a great public awareness event and fundraiser. After expenses were paid, we submitted \$7,883.80 to AIFD Scholarship Funds!

Put the third weekend in September on your 2010 calendars. All AIFD members are encouraged to participate. This is a very fulfilling experience with an opportunity to let your creativity go wild!! Get further details at the January 23& 24 NC meeting in Chicago, and have an opportunity to see the slideshow of "*Floral Art – Museum Inspirations*" while there.

I asked in the last newsletter for member input about our January meeting and pretty much got no response. So, your Executive Board plus Bobbi Ecker-Blatchford AIFD has put together what we think is a pretty terrific two days of programs that will educate & entertain. I must confess, putting this meeting together was my duty, but our Chapter President Jim Rauch teamed up with Bobbi to get it DONE. Thanks . . . you two are the very BEST! (See the exciting lineup of events for Project 99 in this newsletter.). Your Chapter is INVESTING in YOU please take advantage of it, Let's see a turnout that is way over the 99 member attendance goal!

Respectfully Submitted,

Alice E. Waterous

## Treasurer's Report: Eldon Haab AIFD

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<b><u>CHECKING ACCOUNT BALANCE AS OF OCTOBER 15, 2009</u></b>	<b>\$ 22367.84</b>
INCOME:	\$ -0-
EXPENSES:	
FUNERAL FLOWERS / ELDON HAAB'S MOTHER	\$ 86.80
FUNERAL FLOWERS / SAM BEZANIS	\$ 92.45
FUNERAL FLOWERS / SHARI WIESSMANN	\$ 75.00
<b><u>CHECKING ACCOUNT BALANCE AS OF DECEMBER 31, 2009</u></b>	<b>\$ 22113.59</b>

### **AIFD FOUNDATION MANAGED SCHOLARSHIP FUNDS**

<b>MANDERS / DEPREZ</b>	<b>\$ 26417.88</b>
<b>ALISON NOVAK</b>	<b>\$ 5404.00</b>

RESPECTFULLY SUBMITTED  
ELDON HAAB AIFD

## Past President's Report: Frank Feysa AIFD

For those of you who might consider attending the Great Lakes Floral Expo March 5th, 6th and 7th in Grand Rapids Michigan, I have an offer you cannot refuse! ( Unless of course you are closer and/or planning to attend the Illinois State Convention in Springfield IL which is also great and the same weekend) Come join me and about 7 other AIFD members who are designing arrangements for the Great Lakes Floral Expo AIFD public awareness display. The flowers are provided and the Expo will give you a free registration for your efforts. ( Great perk!) It is so much fun and the hallway that our pieces are located in is a fantastic area to design for. Come support the Great Lakes Expo, your fellow AIFD members and our fantastic international organization by making a stunning floral piece of your choice. Call or email and I can fill you in on all the details. Frank Feysa [frank@ohiogreen.com](mailto:frank@ohiogreen.com)

Frank



### NATURE'S CREATIVE EDGE '09

. . . don't miss the fabulous photo review  
at the Chapter meeting!



# PROJECT 99

## 2010 ANNUAL JANUARY CHAPTER MEETING! HOTEL 71, CHICAGO

### Saturday, January 23<sup>rd</sup>

- 1:00 pm-3:00 pm      **Board Meeting**
- 3:30 pm-4:30 pm      **“Project 99” Kickoff Speaker**  
Stan Pohmer, Executive Director  
Flower Promotion Organization (FPO)
- 4:30 pm- 6:30 pm      **Roundtable Solutions**  
Conducted by Stan Pohmer and Facilitated by Norma Chapman.  
We will be seeking everyone’s input on topics to meet the challenges our industry and our businesses are facing today!
- 6:30 pm- 7:30 pm      **Social Hour Cash Bar**
- 7:30 pm-8:30 pm      **Dinner**
- 8:30 pm-9:30 pm      **General Chapter Meeting**  
10:00 pm- ???      Frank Feysa will lead a “convoy” out for line dancin’ ☺  
Just don’t stay out too late! Look at what is coming up for you on Sunday!!!

### Sunday, January 24<sup>th</sup>

- 8 am - 9 am      **Recognition Breakfast**  
You will want to be at this first ever North Central Recognition Breakfast. We plan to recognize, congratulate and celebrate our newly inducted AIFD members and our very first group of CFD’s! We will also recognize, befriend and encourage our upcoming “Boston” candidates who are also invited to our “event” weekend!
- 9 am -10 am      **THE ITALIANS ARE COMING!**  
**THE ITALIANS ARE COMING!**  
Marco Bernardi, director of the San Remo Flower Market will be presenting the gorgeous treasurers that are being offered to the US market.  
AND he’s bringing flowers AND he’s bringing a designer! YEAH!!!!
- 10 am -11 am      **Featured speaker, Toomie Farris**  
Those of you who know Toomie, know this is going to be a helpful, interesting and inspirational session!

A really FABULOUS way to end our time together ☺

## Newsletter Submissions

The new deadline schedule for future newsletters is posted below. Please put these dates on your calendar!

### 2010 Quarterly Deadlines:

#### First Quarter:

**Submission Deadline:** March 15<sup>th</sup>, 2010

**Release Date:** March 30<sup>th</sup>, 2010

#### Second Quarter:

**Submission Deadline:** June 15<sup>th</sup>, 2010

**Release Date:** June 30<sup>th</sup>, 2010

#### Third Quarter:

**Submission Deadline:** September 15<sup>th</sup>, 2010

**Release Date:** September 30<sup>th</sup>, 2010

#### Fourth Quarter:

**Submission Deadline:** December 15<sup>th</sup>, 2010

**Release Date:** December 30<sup>th</sup>, 2010

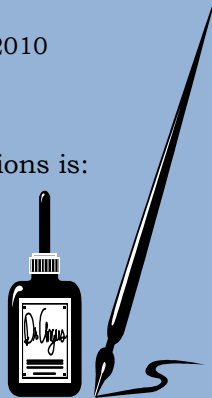
Please Note:

The email for all newsletter submissions is:  
[ncaifd\\_newsletter@yahoo.com](mailto:ncaifd_newsletter@yahoo.com)

Laura Parker

Newsletter Editor

[ncaifd\\_newsletter@yahoo.com](mailto:ncaifd_newsletter@yahoo.com)



## Special Notices

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Eric Benjamin, Vice President and Group Publisher of Cenflo, Inc. Publishing, home of FLORA Magazine, passed away January 2<sup>nd</sup>, 2010 following a short illness. Memorial Services were held January 5<sup>th</sup> in Albuquerque, NM.

Cards can be sent to:

P.O. Box 44040

Rio Rancho, NM 87141-4040



*Anyone who has photos' that they would like to share with the Chapter feel free to send them to Laura Parker at the email listed in the deadline schedule to the left*

Notice: Please note that there are no longer printed copies of our newsletter. All newsletters are now issued electronically. The NC board has taken this action in an effort to reduce costs and "go green". Please let Dan Kotecki know ASAP if you would still like to receive a printed copy and we will continue to do so on a request only basis for those without e-mail or internet access.

Thank you in advance for your support.

Laura L. Parker AIFD, MCF ~ NC Chapter Newsletter Editor