

AIFD Focal Points

What's New in Denver? Be Cool – Go to School!

By Marie Ackerman AIFD, CFD, PFCI, 2015 Symposium coordinator

There is a great quote that goes something like this... "When you think you know everything there is to know about design - it's time to start learning all over again." Many floral designers (in fact, at last tally almost 55%) say they have NEVER taken a formal design class. The question is why? Is it cost? Is it availability? Or is it a case of "I already know everything!" In honesty, it could be a mixture of all three.

Learning keeps you young - you experience different methods, gain exciting perspectives and reinvent the default "Because this is how I always do it" mantra we tell ourselves. Imagine if things in design never changed? We'd still be wiring and taping bridal bouquets and designing funeral baskets in vermiculite! As far as the design world goes - change is good - it keeps us moving forward to produce more designs in less time for more profit - at least that is the goal!

In July of 2015 AIFD members and aspiring members have the chance to go "back to school" by taking one of these very special two hour hands-on classes! Best part - you will not miss any of the fabulous design programs that made Symposium legendary! Hands-on class coordinator (we call him the Principal!) **Brian Vetter AIFD, CFD, PFCI** has been working with the instructors to pack their classes with content to make these inaugural classes a fantastic success!

The idea for these classes started more than two years ago in a Symposium Committee meeting - and has blossomed with careful consideration to what the learner learns during these jam-packed programs that include lecture/demonstration by a great AIFD member/teacher, hands-on assignments and coaching on how to improve your design skills. Classes are limited in size to keep them top-quality - each instructor has three teaching assistants to keep things moving - all for maximum learning. Each instructor has crafted a custom curriculum designed for this special audience, as well as handouts to keep the learning coming when you head home! Challenge yourself to take a class at symposium this year - But HURRY - spaces are going fast!

The hands-on subjects at Symposium this year include:

Line Design - "a-LINE-d" with Kevin Ylvisaker AIFD, CFD, PFCI (underwritten in-part by AIFD Diamond Elite Partner Accent Décor)

Wedding Design - "The Return of the Cascade" with Sharon McGukin AIFD, CFD, PFCI (underwritten in-part by AIFD Diamond Elite Partner Smithers Oasis)

Funeral Design - "Celebration of Life" with Randy Wooten AIFD, CFD (underwritten in-part by AIFD Platinum Elite Partner Syndicate Sales)

Modern Wire-Work Design - "Floral Jewelry...Wearable Art" with the UK's Wendy Andrade AIFD, CFD (underwritten in-part by AIFD Diamond Elite Partner Smithers Oasis)

Flowers for ALL the hands-on sessions are provided by NorCal flowers. You can sign up for these classes at <http://aifd.org/about/2015symposiumregistration/>.

Don't miss your chance to renew your excitement for design!

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American Institute of Floral Designers

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Marie Ackerman AIFD, CFD, PFCI

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Executive Director: Thomas C. Shaner
Associate Executive Director: Kristen Philips, IOM
Director of Finance & Administration: Monica Shaner
Director of Communications: Molly Baldwin-Abbott
Director of Membership: Stephanie Dodd

AIFD Mission Statement

The mission of AIFD is to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form.

Calendar

April 26 - 29, 2015

Sympathy Tributes Hands-on Design Class
Telefloral Education Center
Oklahoma City, Okla.

May 11 - 15, 2015

Ceremony Decorations
Koehler & Dramm's Institute of Floristry
Minneapolis, Minn.

May 15 - 16, 2015

Design For Excellence
SO CA School of Floral Design
Anaheim, Calif.

May 27 - 28, 2015

Advanced Sympathy Design
Floral Design Institute
Portland, Ore.

May 27 - 28, 2015

Business Basics
Koehler & Dramm's Institute of Floristry
Minneapolis, Minn.

June 3, 2015

Wednesday Workshops-Tropical Foliages, Manipulated
Koehler & Dramm's Institute of Floristry
Minneapolis, Minn.

June 28, 2015

2015 AIFD Professional Floral Design Evaluation Session
Sheraton Denver Downtown Hotel
Denver, Colo.

June 30 - July 4, 2015

2015 Symposium "Journey"
Sheraton Denver Downtown Hotel
Denver, Colo.

Many more events are posted online!

For details on events visit
[aifd.org/upcoming-events/
calendar-of-events/](http://aifd.org/upcoming-events/calendar-of-events/).

**This list is not all inclusive.
Please visit the AIFD website
for a full list of events.*

President's Message



"Come and join us as we look back on our successes, celebrate the present and prepare to move AIFD forward as the driving force in floral design."

Spring has arrived, and floral designers all over the world are busy creating beautiful designs and flowers spring to life in gardens everywhere! AIFD designers have been extra busy, not only filling orders, but also in some wonderful public awareness projects across the country.

A few weeks ago, I had the pleasure of attending the Philadelphia Flower Show. The theme of this show was "Celebrate the Movies" and was surely in the spotlight here, with a wonderful team under the leadership of **Dan Vaughn AIFD, CFD** and **Deryck de Matas AIFD, CFD**. These two gentlemen collaborated on a display that featured floral interpretations of the Disney Princesses. It was a phenomenal concept and walked away with seven awards, including Best of Show! Hats off to such a great team...they really did push AIFD into the limelight for over 250,000 visitors to the Philadelphia Flower Show.

Also at this show, dozens of AIFD designers offered their time to participate in a very popular segment called "The Designers Studio." There were more than 40 competitions and demonstrations, many featuring AIFD designers, in which hundreds of attendees were able to experience floral design "iron chef" style. It was a fun and exciting week, and best of all, the consumers were made aware of the talents and skills of floral designers.

Weeks ago I attended the Chicago Flower and Garden Show. At this event, AIFD also was a major exhibitor. A team of new AIFD inductees from this region created a fabulous central display, combining florals and fashion, and were supported by a team of veterans from the North Central Region who created displays in the perimeter of the exhibit. Wonderful reviews came in all opening weekend of this show, with great interest from the show owner for AIFD to become an even bigger part of this show in years to come.

I just got back from San Francisco where I attended the San Francisco Flower and Garden Show. This event featured a combined effort of the Northwest and Southwest Regions to produce a floral fashion show for attendees of this major event. I enjoyed visiting with our members at this show and also spreading the word about the benefits of AIFD to designers and attendees of the show.

We also have a new marketing piece, thanks to the Marketing Committee and the leadership of **Leanne Kesler AIFD, CFD**. Please look for our new bookmark, featuring a beautiful design by **Hitomi Gilliam AIFD, CFD** and a slick graphic side with our name, logo and QR code to drive people to our website.

On a side note, it has been brought to my attention that there is an unusual amount of negativity and harsh critique of the work of other floral designers on social networking sites. I ask that each of our members remember that when your name is followed by the initials AIFD, that your opinions also reflect on the American Institute of Floral Designers. Please keep in mind that we all should refrain from being critical of another's work, but rather give constructive advice and encouragement for all to find opportunities to constantly advance their skills and knowledge in the art of floral design. Remember that we are the leaders, let us not forget the magnitude of our words.

I hope that as many of our members as possible are planning to attend "Journey" in Denver this summer. **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** have been diligently working to deliver a symposium filled with great networking opportunities as well as educational programming that is second to none in the industry. **Suzie Kostick AIFD, CFD, PFCI** and **Janet Black AIFD, CFD, PFCI** have teamed up to bring a special 50th anniversary celebration element to this Symposium. So please come and join us as we look back on our successes, celebrate the present and prepare to move AIFD forward as the driving force in floral design.

I also would like to extend a huge thank you to **Tom Shaner** and **Kristen Philips, IOM** our executive directors at AIFD headquarters. Their assistance in every facet of our organization is so valuable. They both constantly help our Board Members and Committee Members to not only stay on task, but to always move forward in a positive direction.

At this time, we just had our Spring Meeting in Baltimore. I am so grateful for the team of industry leaders that are on our National Board at this time. Each brings to the table a different set of skills and experiences that together help us to make decisions to better AIFD as we JOURNEY into our next half century of promoting and recognizing excellence in floral design!

Hope to see you all in Denver!

A handwritten signature in black ink that reads "Timothy P. Farrell". The signature is written in a cursive, flowing style.

Tim Farrell AIFD, CFD, PFCI
AIFD National President 2014-2015

It's the day after Easter as I write this, and I'm thrilled to say it looks as if Spring has finally found its way to Baltimore. Like many of us in the U.S., it's been a cold winter.

One of my greatest annual heralds of spring is celebrated when a large group of AIFD volunteer leaders arrive at the AIFD Headquarters office much like the daffodils that are opening in the garden across the street from the office. Perennially, these leaders which include the officers and board of AIFD as well as the members of the Finance Committee, in-coming Regional Chapter Presidents and those that chair key committees, spend anywhere from two to five days here giving freely of themselves in planning for the betterment and future of AIFD.

For those of you who have never had an opportunity to be a part of this gathering, may I assure you that AIFD volunteer leaders challenge and motivate each other as they contemplate programs that will help AIFD move forward with its mission to advance the art of professional floral design through education and recognition.

This year's cadre of members who should be saluted for their commitment and donation of time to AIFD include: Officers – **Tim Farrell AIFD, CFD, PFCI, Joyce Mason-Monheim AIFD, CFD, PFCI, Anthony Vigliotta AIFD, CFD, Kim Oldis AIFD, CFD, Tom Simmons AIFD, CFD, John Kittinger AIFD, CFD, and Jackie Lacey AIFD, CFD, PFCI**; Members of the Board – **Marie Ackerman AIFD, CFD, PFCI, Robyn Arnold AIFD, CFD, BJ Dyer AIFD, CFD, Frank Feysa AIFD, CFD, PFCI, Wil Gonzalez AIFD, CFD, Suzie Kostick AIFD, CFD, PFCI, Bill McKinley AIFD, CFD, Ron Mulray AIFD, CFD, Jim Rauch AIFD, CFD, Michael Quesada AIFD, CFD, and David Shover AIFD, CFD, PFCI** as well as AIFD Foundation representative **Derrick Vasquez AIFD, CFD**; Incoming Regional Chapter Presidents - **Janet Black AIFD, CFD, PFCI (NE), Rae Roberts Griffith AIFD, CFD (NC), Rachelle Nyswonger AIFD, CFD (NW) and Pam Null AIFD, CFD (SW)** (Board members Arnold and Dyer are also incoming Presidents for S & SW, respectively); and Incoming Committee Chairpersons – **Janet Gallagher AIFD, CFD (Education), Lee Gallison AIFD, CFD (Marketing), Ann Jordan AIFD, CFD (Education Partners), Leanne Kesler AIFD, CFD (Membership), Melinda Lynch AIFD, CFD (Students), Laura Parker AIFD, CFD (Finance Committee), Eva Riter AIFD, CFD (Industry Partners) and Craig Theimer AIFD, CFD (Career Development).**

All of us owe this distinguished group our appreciation.

From the President-Elect (Mason-Monheim) working to

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develop a strategy and plan for the coming year to the Finance Committee reviewing thousands of numbers in the writing of a new budget, to orientation and planning for incoming leaders, to the Board meeting, it was a busy weekend.

Here's a brief highlight of actions taken during that time:

Budget – Treasurer **Tom Simmons AIFD, CFD** presented a detailed review of a budget proposed and recommendations by the Finance Committee for the Institute's 2015-2016 fiscal year. Recommendations include: the elimination of expenses associated with lunches with the Board and/or Executive Committee meeting, attempts to reduce the number of members still receiving a mailing of *Focal Points*, and the donation of a key chain store item to the AIFD Foundation at costs. Upon the completion of his review and the answering of questions, the budget as prepared and presented by the Finance Committee was approved.

Policies – Upon a review by Mr. Simmons, and on the recommendation of the Finance Committee, the policies of the Institute as they relate to the selection of the Treasurer were amended so that they appropriately coincide with the Bylaws and also that the deadline for budget requests be modified in terms of when such requests are due.

Selection of Treasurer – During a special conference call of the Board of Directors held in February, and based on the policies relating to how the Finance Committee makes its recommendation for the appointment of a Treasurer for a two-year term, it had been agreed that Mr. Simmons be appointed for a second term (July 2015-June 2017) as Treasurer.

Conflict of Interest – Members of the Board were required to sign and file a "Conflict of Interest" acknowledgment form.

Administrative Policies – As recommended by the Executive Committee, the following policy amendments be approved:

"Membership Mailing Labels" after "AIFD will provide an e-mail blast to its members from any Partner in good standing for a fee of \$250.00. Such blast shall be limited to three per Partner." Added "The same shall apply to Regional Chapters when requesting an e-mail to its members and area CFDs, except that there shall be no fee excluding administrative charges for time spent in providing such services."

As it relates to CFD designers, added "They shall be eligible to serve on Regional Chapter committees, but not as a chairperson or member of the board."

Added to Board of Directors Policies, "CFD designers shall be eligible to serve on Regional Chapter committees, but not as a chairperson or member of the board."

Amend Elections Terms of Office Policies by adding "In regard to the Bylaws of this organization as well as this section of the Policies, this shall mean said director may not be elected or appointed back on to the Board as a director until having been off of the Board for a minimum of eleven-and-a-half months."

Also created a new "Committees" section to the policies and in so doing stipulated that "Every national committee of AIFD will

have and maintain a 'Committee Notebook' the content of which shall be subject to the approval of the National Board. Said notebooks shall contain the Policies and Procedures that pertain to the respective committee as well as suggested guidelines for the operation of that committee.

Membership – Membership Chairman **Jackie Lacey AIFD, CFD, PFCI** presented his report which included a status of member renewals and the list of those still delinquent in the payment of the 2014-15 membership fees. He then announced the receipt of two resignations from membership due to retirements: **Brita Edlbauer** and **Louise Chambers Roebke**.

Education Partners and CFD Designation – Mr. Lacey then reported on the continued development of a program which would provide for Education Partners, at their option, to award the Certified Floral Designer (CFD) designation to certain students who complete certain courses of study and who meet certain requirements and evaluations of their work. Following a discussion and question and answer session, it was agreed to continue the development of the program.

In Steps Video – Mr. Lacey reported on the progress of the new "In Steps to AIFD" video production.

Elections – Past President **John Kittinger AIFD, CFD** reported the results of the recently conducted online election of National Directors as well as Chapter officer/directors. He noted that in the future, reminders of the need to vote will need to be sent to members electronically. Elected to the National Board were: At-Large – **Jackie Lacey AIFD, CFD, PFCI** and **Katie McCormick-Kharrat AIFD, CFD**, North Central Regional Chapter Representative **Loann Burke AIFD, CFD, PFCI**, and South Central Regional Chapter Representative **Debbie Gordy AIFD, CFD**.

The six regional chapters elections were also reported and given to their incoming presidents to report to their respective members.

Mr. Kittinger then asked, and it was agreed, to add to the Nominations/Elections Policies, that all information and ballot names for the regional chapter elections must be submitted to the National Nominations Chairperson and the Executive Director by not later than Nov. 15. If the deadline is not met by a regional chapter, said chapter shall incur any administrative time costs (at the standard contract rate) for any time spent by the administrative office in securing a final report and in preparing the ballot for said chapter.

It was further agreed that all candidates for any National or Regional Chapter office or board of directors must be a current Accredited Member of the Institute.

Symposium – Vice President **Anthony Vigliotta AIFD, CFD**, who serves as chairman of the National Symposium Committee, presented a report in which he recommended that the Grand March be eliminated from the Leadership Gala event. After discussion, it was agreed to change the name of the "Grand March" to "Leadership Salute."

Recognizing time demands on members attending the

National Symposium, Mr. Vigliotta also reported that the Finance Committee directed the Executive Director to develop a recommendation for a shorter (one day less) version of the National Symposium and to present such a recommendation for review and approval of both the Symposium Committee and the Board of Directors before any further site contracts are negotiated.

Future Symposium – While noting the above need to present a condensed version of the National Symposium, Mr. Shaner still asked for some direction relative to the selection of a mid-America site for 2020. Based on potential for a supporting wholesaler, it was recommended that he focus on Minneapolis and Austin. In light of recent political developments in the State of Indiana, Mr. Rauch asked that Indianapolis be removed from consideration.

Awards – Always a challenging discussion, President Farrell presented the Awards Committee's recommendations of those to be honored during the 2015 National Symposium in Denver. Upon review and with one nomination receiving a great deal of discussion mostly based on the definition of "service," it was agreed to present an Award of Distinguished Service to AIFD, two Awards of Distinguished Service to the Floral Industry, an Award of Merit-Industry, and further to accept the Award of Merit-Non-Industry but to possibly hold off presenting the award until the Symposium in 2016.

Other Business – **Bill McKinley AIFD, CFD** presented for discussion an "Agreement of Cooperation" to be shared between this Institute and the China Association of Flower Arrangement Art. During discussion, it was agreed that Mr. McKinley needed to do additional research with **Damien Koh AIFD, CFD, PFCI** to ascertain what other floral organizations exist in China and their respective level of recognition before any agreement be considered.

To adjourn the meeting, President Farrell reminded the Board of future meetings including June 29 in Denver, Aug. 9-10 in Washington, D.C. (Executive/Sym Committees), and Oct. 12 in Seattle.

AIFD and Social Media



www.facebook.com/AIFD.CFD



AIFD page can be found on the AIFD homepage at www.aifd.org (click on the LinkedIn symbol to get to the page).



<http://twitter.com/#!/AIFDHqtrs>



www.youtube.com/user/AIFDHqtrs



KNOWLEDGE IS POWER

CONTINUING EDUCATION IS KEY



FTD offers business and design programs taught by AIFD designers and industry-recognized experts for a variety of schedules and budgets:

- FTD Boot Camp, a three-day intensive workshop
- FTD Webinar Series, FREE online presentations
- FTD How-To Video Series, FREE two-minute business and design videos
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**Questions? Contact us at education@FTDi.com
or 800.788.9000 ext. 246240.**



AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. By profiling these professionals, we want to offer you the opportunity to get to know the members. We'd like to introduce you to **Jackie Lacey AIFD, CFD, PFCI**.

AIFD: What is your job position (professionally) and what are your specific responsibilities?

Jackie: I am the Senior Design Analyst and Education Specialist for BloomNet, Fitz, Floriology Institute and Napco. I advise, direct and analyze the design strategies for the companies. I also create, design and style for photography, consult and direct the presentations for Industry Education and participation, create, maintain and teach the curriculum for Floriology Institute as well as provide analysis and consultation for all educational presentations.

AIFD: What leadership roles do you hold within AIFD and throughout the floral industry?

Jackie: I am the 2013-2015 National Membership Chair and I am a member of the Executive Board of Directors.

AIFD: Within that role and as a member, what are your personal goals for the advancement of AIFD?

Jackie: The association as a whole is only as strong as its membership. It is also extremely necessary for that membership to be a concise and unified group. We have made so many strides in strengthening the understanding of the association members of the changes that must happen within the association due to the changes going on within our industry. I want to help continue to build the membership and increase the awareness of the general public to the advantages of working with AIFD designers to increase the strength of the industry and the effects of flowers and floral design on everyone. My personal goal for AIFD would be to get more recognition from the public. We need to market AIFD to the public so that our standards and qualifications are understood and valued. I feel that other florists would want to attain AIFD certification if they knew it was valued by the public, ultimately making our organization grow.

AIFD: Did you have a mentor or someone that inspired you to pursue the career you are in?

Jackie: I have to give credit to two women specifically. **Kathryn Miller**, floral artist extraordinaire, taught me to appreciate the artistry and effect that natural beauty can provide. **Sharon McGukin AIFD, CFD, PFCI**, designer, educator and leader, encouraged me to teach and to reach for a higher platform to advance education within the floral industry.

AIFD: Did you have a mentor who helped you on your journey to becoming AIFD?

Jackie: My wonderful friend **Peter Vournazos AIFD, CFD** was the first AIFD member that I met and he found me standing back against the wall watching at my first AIFD Symposium and told me "If you want to see what AIFD is all about then get involved." I have not stopped being involved since then.

AIFD: Most floral designers have certain jobs they love to do, special talents. Do you have a favorite job you like?

Jackie: I love to teach – to be able to inspire others and share the wonderful aspects of this industry and all that it can provide if you apply your talent and your business skills. We have one of the most enjoyable mediums to work with, beautiful flowers, and we affect so many people with each design that we do. If I can help a few people along the way to better use their talents in this industry, to understand how to manipulate the medium we work with, or to increase their floral business skills, then I have accomplished more than I could hope for.

AIFD: What issues are most important to you professionally?

Jackie: Public awareness and understanding that we do not simply play with flowers but are professionals, artists and business people. The strength of the industry requires that ALL those in the industry remember what they do affects each of us in the industry. We all do a good job or we all look bad in the consumer's eye.

AIFD: What are some things you enjoy doing besides work?

Jackie: I travel for a living so I love to spend time at home. Time with my family and friends, which is what makes what we have to do for a living worth the effort and hard work. Work hard and play harder. I love to cook, paint and make others smile.

AIFD: What advice do you have for aspiring AIFD members and /or floral designers?

Jackie: The same advice given to me – if you want to make a difference then do not simply talk about it, get involved, do something about it. If we do not all work towards making each consumers' experience a good one then we will lose more of the industry to change. We are stronger when we work together.

Save the Date

2015 Fun 'N Sun Convention
July 29 – August 1
Monterey Marriott, Monterey, CA



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"Inspired by the Blossom" Inspires South Central

The AIFD South Central chapter hosted the Second Design Forum of President Eva Riter's term in Houston. It was called "Inspired by the Blossom." One hundred and twenty-five people attended the event that was managed by South Central Board member **Ken Senter AIFD, CFD**. One of the segments was a program commentated by **Beth O'Reilly AIFD, CFD** which used containers from Texas A&M's Buddy Benz Collection. The program also featured "The Texas Six," six new inductees from Texas (who will be inducted in Denver). One general registration to the Symposium in Denver was won by a young designer. The show was JUST fantastic! View more photos at www.facebook.com/AIFD.CFD.



Inventory and Sample Bargains For Sale

Charles Lubin - Vintage Silk Flowers

Winward Silks

Regency Christmas Greens

Winward & Regency - Berries & Fruits

Regency & Lincoln - Green Plants

Creative Candles

WFR Ribbon

Contact Jan Bjurstorm AIFD Fellow
309-762-4603 or janbjairfd@gmail.com

Bits and Pieces

Compiled by Molly Baldwin-Abbott and
Marisa Guerrero AIFD, CFD

- The Fleurop-Interflora World Cup 2015 "Freedom" is taking place June 11-13 at the Arena Berlin in Germany. Go to <http://worldcup-berlin2015.com/> for more information. Northeast AIFD member **Neil Whittaker AIFD, CFD** is set to compete at this event for Great Britain.

- Congratulations to **Tony Medlock AIFD, CFD, PFCI** who celebrated the 30th anniversary of his store, PJs Flowers & Events in Phoenix, Ariz.

- **J Schwanke AIFD, CFD, PFCI**, has launched a new and improved version of his online floral community, uBloom.com. uBloom.com, which Schwanke started in 2006, began as a place where florists could get design inspiration and instruction, interact with each other on forums, and post photos. The website includes how to videos, an updated flower guide, the uBloom resource guide to find products featured close to home, J's blog and more.

J also headed up a new project to promote #HAPPYFLOWERS and International Happy Day on March 20, 2015. The CA Grown Experience version of Pharrell Williams' "Happy" video spotlights America's Flower Farmers in the state of California celebrating their passion for growing flowers. The CA Grown Experience is a documentary series featuring the opportunities and challenges of the American Flower Farmer. Visit <http://youtu.be/tSuooR5Y54s?list=UUUubKFNvsLNA18R0hBn8ALoQ> to view the video.

- Intent on advancing the art and science of floral design and engaging the public directly, **Laura Daluga CFD** of Anna Held Floral Studio in Chicago, Ill., seeks to display through public works of guerrilla floral art, floral couture shows and one-to-one hands-on classes, that flowers are meant to be personal, special and composed as uniquely as any other work of art or design. "The Dept of Floristry" will be launching early summer 2015. Visit www.dofloristry.com and www.facebook.com/dofloristry for more details.

Got News???

E-mail your tips, ideas, articles and images to **Molly Baldwin-Abbott**, director of communications, at mollybaldwin@assnhqtrs.com or **Marisa Guerrero AIFD, CFD**, newsletter editor, at debbies_bloomers@msn.com.

Everything You Need to Know:

A IFD will be traveling to the "Mile High City" this summer for the highly anticipated Symposium "Journey." What better way to get ready for this event than to feature the Colorado state flower the **Rocky Mountain Columbine**.

The Rocky Mountain Columbine was designated the official state flower of Colorado in 1899 after winning the vote of Colorado's school children. Discovered in 1820 on Pike's Peak by mountain climber **Edwin James**, the Rocky Mountain columbine (*Columbine Aquilegia caerulea*) is a lovely flower with a rich aroma to attract bees, hummingbirds and butterflies to its nectar. The Latin word aquila means "Eagle" and refers to the claw-like spurs at the base of the flower.

Columbines bloom in pastel shades of blue, violet, red, yellow and white. There are 70 species of columbines in the world and about 1/3 are native to North America. Colorado specifies the white and lavender Rocky Mt. Columbine which has blue-violet petals and spurs, a white cup and yellow center. Blue is a symbol of the sky, white represents snow, and yellow symbolizes Colorado's gold mining history.

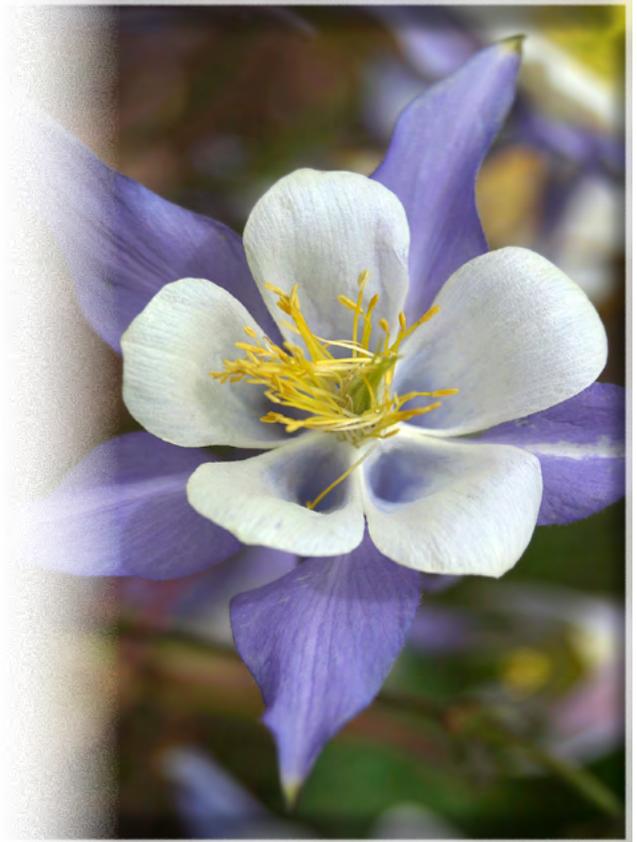
Columbine flower is a spring-blooming flower. Columbine flowers grow from Nova Scotia to the Northwest territories and continue South into areas of Florida and Texas. Several species of Columbine flowers are grown in gardens for ornamental and landscaping purposes. Columbine flowers are known for their distinctive bell-shaped flowers, with each petal modified into an elongated nectar spur, and are very fragrant.

A law was enacted in 1925 to protect this rare and delicate flower. The Colorado General Assembly made it illegal to uproot the flower on public lands and the gathering of blossoms and buds is limited to 25 in one day. It may not be picked at all on private land without the consent of the landowner. Another honor was bestowed on the Rocky Mountain columbine in 1915 when the song "Where The Columbines Grow" was adopted as the official Colorado state song. The Columbine flower is the most honored state flower in all of the United States.

Facts About Columbine Flowers:

- The Columbine plant grows best in light shade but will tolerate full sun if daytime temperatures are not too hot.
- Columbine plants grow best in enriched garden soils that are well drained, avoiding heavy, slow draining clay soils. Columbine likes evenly moist soil.
- Columbine is grown easily from seed and typically blooms in the months of April thru July.
- If grown in full sun, Columbine Flowers generally bloom more extensively and are more compact in growth than those grown in shade.
- Columbine flowers have a rich history in the herbal market. Native Americans were said to have used infusions from different parts of the plant for a variety of diseases ranging from heart problems to fever, and even to help relieve the pain of poison ivy.

Sources: www.statesymbolsusa.org/Colorado/ColoradoColumbine.html, www.theflowerexpert.com/content/aboutflowers/stateflowers/colorado-state-flowers





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When first visiting AmazonSmile, you will be prompted to select a charitable organization (AIFD Foundation) from almost one million eligible organizations. In order to browse or shop at AmazonSmile, customers must first select a charitable organization. From there on, things are the same as always.

So remember, when shopping the web choose AmazonSmile to make your purchases. The scholarship fund will benefit from your doing so. Visit AmazonSmile to learn more about how you can support AIFD and to start shopping! Thank you in advance for your consideration and support!

AIFD Foundation Symposium Events
Mark Your Calendars!

We are excited to be a part of the AIFD Symposium each year and hope you will join us at this year's symposium for the following events:

"Petaling into the Future"
AIFD Foundation Luncheon & Auctions

"Up Close & Personal with Johan Huisman"
AIFD Foundation Design Experience

To learn more about this year's symposium and for more details about the schedule visit the AIFD website at www.aifd.org.

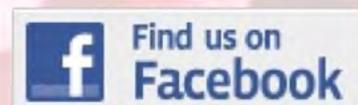
The AIFD Foundation has established this fund in support of educational programming in the AIFD Regional Chapters.

The interest and dividends from this fund will provide financial support toward an educational event for each of the six Regional Chapters of AIFD in an effort to give back to the grassroots where AIFD and the AIFD Foundation started.

Be a leader, mentor and supporter by joining us as we grow the new 50th Club Fund to support the ongoing mission of the AIFD Foundation to further continued floral education. Any contribution, big or small will help support the future of AIFD.

Visit www.aifdfoundation.org to learn more or join the 50th Club.

Stay up-to-date, view pictures of events, and learn more about scholarship winners by "liking" the AIFD Foundation on Facebook!



6919 Vista Drive | West Des Moines, Iowa 50266 | www.aifdfoundation.org

Tom Clark

DENVER AWAITS!

"Journey" • June 30 - July 4 • Sheraton Denver Downtown • aifd.org/upcoming-events/2015-symposium/

The "Journey" is almost here, and we can't wait to experience it with you! The AIFD 2015 Symposium is right around the corner and is promising to be a floral adventure you won't want to miss. Registrations have been flying in so don't wait, sign yourself up for the journey today! Details can be found at <http://aifd.org/upcoming-events/2015-symposium/>.

In addition to the highly inspiring and educational main stage programs that are taking place, here are several other highlights you won't want to miss:

AIFD HANDS-ON DESIGN CLASSES

Brand new to Symposium are these amazing hands-on learning experiences. Designed for everyone, they are especially great for those seeking to gain more experiences or perhaps looking to become CFD or AIFD.

Details to know:

- The two hour classes are a combination of lecture/ demonstration and hands-on application and are taught by leading floral artists.
- Pre-registration ONLY. Limit two classes per attendee. Registrant must pre-select course and time.
- Flowers and materials are included in the cost of the class. Please bring your personal tools (knife, scissors, wire cutters, etc.).
- The classes DO NOT overlap the main stage programs of Symposium.
- Each of the four design subjects will be repeated three times. Scheduling is on a first come- first serve basis.

THE TALK

An innovative, fast-paced talk show format featuring designers who have already appeared on the Symposium stage. A chance to gather more details, design insights and motivating ideas to take home. This is taking place several times throughout Symposium so check the schedule for more details.

PARTNERS EXPO

Step into the colorful and exciting AIFD Partners' Expo/Book Fair marketplace and learn about the latest products and services that are available to help you succeed as professional floral designers. Taking place Wednesday, July 1 at 1:15 p.m., this is a great time to get up close and personal with the latest and greatest and get them at your fingertips!

"THE ART OF THE JOURNEY"

(Welcome Reception)

This is a symposium kickoff event you won't want to miss! Come share the story of your floral journey with friends old and new. It's a fun way to start Symposium – complete with a floral collaborative group design where everyone is invited to add their unique touch to create a finished work of floral art. You'll see that each designer has their own approach – but our shared journey is remarkably similar. This event is taking place on Wednesday, July 1 at 6:30 p.m. and is open to all registrants.

AWARDS/INDUCTION CEREMONY

Do you remember when you were inducted and how amazing that moment on stage felt? Want to help honor the standout professionals who will receive an AIFD award? Then you must be at the Award/Induction Ceremony! This event is FREE and open to everyone and we highly encourage your attendance. The Awards/ Induction Ceremony will take place on Thursday, July 2 beginning at 6:30 p.m. Dinner afterwards requires a ticket which is included in Premium Symposium registrations or can be bought a la carte.

MEET THE MEMBERSHIP

How often do you get to meet your AIFD Chapter Board and fellow members? For AIFD Members and new Inductees, Annual Chapter Meetings are the place to meet up with your local members and make new friends. The Annual Members Meeting is taking place on Wednesday, July 1. Exact times and dates for the chapter meetings can be found on the small brown colored sheet that will be in your registration packet.

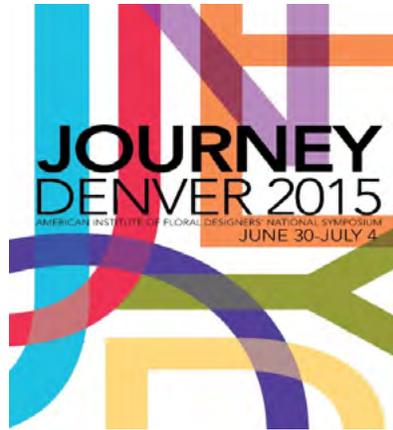
YOU SAID IT LOUD AND CLEAR: AIFD asked on Facebook, if you could tell an AIFD Symposium first-timer what to expect in ONE word, what would it be? Obviously we here at Headquarters would choose JOURNEY! Here's what YOU had to say:

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Exhilarating Blown-away Incredible Awareness

Magical Education Passion Unforgettable



Calling all Energetic, Hardworking, and Creative Designers!
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Have you ever wondered what it takes to make all that *MAGIC* happen at Symposium?
Are you a “Work Room Veteran” ready to jump right back into the fray?

We are inviting **you** to apply for a volunteer position at this year’s “Journey” Symposium in Denver, Colorado. As the 2015 Volunteer Coordinators, we are excited about providing a fabulous volunteer experience for each of you! We will need volunteers beginning on June 28th through July 6th in order to make all the magic happen! As we can attest from personal experience, the AIFD symposium can be **life changing** for designers; providing inspiration, instilling unparalleled education, and building professional relationships that alter careers. Please consider helping us make 2015 one of the **best symposium’s ever!**

Your Volunteer Coordinators

Vicki McPherson AIFD, CFD vmcpherson822@icloud.com Cell: 214-293-5603
 Kelly Norvell AIFD, CFD kelly@norvelldesigns.com Cell: 817-999-6131

How exciting to take part in making all of this come together!
 Join us by sending the following information to: kelly@norvelldesigns.com

VOLUNTEER CONTACT INFO

Name: _____

Address: _____

City: _____

State/Region: _____ **Postal Code:** _____ **Country:** _____

Email: _____

Primary Phone: _____ **Optional Secondary Phone:** _____

**One phone must be cell phone for reaching you once we are in Denver ☺*

A little Information about your experience and design skills/credentials:
**So we can try to match you with projects that will give you the best volunteer experience!*

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College of Southern Nevada SAIFD Chapter Creates Wedding Flowers

The student AIFD club at the College of Southern Nevada (CSN) recently provided ceremony and reception flowers for the March 27 wedding of the former CSN student government president. Club members met with the groom, prepared a proposal for a black and white wedding, and worked diligently for several months to order all hard goods and select flowers for the affair. Everyone pitched in the week of the wedding to complete all the floral pieces for the large event.



The outdoor ceremony site was decorated with rose petals bordering the aisle; hand tied hydrangea; and two large arrangements comprised of hydrangea, roses, mums, dendrobiums, freesia, and seeded eucalyptus atop tall cylinder vases which flanked the alter. The



six grooms maids carried large hand tied bouquets of hydrangea and roses finished with black satin ribbon. Guests were presented with a single long stem rose as they entered the ceremony in memory of the groom's mother. The thirteen reception tables in the ballroom were decorated with one of two styles of centerpieces: a tall black Eiffel tower vase topped with an all-white floral arrangement or a silver candelabra topped with a similar floral arrangement. Once set up, the black and white affair was both beautiful and elegant.



The grooms were thrilled with the results and the students received valuable hands-on experience throughout the whole process.



Marketing Tip: Do You Need a Speaker?

By Lisa Greene AIFD, CFD, PFCI

April is the month where many garden clubs secure their speakers. Check with the Garden Club Federation for your state or the Garden Club of America state organization in your area to see if they have a speaker expo.

The speaker expos feature people who want to present to garden clubs and it gives the program directors the advantage of "one stop shopping." Expect to ask for a speaker's fee and material fees. What you charge will be determined by the local prevailing wage. If you can, do some research before setting your price.

Industry wisdom tells us that we are in the business of emotional connection. Presentations such as these are a very good way to establish yourself as an expert and to play on other successes. You may even become a local celebrity.

To maximize your efforts on the marketing front direct them to your website, blog, Facebook page, etc. Many of your fellow AIFD designers do a great job marketing themselves with the help of the local garden clubs. The key to being asked back is to entertain and inspire but always leave them wanting more!

Palomar District's 2014-2015 Floral Design Forum features a couple of AIFD Designers:
<http://powayvalleygardenclub.org/PDFs/2014-15%20PDF/FloralDesignForum2014-15Schedule.pdf>.

2015 SYMPOSIUM DESIGNER ARTICLE

*AIFD will be highlighting each designer that will be presenting a hands-on class during the 2015 Symposium taking place next summer in Denver.

Floral Jewelry

By Wendy Andrade AIFD, CFD

Floral jewelry has taken the flower industry by storm in the last few years and we are seeing more and more designs being created with longer lasting floral. Floral designers are always looking for new fresh ideas that are quick and easy to execute and a step away from the traditionally wired and taped wrist corsage. Making floral jewelry couldn't be easier and in order to offer the customer something different we have to open up our minds to new ideas. Once we master new techniques, we find it ignites the sparks that fuel our creativity and helps us to create unique designs.

Working with glue and decorative wire can be daunting and working with a minimal amount of floral is a challenge. Sometimes we think the customers are swayed by volume and relate volume to value. The bigger the better! But this is not always the case. The key is to introduce new ideas in order to open up the minds of the customer.

In a recent study we presented a group of customers with seven different floral jewelry designs all ranging in floral volume. We invited customers from an age range of 15 upwards to take part and the designs with minimal contents were more popular each time. A few older customers went for the fuller looking designs, but the younger customers opted for the minimal look. The young people are the customers who will be wearing the floral jewelry in the future.

Floral jewelry is a blend of two crafts. Beautiful, simple to make jewelry using floral accessories and by adding fresh floral and foliage, you create wearable art. In this hands-on class, you will learn how to make beautiful, intricate jewelry with wire and beads in which to set a variety of floral using the gluing technique. Cold glue by Smithers Oasis has to be one of the best inventions in our trade and once you learn how to apply it and use the correct storage conditions, it works really well.

We look forward to seeing you all in Denver and helping you create amazingly beautiful designs that are unique and commercially viable too. Creating style is not expensive- It's priceless.

*Wendy will be presenting the AIFD Hands-On Class "Modern Wire-Work Design." This class is an additional fee.

Focal Points 16



Floral Artistry Brings Us Together

By Janet Black AIFD, CFD, PFCI

"Don't be afraid to bloom" - Ace Berry CFD, 2015 AIFD inductee

Time is flying by and before you know it we will Journey to Denver, "Appreciating the Past and Anticipating the Future." The excitement builds as our inductees will be taking the stage. Some will lament over a fancy dress, or a smart suit, some will dress in traditional attire of their native countries. It's the blending of so many individuals with such passion and creativity. Floral Artistry brings us together forming our AIFD family.

Our involvement in the floral industry developed in so many different ways. For Past President **George Mitchell AIFD, CFD, PFCI** it was a family legacy. For Past President **Bill Harper AIFD, CFD** it was a love for horticultural studies and nature. And for others, more non-tradition ways like 2015 inductee **Ace Berry CFD**, "I started out as a delivery driver at McAdams Floral. Man was I a horrible delivery driver!" For **Rhonda Little AIFD, CFD**, an inductee in 2014, it was "Attaining that membership, that goal, was a dream."

For others like the "Texas Six" it was hours of getting together and practicing the elements and principles of design and sharing the one goal to pass the PFDE. Together they will be our "future" as they take the oath and become AIFD members in Denver. I am sure that this bond has created lifelong friendships through the love of flowers.

Photo caption: (l-r) Donna Senter CFD, Michael McCarthy CFD, Allen Masters CFD, Kim Jones CFD, Nicola Parker CFD and Richard Ace Berry CFD.



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AIFD is Best in Show!

By Theresa Colucci AIFD, CFD, PFCI

The show may be over, but our news will make you proud! The 2015 Philadelphia Flower Show was enjoyed by hundreds of thousands of attendees and we would love to share some of the highlights with our AIFD friends. We're a fortunate bunch in the North East Region to be able to participate in the largest indoor flower show in the world! This year the Flower Show was inspired by Hollywood and the movies with the theme being "Lights, Camera, BLOOM!"

Co Chairs **Daniel Vaughn AIFD, CFD**, and **Deryck de Matis AIFD, CFD** worked together with PHS Liaison **Ron Mulray AIFD, CFD** to plan out an award winning exhibit! The exhibit interpreted the 11 Disney princesses with each individual design giving an implied vision of each princess in AIFD Fashion! It was truly an amazing exhibit that was enjoyed by all.

The all female cast of designers were picked by the Chairs and assigned a princess and a color. The exhibit was color blocked and unified with bright bases of paved carnations within each display. The princesses and their designers were:

- **Tiana** – Laurie Lemek AIFD, CFD, PFCI & Beverly McClure AIFD, CFD
- **Ariel** – Sue Weisser AIFD, CFD & Cres Motzi AIFD, CFD
- **Belle** – Kathy Whalen AIFD, CFD
- **Snow White** – Claire Won Kang AIFD, CFD
- **Pocahontas** – Nancy Kitchen AIFD, CFD
- **Merida** – Adriene Presti AIFD, CFD
- **Rapunzel** – Jane Godshalk AIFD, CFD & Theresa Colucci AIFD, CFD, PFCI
- **Aurora** – Alisha Bell AIFD, CFD
- **Cinderella** – Carol Caggiano AIFD, CFD
- **Jasmine** – Leslie Miklos AIFD, CFD
- **Mulan** – Donna Piorko AIFD, CFD

The entrance ways were created by **Michael O'Neill AIFD, CFD, PFCI** and **Michael Brody AIFD, CFD**. Everyone involved did a magnificent job representing AIFD and the standards of design we uphold.

The list of Awards our exhibit took are:

- * Best in Show for highest scoring floral major exhibit - PHS Philadelphia Flower Show Cup
- * Screen Actors Guild (SAG) Award for film to flowers
- * SAF Award for artistic presentation of flowers and plants for public enjoyment in the floral category
- * Special Achievement Award of the Garden Club Federation of Pennsylvania
- * Philadelphia Flower Show Gold Medal



Photos courtesy of Spring Creek Photography

AIFD Shines in San Francisco

By Kim Oldis AIFD, CFD



The San Francisco Flower and Garden Show was the place to be March 17 – 22. **Wil Gonzalez AIFD, CFD** and **Susan Ishkanian AIFD, CFD** had the monumental task of organizing the North West Region for this week long showcase event. With their dedication to detail we had an unbelievable and fantastic experience. Over 40 AIFD, CFD and SAIFD members volunteered, designed and competed at the show.

Bob Gordon AIFD, CFD was our liaison to the show and with his tremendous connections to this premier event, we were able to share floral education with hundreds of people that stopped and enjoyed each program. Over 40,000 walked through our flower pavilion. **Greg Lum AIFD, CFD** was the coordinator for a design competition featuring table scape designs and a surprise package competition. Congratulations to **Katharina Stuart AIFD, CFD** who won the competition. Another attraction was five exhibits that allowed the public to view flowers as art. **Wil Gonzalez AIFD, CFD, Robin Phillips AIFD, CFD, Azhney Zbed AIFD, CFD, Bob Gordon AIFD, CFD** and **Chloe Phan Tran AIFD, CFD** shared their talents. This exhibit grew to 15 as some of the stage designers added to the exhibit with their largest pieces.

Five days of three stage shows daily was an incredible way to showcase AIFD and amazing designs with an emphasis on education. A big thanks to our design team: **Katherine Zhang AIFD, CFD, Jamie Hindley AIFD, CFD** (pictured above), **Azhney Zdeb AIFD, CFD, Katharine Gleim AIFD, CFD, Nona Tai AIFD, CFD, Lily Chan AIFD, CFD, Stella Shen AIFD, CFD, Greg Lum AIFD, CFD, Katharina Stuart AIFD, CFD,** and **Nita Robertson CFD.**

The Friday evening event "A Celebration of Flowers, Floral Design and Floral Fashion" was a highlight for the week of design. We were honored to have **Tim Farrell AIFD, CFD, PFCI** as the commentator for the evening. **Joyce Mason-Monheim AIFD, CFD, PFCI, Anthony Vigliotta AIFD, CFD, Kim Oldis AIFD, CFD** and **Philip Rice AIFD, CFD** designed flowers to wear and carry in a runway show that were show stopping all evening. **Rachelle Nyswonger AIFD, CFD** was our hostess for the evening.

One of the greatest experiences that we all had was our SAIFD chapter from City College who contributed everyday. Their willingness to help, share design talent and enthusiasm was a joy. We are so proud of our students and their teachers **Jenny Tabarracci AIFD, CFD, Steven Brown AIFD, CFD,** and **Holly Money-Collins AIFD, CFD.**

Golden West College Hosts AIR Program

The Shirley Haas SAIFD Chapter from Golden West College hosted their Artist in Residence (AIR) Program at their Huntington Beach campus on Sunday, March 22, 2015. **Sherine Iskander AIFD, CFD**, a 35 year veteran of the floral industry, was the guest educator. Sherine combined her vast experience from retail shops, event and wedding designs, managerial and head designer duties with Gelson's Markets and most currently her experience as part of the design team at the White House to educate by sharing her "Back to Bridal Basics" tips and techniques.



This "Back to Bridal Basics" program was actually a two day event. Day one found our students working one on one with Sherine as she prepared some of her designs for the following day. The students received individual attention as they were given projects to assist with show day and insure a smooth event. Students processed all the flowers, added flowers to complete designs, wired stephanotis and were challenged to "think outside the box" while creating display areas for all the finished pieces from the program. This type of student involvement created wonderful learning experiences for everyone in attendance.

With generous donations of fresh flowers from **Jesus Gomez**, owner of Orange County Wholesale Flowers in Santa Ana, Calif., Sherine created amazing floral designs using advanced procedures and methods. Her vibrant color palette and exquisite floral product showcased her design skills. Sherine created altar designs using color blocking and a floral screen as another option to ceremony décor. A favorite piece was the manzanita tree laden with dendrobium orchids and dripping with style. Another idea for ceremony décor included an armature of dogwood that danced with callas.

Sherine entertained the students with her quick wit and "floral experiences" while she demonstrated unusual bouquet handle treatments and her special method for creating wrist corsages. This lesson in floral adhesive and phalaenopsis was so valuable. A favorite design was her classic bridal bouquet of gardenias and stephanotis. Sherine incorporated "stems" of gardenias with lovely foliage as well as the classic fancy gardenias in her bouquet while educating the group about the special care gardenias require. The bouquets she created ranged from classic to traditional hand-tied to organic, something for everyone in attendance.

The Chapter is grateful to the sponsor, Orange County Wholesale Flowers, and to Sherine for sharing her talent, time, and expertise. "Back to Bridal Basics" was an amazing educational experience and truly enjoyed by all who attended.

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Schroeck Wins Bobbi Cup

The Bobbi Cup is an AIFD North Central design competition named in honor of the fabulous **Bobbi Ecker Blatchford AIFD, CFD, PFCI**. The live surprise package competition was held March 14 at the Chicago Flower and Garden Show on the Navy Pier. **Jerome Raska AIFD, CFD, PFCI** and **Robbin Yelverton AIFD, CFD, PFCI** hosted the competition that featured six AIFD designers.

Designers were chosen by a random live drawing of AIFD members that entered. **Derek Woodruff AIFD, CFD, PFCI, Laurel Hollopeter AIFD, CFD, Jeanna Furst AIFD, CFD, John Windisch AIFD, CFD, Michelle Soupley AIFD, CFD** and **Sandy Schroeck AIFD, CFD, PFCI** were chosen to participate. Product was donated by Accent Décor, Green Point Nurseries, Smithers Oasis, Fitz Designs, Blooming of Beloit, Fern Trust, Sun Valley, LD Trading and UCI for the designers to use in their creations.

As the designers were making their arrangements, colorful commentary was added by Robin and Jerome to entertain the flower show guests and AIFD members in the audience. A phone call was broadcast as the amazing Bobbi joined them in the conversation much to everyone's delight. Once designs were completed the judging began with AIFD president **Tim Farrell AIFD, CFD, PFCI, Suzie Kostick AIFD, CFD, PFCI** and **Janet Gallagher AIFD, CFD** evaluating designs. When the results came in **Sandy**, a freelance designer in Eden Prairie, Minn., was declared the winner with Derek as first runner up and John as second runner up. (Sandy is pictured right holding her Bobbi Cup trophy.)

It was a crowd pleasing competition with lots of viewing in the gallery by the Flower Show attendees and a great public display



of the AIFD designers that participated. A big thank you to **Tony Abruscato** and the Chicago Flower and Garden Show for featuring this event. Sandy noted after the event, "I am so proud to achieve this honor. Bobbi has been a mentor, inspiration and friend to me. I can remember so clearly the first show I saw her do. As I watched, she made me aspire to follow in her footsteps one day and share the passion of flowers."

LET THE 50TH CELEBRATION BEGIN

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BE ONE OF THE FIRST 50 TO CONTRIBUTE \$500.00

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THESE CONTRIBUTIONS WILL ESTABLISH
THE 50TH CLUB FUND
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GIVE SIMPLY BECAUSE YOU WANT TO
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The 50th Club will honor you as a donor as well as name the one you wish to recognize. The amount donated will also be added to the cumulative total of your ongoing contributions.

THE 50TH CLUB FUND GIVES BACK TO THE REGIONS

The interest and dividends from this fund will provide financial support toward an educational event for each of the six Regional Chapters of AIFD in an effort to give back to the grassroots of where AIFD and the AIFD Foundation started.

TO DONATE SIMPLY VISIT aifdfoundation.org



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Laura Parker AIFD, CFD

The North Central Chapter has enjoyed a busy spring with a number of state association conferences, Chicago Flower and Garden Show, a visit from our AIFD National President **Tim Farrell AIFD, CFD, PFCI** and our AIFD elections. I want to thank everyone who participated in these events and those who served in volunteer roles.

I am excited to share that North Central was well represented at the Great Lakes Floral Expo in Grand Rapids the first weekend of March. **Enrika Karalius AIFD, CFD** of Illinois won the coveted Designer of the Year award, and soon to be inducted **Doug Bates CFD** won the Academy competition. **Helen Miller AIFD, CFD** organized the AIFD Awareness Gallery which featured AIFD designers from the region. Thanks to these wonderful designers for all their efforts.

The Chicago Flower and Garden Show (CFGs) and mid-year chapter meeting on March 14-15 were successful and continue to be a learning experience. Our planning team was led by **Rae Roberts Griffith AIFD, CFD** and the floral exhibit was coordinated by soon to be inducted **Laura Daluga CFD**. The central display in the "Art of Floral" exhibit was created by six of our Denver inductees: **Laura Daluga CFD, Rupali Shete CFD, Polly Klein CFD, Casey Murdough CFD, and Kathy Cunningham CFD**. Surrounding the central display were six satellite designs created by AIFD members: **Tonja Vander Veen AIFD, CFD, Enrika Karalius AIFD, CFD, Jennifer Hunt AIFD, CFD, Laurel Jon HOLLOWPETER AIFD, CFD, and Sue Bal-Vanderhulst AIFD, CFD**. We were pleased to have **Tim Farrell AIFD, CFD, PFCI** join us to represent the national leadership of AIFD. The winner of the Fourth Annual Bobbi Cup Competition was **Sandy Schroeck AIFD, CFD, PFCI**. Six North Central designers including **Derek Woodruff AIFD, CFD, PFCI, Michelle Soupley AIFD, CFD, Jeanna Furst AIFD, CFD, John Windish AIFD, CFD, Laurel Hollowpeter AIFD, CFD, and Sandy Schroeck AIFD, CFD, PFCI**, competed in this lottery style drawing and surprise package competition live on the main stage at the CFGs. We presented a main stage program for CFGs attendees featuring wedding designs by **Suzie Kostick AIFD, CFD, PFCI**. A marketing class was presented by **Dan Fisher, PFCI** on Sunday morning to our Chapter members. Sponsors included Fitz Designs, Smithers-Oasis, Blooming of Beloit, Sun Valley, Green Point Nurseries, Kennicott Bros, Unlimited Containers International, Accent Décor, LD Trading, KD & Co, Floral Logistics, and Ferntrust.

The South Dakota State Florist Association conference was held March 14-15 and **Patience Pickner AIFD, CFD, PFCI** won first place in the centerpiece design competition.

The Illinois State Floral conference was held on March 27 -28 and was well represented by chapter members. North Central members that presented at ISFA include **Rae Roberts-Griffith AIFD, CFD, Carolyn Minutillo AIFD CFD, and Sheryl Timmermann CFD**. **Deb Strand CFD** won the Wm McKinley Grant, **Becky Klein** won the ISFA Designer of the year, and **Rick Orr AIFD, CFD** won the Land of Lincoln Cup.

The promotional Symposium registrations given to each state association to present are being awarded. South Dakota Florists Association awarded one to **Cindy Palleschi**, owner of Young and Richards in Sioux Falls. Michigan Floral Association and Wisconsin Upper Michigan Florist Association will award the registration in April as part of their Education Fund Raffle. The Illinois State Florist Association will soon be awarding theirs as well.

We wrapped up March with a National AIFD meeting in Baltimore where many dedicated North Central members generously gave of their time to lead the Institute in new and challenging directions. Our incoming President, **Rae Roberts-Griffith AIFD, CFD**, represented the chapter well at the training and board meeting. Congratulations to our newly elected officers and board members for 2015-2016. I am so pleased we will have such great leadership moving forward! Regional Director to National Board - **Loann Burke AIFD, CFD, PFCI**, President - **Rae Roberts-Griffith AIFD, CFD**, President Elect - **Pete Samek AIFD, CFD**, Vice President - **James Lowe AIFD, CFD**, Secretary - **Carolyn Kurek AIFD, CFD**, Treasurer - **Craig Theimer AIFD, CFD**, Additionally, our three new board members are **Brent Leech AIFD, CFD, Deb Schwarze AIFD, CFD, and Tonja Vander Veen AIFD, CFD**. We are planning for our meetings in Denver and the induction of 13 new North Central members!

South Central Chapter

President's Letter

Eva Riter AIFD, CFD

It has been a very successful year in the South Central Region as we have banded together to bring yet another fabulous design forum "Inspired by the Blossom" led by our very talented and handsome designer **Ken Senter AIFD, CFD** of Houston, Texas. Ken hosted the Art and Wedding program featuring vases from the Buddy Benz collection that were designed by **Beth O'Reilly AIFD, CFD**. Then the "Texas Six" of **Ace Berry CFD, Kim Jones CFD, Michael McCarthy CFD, Alan Masters CFD, Nicola Parker CFD and Donna Senter CFD**, took over the show and wowed us with their awesome design programs. Of the 125 florists who turned out to spend the day with AIFD, 22 of them were AIFD members from all over our eight state region. We were honored to have **Frankie Shelton AIFD, CFD, PFCI** spend the day with us and inspire her fellow florist. This was a day of impressive floral designs, inspirational speeches

and heart touching stories. Together, South Central has been networking to help build dreams and nurture young minds willing to expand their abilities in the floral industry. We're proud to be known for our love and support.

Soon we'll all meet in Denver for the 50th Anniversary Symposium, "Journey" – a fitting representation of the legacy of the past creative artists, the current members and an eye toward the future members of the organization. Hosted by 2015 Symposium Coordinator **Marie Ackerman AIFD, CFD, PFCI** and Program Chair **Vonda LaFever AIFD, CFD, PFCI**. Highlighted in this show is: Fresh local talent from the South Central area, Partner's Expo trade fair, an interactive welcome reception entitled "The Art of the Journey," hands on classes, and main stage presentations. Don't miss your chance to witness beautiful creations forming before you. On an end note, I would like to thank Marie for all her love and devotions that she has shared with her South Central family. She has encouraged each and everyone of us to step forward and be who we are today.

North East Chapter

President's Letter

Theresa Colucci AIFD, CFD, PFCI

Spring Greetings! Although there are still mounds of snow in the yard, it is melting fast and I hope to see daffodils before too long. The North East has been so busy for the past month, and we have so much to be proud of! What an amazing region we have!

The Philadelphia Flower Show was an amazing success! Our AIFD display was amazing and won Best in Show among many other awards! It was very exciting to see so many members working together to ensure our display would be a winner! Many thanks to co-chairs **Deryck de Matas AIFD, CFD** and **Dan Vaughn AIFD, CFD**, Liason **Ron Mulray AIFD, CFD** and all of the members who worked hard on the exhibit. AIFD members **Kristine Kratt AIFD, CFD, PFCI** and **Bill Schafer AIFD, CFD, PFCI** also took a Gold Medal for their display.

The North East Floral Expo was a fantastic weekend! An AIFD team designed gorgeous floral displays for the gala dinner "wedding reception" and runway bridal bouquet show. The guests were treated to four seasons of reception décor and bridal bouquets! The audience enjoyed every minute! The success of the show goes to its four designers, **Roberet DeBellis AIFD, CFD, PFCI**, **Rebecca Carter AIFD, CFD**, **Patricia Patrick AIFD, CFD** and **David Siders AIFD, CFD**. Thank you for sharing your talent with all who attended!

We hosted a hands on workshop with **Rene van Rems AIFD, CFD** on Monday, March 16. Everyone who attended worked on learning great new techniques and several projects. We also enjoyed Rene's company as well as each other's!

We have two more events on the horizon! I am hosting an AIFD NE member brunch on Sunday, April 12 at my home in New Paltz, N.Y. I am looking forward to it and hope many members attend! **David Siders AIFD, CFD** will be teaching a sculpture class to NE members on Sunday, April 26 in Schenectady,

Ny. Please contact me for more information. All the best for a fantastic spring. After this long winter, enjoy every minute!

Northwest Chapter

President's Letter

Kim Oldis AIFD, CFD

Spring is in full bloom here in the North West! It is amazing to see how the weather change energizes people – we all seem to get moving at a higher speed.

The North West Region was in high gear at the San Francisco Flower and Garden Show! Floral Fashion Event, 15 stage demos, five exhibits, floral design competition – we did not miss a beat! **Wil Gonzalez AIFD, CFD** and **Susan Ishkanian AIFD, CFD** were the driving force behind this week long event. We know the dedication it takes to chair an event like this and we could not be more thankful for their leadership.

"Bouquets to Art" is the next event in the Bay Area that will showcase AIFD, CFD and SAIFD Members. The De Young Museum gives us the picture perfect opportunity to share with the public how flowers are art!

Applications for The Ninth Moon Event - Lan Su Gardens in Portland, Ore. are now being accepted. Mark your calendar for Nov. 5– 8, 2015. I encourage anyone who is interested in competing to download the application from www.lansugardens.org or contact **Callie DeWolf AIFD, CFD** at calliecdewolf@gmail.com for more information.

As always our region would like to encourage all students and anyone who is interested in coming to Symposium to please apply for scholarships, we have two!

Remember to start making your plans for "Journey" in Denver, it is just a couple of months away! Looking forward to seeing you there!

Southwest Chapter Report

President's Letter

Kenneth Snauwaert AIFD, CFD

Calling all Southwest members! Mark your calendar for our annual member's brunch on May 31, 2015 at the NOS Center in San Bernardino. Watch your mailbox for your invitation and please save the date!

Our next educational event "Visual Tension" workshop will be in Las Vegas on May 15, 2015 from 1-4 p.m. at Greenfield & Co featuring **Carolyn Fowler AIFD, CFD**. Please visit www.allabouttheflowers.com for full details and to register online.

Our annual wedding show at the National Orange Show Events Center drew a large crowd for the "Ultimate Wedding Challenge" on Sunday, March 1. We had an amazing design lineup featuring **Beth O'Rielly AIFD, CFD**, **Susan Standerfer AIFD, CFD** and **Samuel Van Wert AIFD, CFD**. Each of the designers shared countless design tips and ideas for profit and sales. The fabulous luncheon floral décor was designed by **Susan**

continued on next page

Chapter Reports

continued from previous page

Ayala AIFD, CFD, PFCI and the lobby flowers were beautifully executed by Lorraine Cooper AIFD, CFD, PFCI. The trade fair was a popular place with many vendors from across the country. On Saturday, Feb. 28, Katie McCormick-Kharrat AIFD, CFD taught a workshop "Ultimate Wedding Bouquet" to many enthusiastic students. I want to thank all of the hard working and dedicated board members and the many volunteers that made this event happen. Don't forget to follow and LIKE us on Facebook at www.facebook.com/SWAIFD and subscribe to our online magazine <http://designinlinemagazine.blogspot.com>. Gerry Toh AIFD, CFD and the SWAIFD marketing team work very hard to publish "Design in Line" twice a month and are always looking for exciting fresh content. Please send us your story and photos to Gerry or myself. Until next time, my best wishes for a successful spring season.

Southern Chapter

President's Letter

Russ Barley AIFD, CFD

Spring is finally arrived and I hope you are enjoying the accompanying weather! And, with the warmer weather comes our AIFD Annual Southern Conference. This year it took place April 10-12, 2015 in Birmingham, Ala. It was an educational and fun-filled weekend! Now it's on to one of the largest and most important holidays of the year, Mother's Day, foremost for Mothers, but equally important for our industry. My hope is that each of you will showcase your great talents with awesome designs for this very special occasion, and help in bringing the luster and professionalism back to our floral shops.

As I reflect back over the years since becoming a part of the floral industry, I'm truly amazed at how things have changed. As you all know, it is the people of our organization, in other words, YOU, that make the difference. By educating ourselves and always doing what we can to promote our industry we are slowly and continually making progress. While it's true, anyone can sell flowers, it takes an artist to promote and sell the industry. We must believe in the "beauty" of our job and the rest comes easy! We must seize on every opportunity to educate ourselves with a focus on "quality" while encouraging the youth of today, our florist of tomorrow, to use and share their talents. I encourage you to take the time to educate your customers with design programs, talks/meetings and any other avenues available to get the word out.

I so look forward to seeing many of you in Denver at the National Symposium. Considering the expiration of my term as your President, as July is nearby, I would like to extend my sincere appreciation and thanks to the Board for your services, as well as, to the organization as a whole, and for allowing me to serve in the esteemed office of President. It has been both an honor and a wonderful experience. Lastly, I also wish to applaud each of you who have put forth so much effort to making a difference in our industry. Thank you and congratulations for your accomplishments!



AIFD offers classified postings for job opportunities. There is a fee required to place a classified posting on the website. The fee is determined by your membership category. Postings will remain online for one month.

Steps to posting a position:

- Visit <http://aifdsite.membershipsoftware.org/index.asp> to access your member portal to place a job posting. *Please note, you will need your log in credentials to access the job bank posting area.*
- Once you are logged in, on the left-hand side of the webpage click "My Job Listings / Post a Job."
- On the right-hand side of the page click the yellow button that says "ADD A JOB."
- Fill in the fields on the page with the job information and click "SAVE" at the bottom of the page.
- On the next webpage, click on "activate now" under "Status."
- Continue through the payment area and when all fields are filled in click "Accept & Complete" at the bottom of the page
- Your job should now be posted. Please remember you can go in and edit or delete your posting at any time under "My Job Listings / Post a Job" under the "Action" section.

If you have any questions or if you need assistance please contact Molly or Meghan at AIFD headquarters at 410-752-3318.

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AIFD News & Notes

Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! Take a look at the recent AIFD press clippings and visit www.aifd.org/2012/01/pressclippings/ for website links to view them.

March 2015

www.gardendesign.com/visit/the-2015-chicago-flower-garden-show-celebrates-the-rebirth-of-floral-design
AIFD at the Chicago Flower & Garden Show

www.perishablenews.com/index.php?article=0043250
AIFD Symposium featured

http://auburnpub.com/columnists/carmen_cosentino/cosentino-this-year-s-philadelphia-flower-show-was-colossal-colorful/article_0e361344-a196-5f38-8072-a1913e309599.html
AIFD featured

www.ukiahdailyjournal.com/lifestyle/20150313/hey-flower-guy
AIFD featured

http://auburnpub.com/columnists/carmen_cosentino/cosentino-this-year-s-philadelphia-flower-show-was-colossal-colorful/article_0e361344-a196-5f38-8072-a1913e309599.html
AIFD mentioned

www.nwitimes.com/lifestyles/home-and-garden/nwi-participants-in-chicago-flower-and-garden-show-bring-the/article_cf98a883-5e57-5425-a728-52983dac40ef.html
AIFD North Central Chapter mentioned

www.dothaneagle.com/blogs/discover/kirby-holt-to-teach-techniques-at-floral-decorating-show-held/article_3bccdee-c44f-11e4-af3d-e7f00cdf6aea.html
AIFD member featured

www.timesleader.com/news/features/152171982/Philadelphia-Flower-Show-blooms-again
AIFD mentioned

http://articles.philly.com/2015-03-01/news/59616759_1_philadelphia-flower-show-burke-bros-entrance-garden
AIFD mentioned

http://articles.philly.com/2015-03-02/news/59647235_1_articuture-philadelphia-flower-show-princesses
AIFD featured

<http://ncartseveryday.org/2015/03/celebrate-spring-through-the-art-of-floral-design/>
AIFD event

www.timesleader.com/news/features/152171982/Philadelphia-Flower-Show-blooms-again
AIFD mentioned

February 2015

www.perishablenews.com/index.php?article=0042758
AIFD members mentioned

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AIFD Communication Center

Have you been receiving AIFD e-mails? If not, here's what you've missed:

April 1 - AIFD's Floral Food for Thought - April 2015

March 30 - Register Now for the AIFD Southern Conference - Registration prices increase after today

March 3 - AIFD's Floral Food for Thought - March 2015

Feb. 26 - AIFD Focal Points is Hot off the Desktop!



AIFD Wants YOU to Present a Program at the 2016 Symposium "Inspiration"

"Inspiration" will be held in the beautiful Southern California area known as the OC (Orange County) in the fantastic city of Anaheim. We are in the process of putting together the team for 2016. If you are interested in presenting a Main Stage program, becoming part

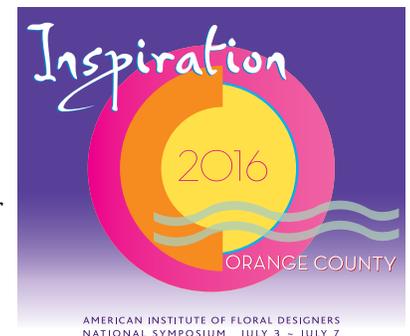
of a Symposium committee appointment or volunteering in any form, please contact us! We have a "Request for Program" guideline and application that needs to be completed prior to submitting your program proposal. **The deadline to submit a proposal is June 1.**

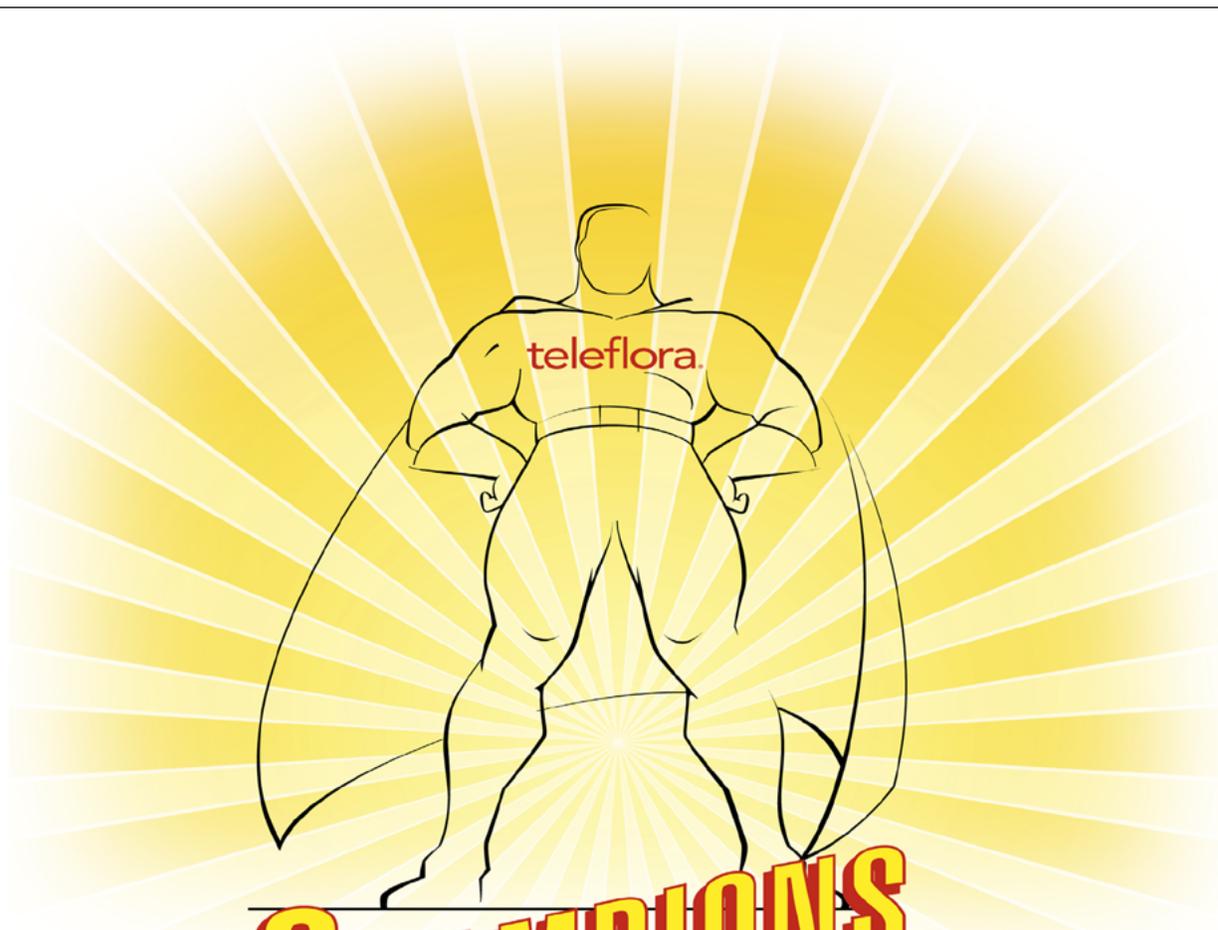
The topics for programs we are looking for are:

- Weddings
- Trends
- Events & Parties
- Holidays (not just Christmas)
- Permanent Botanicals
- Plants / Gardens
- Merchandising & Visual Display

Please e-mail Program Coordinator **Tom Simmons AIFD, CFD** at tomassimmons@gmail.com for more information and details.

The deadline to submit a proposal is June 1.





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Alex Jackson AIFD, PFCI
Vonda La Fever AIFD, PFCI
Joyce Mason-Monheim AIFD, PFCI AZMF
Darla Pawlak AIFD, PFCI
Julie Poeltler AIFD, PFCI
Jerome Raska AIFD, AAF, PFCI, CAFA, MCF
Tom Simmons AIFD
Gerard Toh AIFD
Cindy Tole
Kevin Ylvisaker AIFD, PFCI

SCHAFFER DESIGNS presents

TIM BURTON'S THE NIGHTMARE BEFORE CHRISTMAS

By Bill Schaffer AIFD, CFD, PFCI



*The following is an excerpt from an article Bill Schaffer AIFD, CFD, PFCI wrote about his design exhibit at the 2015 Philadelphia flower show. Read the full article at <http://aifd.org/wp-content/uploads/2015/04/2015PhillyShowNightmareBeforeChristmas.pdf>.

Schaffer Designs is inspired by amusing but imaginatively morbid fairytales. No one creates these macabre stories better than those that are conjured from the deliciously demented imagination of Tim Burton. "The Nightmare Before Christmas" is surreal and expressionistic in its tale of Jack Skellington, The Pumpkin King, and his search for a greater meaning beyond the celebration of Halloween. After discovering Christmas Town, Jack decides to kidnap Santa and take the holiday to Halloween Town and make it his own. Follow Schaffer Designs in this cautionary fable of "the grass is always greener on the other side." Our "Burton-esque" floral portrayal of the mystical and somewhat dark wonderfulness of giant snakes, evil wreaths, monster presents and other creepy creatures all "create a celebration of the macabre rather than a season to be jolly."

This description was how it began. Our entire Flower Show project starts, builds and becomes fully interactive on Facebook. (By the way "our" means Bill Schaffer AIFD, CFD, PFCI and Kristine Kratt AIFD, CFD, PFCI - co-owners and creative directors of Schaffer Designs.) This first teaser was posted in December and we quickly moved to a waiting list of over 100 people. Many of the designers on (as dubbed by others) Team Schaffer are a returning cast of some the floral industry's finest, but as with every other of our nine years exhibiting at the show, the majority of those traveling cross-country and across an ocean are first-timers. As educators, giving so many an opportunity to experience flowers and friendship for something as grand and exciting as The Philadelphia Flower Show is our greatest reason for exhibiting.

Our concept was to recreate the movie in our own dark floral vision as we had in the past; with JACK the Ripper, PELE' - Goddess of Fire and the stark cold world of A POLAR FANTASY. We "dream big" and are fortunate to have the friends to help

Focal Points 28

us make it all come to life. Our designs leapt off of the screen as bold and larger-than-life floral installations! For a behind the scenes peek visit <http://bit.ly/1xA6J7Q>.

JACK'S GATES & HOUSE AND THE PRECARIOUS PUMPKIN PATCH

Created to represent two of the most iconic images of the movie, this was our 'main' entrance into the exhibit. This 25' high moon and 12' tall gates play with the forced perspective of Jack's House. The gates are wound with clematis and ficus root and given strong basings with pincushion protea. With pumpkins in the background the movie's Halloween Town: we decided to bring them right up front with 40 hand-carved (ok, maybe we used a SkilSaw), StyroFoam pumpkins covered in natural products created from flowers and foliage. The pumpkins were not only an homage to Burton but of his major movie influence: The Cabinet of Dr. Caligari, a 1920 German Expressionist-styled movie. The pumpkin patch features a dark and twisted visual style, with sharp-pointed forms, oblique and curving lines and structures that lean and twist in unusual angles. The lines are broken with individual floral focals while the set's ground is filled with various pumpkin forms of 'live' flowers. The dried pumpkins took 15 people and three full days (and some nights) to create and set into



place. This portion of the set was covered in 80 cubic feet of white StyroFoam shred. The pumpkin faces were created with black kraft foam and covered with birdseed and lightly sprayed with Design Master Black. The key to creating the mood for an exhibit like this is placed on the lighting. We researched Burton's favorite lighting styles and colors and recreated them as best as possible in a convention center exhibit with a myriad of lighting effects encircling and encroaching upon the installation. We used almost three dozen, ground-based LED lights and another nine overhead pinspots and barndoored floods. For a short video visit <http://bit.ly/1Dqoclz>.

THE CREEPY SPIDER CREATURE

Just Google Tim Burton's Monster sketches and you will find a myriad of googly eyes and wild spindly legs. This is SCHAFFER DESIGNS version of a "Burtonesque" Creepy Creature. The Spider was based on an OASIS Floral Products 16" sphere with over 15 bunches of ColorFresh black tree fern. Hundreds of hand-wired skewers were wrapped on each leg; each leg was



created using heavy-gauged wire and wrapped with black yarn using an electric drill. Spray roses and spray carnations were pierced onto each individual skewer. As the show moved forward, the flowers were never removed – more flowers were just added. By midweek the effect of the many stages of flowers drying/dying was a show unto itself. For a short video visit <http://bit.ly/1P0E7df>.

THE FRIGHTENING FOUNTAIN

The Center of Halloween Town and of our exhibit was a spewing creature looming 12' above a fountain of bubbling ooze. To create those oozing arms, 10' long steel armatures were welded together to emerge from inside then slink around the fountain.

The armatures were wrapped in green filatto paper, green sisal, green mega wire and green wool and layered with Japanese ranunculus and snake allium, green-painted disbuds, dianthus, carnations, roses, hydrangea and thousand of florets of green Hypericum strung on aluminum wire. The entire "island" was bathed in green light from above and below to give the attendees that final frightening effect.



For a short video visit <http://bit.ly/1P0E7df>. To see a video of the completed set visit <http://bit.ly/1InZUGD>.

This exhibit won the following awards at the show: Gold Medal - Floral, The Phyllis M. Craig Award - Best Use of Color/Design (Floral) and the People's Choice Award. Photos courtesy of Bill Kratt Photography.



AIFD Members Crowned Florists' Review Picture Perfect Weddings Winners

Several AIFD members were honored with awards in the 16th Annual Florists' Review's "Picture-Perfect Weddings" contest.



Kren Rasmussen AIFD, CFD of Bloomster's in San Jose, Calif. received Honorable Mention in the Best Wedding category. The "natural, rustic and woody" theme requested by this couple was perfect for a wedding set against majestic redwoods in the south-western part of the Silicon Valley area. Left top picture: The reception, which took place outdoors, was home to these birch logs liberally adorned with *Hydrangeas*, *amaryllises*, *Dianthus*, roses, hanging *Amaranthus*, stocks, kale, seeded *Eucalyptus*, dusty miller, sponge mushrooms and curly willow, as well as scattered smaller arrangements for balance. Left bottom picture: The bride

carried an abundant bouquet of roses, *amaryllises*, *Hydrangeas*, *Dianthus*, callas, Queen Anne's lace, *Nigella*, *Scabiosa* pods, dusty miller and bunny tail. *Photos courtesy of Danielle Gillett Photography.*

Mandy Majerik AIFD, CFD of Hothouse Design Studio in Birmingham, Ala. received the Best Bouquets award.

Donna Theimer AIFD, CFD of Joliet Junior College in Joliet, Ill. won the Best Reception Award. This reception took place at the bride's family home, in a clear tent in the backyard. Donna had been asked for a "contemporary garden elegance" look for the wedding. Right top picture: Because of unpredictable Illinois weather, the couple wanted to be sure that their table centerpieces would stay upright. Donna accomplished this by placing orbs of pink carnations atop glass cube vases, which were pretty, sturdy and low. Right bottom picture: The head table was decorated with a wreath of *Hydrangeas*, spray roses and pink carnations as well as a pink carnation orb. *Photos courtesy of Lauren Wakefield Photography.*



Copy provided by Florists' Review.



Derrick Vasquez AIFD, CFD and **Albert Villegas** created an "Alice in Wonderland Sweet 16" soiree held at the National Orange Events center in San Bernardino, Calif. To view more photos visit <http://designinlinemagazine.blogspot.com>.

Mississippi State University SAIFD Chapter
By Abby Jenkins, secretary

This spring our SAIFD chapter at Mississippi State is focusing on our upcoming trip to Southern Competition in Birmingham, Ala. At our meetings we concentrate on growing our skills by practicing creative ideas for competition categories like flowers to wear and flowers to carry.

Along with practicing for competition, our chapter is looking forward to our upcoming Spring workshop open to students and the community. At the workshop participants will learn how to make a one-of-a-kind Easter basket arrangement perfect for a table display. With both activities our spring semester is turning out to be quite busy.

The semester will end with our Artist Residence **Emil Yanos AIFD, CFD**. Mr. Yanos will teach classes in floral design as well as ceramics, in conjunction with the Mississippi State University Art Department.

College of Southern Nevada SAIFD Chapter
By Bonnie Fogel

On Wednesday, March 25, **Anna** and **myself** participated as floral design professionals at the career day for the Rose Warren Elementary School. All grades participated beginning with the youngest. They visited our table where Anna and I answered questions about our education, what we do, why is it important how much money we make, etc. They even asked us for our autographs. We turned the tables on them and asked the boys if they gave their girlfriends flowers on Valentine's Day. We asked when they have sent flowers, and on what occasion they sent flowers. We distributed flowers to the teachers courtesy of **Timi**, owner of An Octopuses Garden, who is an active member of Floral Advisory Committee and is graduate of the College of Southern Nevada's Floral Design Program.

Saluting AIFD Life
Contributing Members

The following Life Members of AIFD, who are waived of any membership fee requirement, continued to support the Institute with an annual contribution. These are the Chartered Life Contributing Members. AIFD appreciates their many years of membership and their continued financial support.

Orchid (1,000+)

Dean O. White AIFD, CFD, PFCI

Peony (\$500-\$999)

Tina M. Coker AIFD, CFD, PFCI
Richard P. Salvaggio AIFD, CFD, PFCI
Tom Simmons AIFD, CFD

Rose (\$250-\$499)

Hugh Link Johnsten Jr. AIFD, CFD
Michael Merritt AIFD, CFD

Tulip (\$100-\$249)

Dian Brown AIFD, CFD
Donald Ray Burdette AIFD, CFD
W. Fred Gray Jr., AIFD, CFD
Louinda H. Jones AIFD, CFD
Wayne Jones AIFD, CFD
Alan Parkhurst AIFD, CFD, PFCI
William C. Plummer AIFD, CFD
Patricia A. Pottle AIFD, CFD



WIN A 2015 SYMPOSIUM REGISTRATION!

We have not had a winner for this contest yet so you still have time to test your Symposium knowledge!

It's here! 2015 - the 50th year since a small group of floral design artists banded their passion and visions together and established the American Institute of Floral Designers. We hope that you will make every effort to journey to Denver this coming June 30 - July 4 so that you too can help celebrate this wonderful milestone.

If you were on the edge in considering the odyssey to Denver, we hope this article will create waves in your heart and, in doing so, give you a special chance to balance your checkbook by winning a complimentary premium registration.

Hidden in this short tale are the names of 25 past symposia; a virtual kaleidoscope of themes. To win the registration, all you have to do is be the first person to correctly name all 25 and the year and place in which they were held. Please e-mail your entry to **Tom Shaner** at tomshaner@assnhqtrs.com.

From some that are easy such as "La Fleur Haute" or "Bag an Idea in Big D," to others that are much more subtle and convey a certain magic as their transition and transformation bridges the balance of the object d'art.

As with every Symposium, some themes express a collaboration between the program artists and the destination venue. Some, however, are more of a phenomenon that ignites a revolution or a star-spangled fusion of ideas.

Symposium has been a place where the creative mind is not only re-invigorated but a place where the mind can imagine the rediscovery of floral heritage. It's an expression of learning from a classroom in the prairie school to the sharing of hot, or as AIFD's growing Latin membership would say "caliente," ideas.

Symposium offers something for every floral design artist. In Denver, it reflects the continuance of a "Journey" for which the sky is the limit.

We hope that you will be there for this golden celebration!



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CalFlowers
www.cafgf.org

California Cut Flower Commission

Candle Artisans, Inc.

Connie Duglin Linens

Container Source, Inc.
www.containersource.com

Crystal River Design

David Austin Roses
www.davidaustinrosesusa.com

DESIGN MASTER color tool, inc.
www.dmcolor.com

DESIGN358

DWF Wholesale Flowers

Elite Flower Services, Inc.

Euforia Flowers

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Florabundance, Inc.
www.florabundance.com

FloraCraft
www.floracraft.com

Floral Supply Syndicate
www.fss.com

Florida Nursery, Growers and Landscape Assoc.
www.fngla.org

Florists' Review Enterprises

FloristWare
www.floristware.com

Flower Shop Network

Flowerbuyers.com/Teleflora LLC

Flowers &

FP Flourishes
www.fpflourishes.com

FTD
www.ftdi.com

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

i Bulb Lily Occasions
www.ibulb.org

Jacobson Floral Supply, Inc.

JetRam Inc.
www.jetraminc.com

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Lion Ribbon

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Natural Decorations, Inc

Nature's Flowers

Ocean View Flowers

Passion Growers

Random Acts of Flowers
www.randomactsofflowers.org

Russell's Bromeliads
www.russellsairplants.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

The John Henry Company
www.jhc.com

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

Transflora

Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Valley Floral Company

Virgin Farms Inc.

Wm. F. Puckett, Inc.

EDUCATION PARTNERS

Aimi Floral Designers
www.flower-recipe.com

Benz School of Floral Design
<http://aggie-hort.tamu.edu/benz-school>

Canadian Institute of Floral Design
www.ProFlorists.net

Fiorissima Internacional
www.fiorissimainternacional.com

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Hennepin Technical College
hennepintech.edu/programs/overview/floral-design

Institut de Artflor
www.idartflor.com

Institute Professional Flores Design Fa Ngai Long
www.adfdm.com

Instituto Mexicano Tecnico Floral Plantel Monterrey

www.imtf.com.mx
International Florist Academy and School

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

Koehler & Dramm Wholesale Florist
www.koehlerdramm.com

Korea Garden & Floral Design School

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers

Pui Wa Floral Design School
www.cpwdesign.com.mo

Solomon Bloemen
www.solomonbloemen.com

Southern California School of Floral Design
www.philrulloda.com

St. Louis Academy of Floral Arts
www.STLAFloaldesign.com

Teleflora Education Center
www.myteleflora.com

The New York Botanical Garden
www.nybg.org/adulted

Washington Flower School
<http://washingtonflowerschool.com/>

Yola Guz AIFD School of Floral Design

State Floral Association Education Providers

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.org

Floral Association of the Rockies
www.floralassociationrockies.org

Florida State Florists Workshop and Testing (FSMD)
www.floridastatefloristsassociation.com

Georgia State Florists' Association
www.georgiastateflorist.com

Green Academy Belgium
www.greenacademybelgium.com

Illinois Certified Professional Florist (ICPF)/
Illinois Master Florist (IMF)
www.isfaflorists.com

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire Certified Floral Designer

North Carolina Certified Professional Florist
www.ncflorist.org

North Dakota State Florists Association c/o
Lowe's Floral

South Dakota Certified Florist
www.sdflorists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

**Check with your state to see if you have a floral association that offers education.*



Partner Spotlight: Smithers-Oasis

As a new feature to *Focal Points*, "Partner Spotlight" will feature an interview with one of AIFD's Elite Partners. We would like to introduce you to **Kelly Mace**, marketing programs/communications manager at Smithers-Oasis, a 2015 Platinum Elite Partner. Read on to get to know Kelly a little better (pictured in the center below).

How long have you been with Smithers-Oasis?

I have been with the company for 23 Years.

What is your company's goal in regard to being an AIFD Partner member?

Being a valued partner by building industry relationships and educating floral professionals on our products by showing design and trend ideas and being the leader in innovative products.

How long has Smithers-Oasis been an AIFD Partner?

We have been a partner for many years, so many we lost count!

It is important that we understand our partner's needs. If there was one aspect you could change or enhance, that would better your experience and investment as an AIFD Partner what would that be?

We enjoy the benefits we currently have and are thankful for everything that AIFD offers.

Do you participate in or belong to other industry organizations?

Yes, we belong to SAF and WF&FSA, PMA, and Color Association.

Have you always worked within the floral industry? If so for how long? If not, please share some of your other work experiences.

I have worked in the floral industry for 23 years. Prior to that, I worked and lived in the Washington, DC area and I worked at AAA (American Auto Assoc.).

Do you hold or have you held any leadership roles within the industry and/or your community? Please share.

I am an AIFD Partner Advisor, I am part of WF&FSA Young Executives, I am the Stow Junior Mother's Club Marketing President and I am part of my neighborhood association.

What issues are most important to you professionally?

Bringing awareness of our eco-friendly products and sustainability practices to our customers. Encouraging young professionals to join the floral industry.

Tell us something that very few people may know about you?

I have an identical twin sister that I talk to at least twice a day.



What are your hobbies?

I enjoy zumba and biking, spending time with my German Shepherd Sadie, traveling, and gardening.

Please share with us your favorite or most unusual floral industry story.

My most favorite memory was winning the 2011 AIFD Award of Merit – Industry (AIFD presented Kelly this award at the 2011 AIFD Symposium "Imagine" that was held in San Francisco.) I was so surprised and honored to receive this prestigious award. I couldn't believe that my husband flew out to San Francisco from Ohio and I was the only one that didn't know he was there! It was definitely a highlight of my floral career.