



From the Board . . .

**President's Report: Alice Waterous AIFD, CF, PFCI**

It was terrific seeing so many North Central members & guests at the Chicago meeting in January. Thanks to our Pres. Elect Dan Kotecki AIFD, CFD for working with the Hotel 71 staff to make the event run smoothly, and securing a pre-dinner speaker from the Assoc. for the Self Employed. Thanks to Immediate Past Pres. Jim Rauch AIFD, CFD for his many contributions, especially for securing our Key Note speaker, Cherrie Silverman AIFD, CFD of Colorado. Cherrie shared how she has used social media, internet, smart purchasing & day-to-day management tips to build financial success in spite of a rough economy. A very thought provoking and potentially profitable presentation. In the true spirit of AIFD sharing, Cherrie did this for us at practically no cost to our chapter. She used her own frequent flyer miles, and did not charge us a speaker's fee. What a beautiful gift to North Central! We cannot thank Cherrie enough, when you see her at Symposium, be sure to let her know how much we appreciate her or go to her Facebook page and give her an "atta girl" there. Jim also worked with Everflora who donated wonderful fresh flowers for our centerpieces Sat. & Sun. Thanks Jim & Everflora, you're the best!

NC Chapter of AIFD presented our original chapter president, Janice Bjurstrom AIFD, CFD with the first ever North Central Hall of Fame Award. She was given a plaque & a Silver & Onyx necklace to commemorate this honor. Her many accomplishments include years of service on National Membership, and two terms as National Treasurer. Awarded the honor of "Fellows of AIFD" in 1984, Jan has always been a supporter of her fellow design professionals and has served on numerous AIFD national & regional committees. It was a treat to have Jan at the meeting. Because of serious issues with her eyesight, it has become difficult for her to travel. She does have help to read her emails, so if you wish to congratulate her, email: [janbj@att.net](mailto:janbj@att.net)

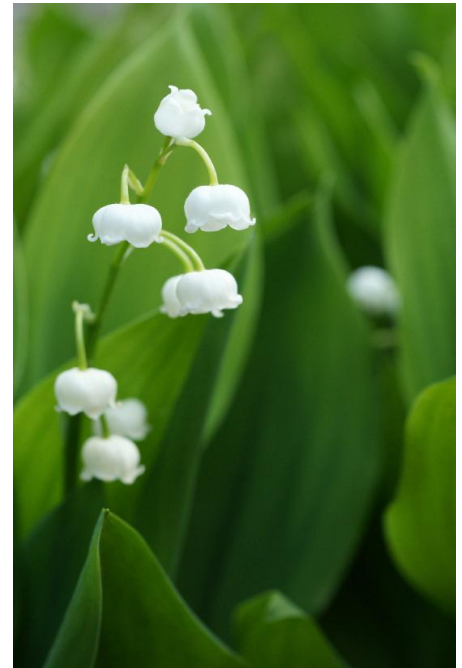
It was decided that the each year the NC Vice President (currently Loann Burke) will chair an ongoing NC Awards Committee. This newly formed committee will establish criteria, select honorees and select & purchase appropriate gifts/plaques. Committee member and terms will be determined later.

Treasurer Eldon Haab announced that the NC Board approved a thousand dollar donation to the AIFD Foundation in the name of Robert Friese AIFD, CFD for his creation, leadership and hosting of "Nature's Creative Edge" held the third weekend each September. A big thanks to Eldon for his many hours of analyzing and sorting out the workings of the AIFD Foundation to help the rest of us understand how it functions in relationship to our memorial contributions. The NC Board voted to deposit the monies collected to date honoring Allison Novak into the Foundation under the umbrella of the North Central Fund in order that those funds will draw interest and continue to grow rather than dissipate over time. Our Chapter will keep an accounting of any funds added in Allison (or others) name. In the event that any individual account builds to \$25,000, it can be converted to a named fund.

As I think about traveling to Milwaukee next week for "Art in Bloom" at the Milwaukee Art Museum, I am grateful to Larry Masters AIFD, CFD for spearheading this event. I am also appreciative for the industry support of this project- it is an impressive list. Great job Larry! Hope to see at least part of the special presentation being given by Brad Harnisch AIFD, CFD at "Art in Bloom".

I have registered for Symposium, and booked a room. Hear tell that rooms are running low, so be sure to get yours reserved SOON. I am so excited about North Central members who are doing special things in San Fran. Sue Bal AIFD, CFD and daughter Stacy Bal AIFD, CFD are designing Wednesdays luncheon, titled "Namaste". Then Thurs. afternoon Jerome Raska AIFD, AAF, CAFA, CF, CFD, PFCI & Robbin Yelverton AIFD, CF, CFD, PFCI will present a main stage program: "Signals" a focus on getting the right message out about your business. Of course, they will have beautiful flowers as part of their presentation.

Hope North Central has its' usual high attendance, be sure to put the Regional Chapter meeting on your schedule. Board of Directors meeting is Tues. July 5 at 7:45 a.m., if



## Make Your Reservations



### AIFD National Symposium

July 4-9, 2011  
**San Francisco, CA**  
Register Online  
[www.aifd.org](http://www.aifd.org)

Be sure to contact James Lowe AIFD, CFD (NC member) at: 701-838-2868, or: [jalow@lowesfloral.com](mailto:jalow@lowesfloral.com) if you care to be a Symposium volunteer.

you love meetings and can't sleep in, any chapter member /inductee is welcome to sit in on our board meeting. Members' meeting follows at 9:30am all North Central members & inductees are encouraged to come and join in on the fun and networking! We will also celebrate the passing of the gavel as we introduce and induct new officers and Board members.

I am personally enthusiastic about handing Dan Kotecki the reins as North Central Regional President and becoming the Immediate Past President. Jim Rauch tells me that being PP is Devine! I also know what an excellent president Dan will be.

Well that is all for now from the Third Coast. See you on the West Coast in July!

*~Alice Waterous*

## President-Elect's Report: Dan Kotecki AIFD

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As I began writing my article for the newsletter, I was basking in the warmth of the Florida sun and surrounded by beautiful greenery while enjoying "spring" break. Unfortunately, all good things must come to an end and it's back to the reality of cold temps and six inches of new snow. Will this winter ever end and will we ever see green grass? We can only hope.

As mentioned in Alice's report our chapter has been very busy and continues to be a leader among the regions of AIFD. What a great position to be in. Maintaining this position requires the support and commitment of our dedicated members. By now you should have received your membership dues notice. Our chapter relies on the portion of dues we receive from National to maintain the support of our chapter activities. It only takes a few minutes to make a payment online and the payment deadline is [May 1, 2011](#). Our chapter does not receive any portion of dues on payments made after the deadline, so please take a moment now to make your payment so we will continue to be a leading region.

History is an important part of any organization, as it gives us the base from where it started and forms the direction in which it will evolve. The North Central Chapter is rich in history, and our first North Central Chapter President, Jan Bjurstom AIFD Fellow, has diligently gathered this information over the years. Jan called me recently and graciously offered her collection to the chapter, which I enthusiastically accepted. What a wonderful gift. Jan's generosity will ensure future leadership that the ideals set forth by the founding members will not be forgotten, and will guide the future. We are blessed to have such a gracious lady as a member of our great chapter. Thank you Jan!

I'm hopeful spring will arrive soon and with that Symposium is close to follow. Make your plans to attend soon as it is sure to be a sell out. It is going to be great and you won't want to miss out. I look forward to seeing you all there to renew friendships and create new ones with all our new inductees.

Wishing you all a great and successful spring season. See you in San Francisco.

Respectfully Submitted

Dan Kotecki AIFD

## Vice President's Report: Loann Burke AIFD

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Greeting from South Vancouversburghadelphiavilleland!

It's been a whirlwind winter and early spring traveling here, there, and beyond and loving each and every minute of it! Except, as Alice can attest to, the times spent delayed and trapped in airport terminals like a caged animal.

Before heading off to Great Lakes Floral Expo, I managed to stop by the Dayton Home and Garden Show to hurriedly set up a display and reconnect with some friends. The event showcased the talents of our North Central AIFD members again this year. Each designer was randomly assigned a color to interpret for a monochromatic tabletop competition. Taking home both the Mayor's Choice **and** the People's Choice this year— Ivone da Silva AIFD, CFD! Ivone's blue tablescape earned her a gorgeous trophy and \$500. Congratulations, Ivone!

Great Lakes Floral Expo was, as always, a real treat for me. Under the fearless leadership of MFA President our very own Alice Waterous, a.k.a. Carmen Miranda, and GLFE Chairperson, Deb Royal AIFD, the Michigan Floral Association once again created an amazing expo filled with inspiring stage presentations, excellent business seminars, and hand-on classes. Having attended in a vendor capacity in years past, it was an honor to hit the stage this year, but the true highlight for me was creating and recreating bridal bouquets for my designer friends. Shout outs to Bob Friese AIFD, CFD, Frank Feysa AIFD, CFD, and James Lutke among others for the awesome assistance in the workroom. Bob reinvented Alice's Bridal bouquet from 1960, and I took a stab at Jodi Duncan AIFD, CFD's amazing wire wonderland bouquet as well as my own from 1987. But the pinnacle for me was creating a bouquet in honor of, as Alice so accurately puts it, our most loved member, Bobbi Ecker Blatchford AIFD, AAF, CFD, PFCI. Thank you, Bobbi, for all the years of inspiration!

Finally, if you haven't picked up the latest issue of *Flora Magazine*, do it! Once again, the Florists' Camp known as Nature's Creative Edge was beautifully captured in word and image. Although the pictures are fantastic, this is something you really must experience for yourself. Mark your calendars now for the third weekend in September! I wouldn't miss it!

Respectfully Submitted,

Loann Burke

## Past President's Report: Jim Rauch AIFD

Nominations are completed; voting will be tallied at the Spring Leadership meetings in Baltimore in April.

We are a little cramped for space in this newsletter so I will be brief. Please plan on coming to symposium this year; it is going to be spectacular! The Kessler's' devotion to their mission of Symposium Committee Chairs is nothing short of amazing.

Are you looking for a roommate for Symposium? **I will try to hook you up!** ☺ Just send me an e-mail letting me know you need a roomie and I will be sure to give you a list of those that are also looking. Sharing a room can be a great way to make Symposium more affordable. Looking forward to seeing all of you there!

Respectfully Submitted,  
Jim Rauch AIFD

## Treasurer's Report: Eldon Haab AIFD

<b><u>CHECKING ACCOUNT BALANCE AS OF DECEMBER 31, 2010</u></b>		<b>\$ 20,068.83</b>
<b>INCOME:</b>		
GUIDE BOOKS	\$ 340.00	
NATURES CREATIVE EDGE (CD SALES)	\$ 144.00	
JANUARY MEETING DINNER TICKETS (CASH & CHECKS)	\$ 1775.00	
JANUARY MEETING DINNER TICKETS (VISA)	\$ 115.00	
ADDITIONAL CHAPTER DUES FOR 6 ACTIVE @ \$27.50	\$ 165.00	
NATURES CREATIVE EDGE (CD SALES)	\$ 10.00	
***		
		<b>\$ 2549.00</b>
<b>EXPENSES:</b>		
TRANSFER OF FUNDS TO 6 MO.	\$ 1000.00	
JANUARY MEETING EXPENSES	\$ 144.69	
GIFTS / JANUARY MEETING	\$ 58.30	
OFFICE EXP / JANUARY MEETING	\$ 38.75	
TRANSFER TO AIFD FOUNDATION / IN HONOR OF BOB FRIESE	\$ 1000.00	
FLOWERS FOR BOBBI ECKER	\$ 56.91	
REIMBURSEMENT TO JIM MORETZ (FILING FEE)	\$ 13.00	
CREDIT CARD DISCOUNT @ 2.75%	\$ 3.17	
SHIPPING OF AIFD BANNER / MICHIGAN SHOW	\$ 11.96	
HOTEL 71 JANUARY MEETING EXPENSES	\$10135.36	
		<b>\$ 12,464.14</b>
<b><u>CHECKING ACCOUNT BALANCE AS OF MARCH 25, 2011</u></b>		<b>\$ 10,155.69</b>
***NOTATION \$897.00 THE DAYTON HOME AND GARDEN SHOW DONATING TO EDUCATION FUND ... HAS NOT BEEN OFFICIALLY CREDITED TO OUR ACCOUNT AS OF THIS DATE		
<b>CD FUNDS (6 MO CD)</b>		<b>\$ 1000.00</b>
<b><u>AIFD FOUNDATION MANAGED SCHOLARSHIP FUNDS</u></b>		
<b>NORTH CENTRAL / MANDERS / DEPREZ / NOVAK</b>		<b>\$ 32,407.72</b>
WE ARE AWAITING AN UPDATE OF THE NORTH CENTRAL AIFD FOUNDATION FUNDS RELATIVE TO THEIR INVESTMENT INCOME		
<b>RESPECTFULLY SUBMITTED</b>		
<b>ELDON HAAB, AIFD</b>		

## North Central Representative to National Report: Jim Rauch

Our most recent National Board meeting was held January 17, 2011 at the Marriott Marquis in San Francisco, site of National Symposium 2011.

Membership; Ms LeFever reviewed the list of 2009-2010 AIFD members that had not yet renewed their membership. She called on the Regional Directors to contact these individuals and encourage them to renew today. She also reported that the basic Steps to Membership" DVD has been completed and is ready for distribution to the industry.

Regretfully, it was moved and seconded to accept the resignations from membership of Andreas Verheijen and Mary Walker.

Mr. Quesada reported that several SW members had asked if lower dues could be made available for retired members. Ms. McGukin asked Mr. Quesada to develop a proposed recommendation for consideration at the next board meeting in April.

(Continued on next page. . .)

Nominations: Ms. McGukin and Mr. Shaner reviewed the status of nominations and the plan to distribute ballots for the election of national and regional leadership. It was determined that all balloting would need to be conducted by hard copy mail for the immediate future.

- Symposium '10: Ms. Jordan reported on the work of the National Symposium Committee and noted that she will present policy recommendations at the Board meeting in April.
- Symposium '11: Mr. and Ms. Kessler reported on plans for the 2011 National Symposium "Imagine", in San Francisco July 4-9. They reviewed the updated educational and social programming for the event. Ms. Kessler also explained how members of the Board could help market Symposium by participating on Facebook.
- Symposium '12: Ms. Bird reported on early plans for the 2012 National Symposium, "Caliente" which will take place at the Miami Hyatt Regency, July 12-16. The proposed logo she presented was favorably accepted by the Board.
- Symposium '15: Mr. Shaner reported that contracts had been signed with the Sheraton Denver to serve as the host site for the 2015 National Symposium.

The next meeting of the National Board will take place on Monday, April 18, 2011 in Baltimore.

Respectfully Submitted,  
Jim Rauch AIFD

## Chicago Flower and Garden Show March 5-13, 2011



### Table Scapes Garden

Stacey Bal AIFD & Luz Cardenas CFD

Representing [Whole Foods Market](#) South Loop

Title: Sustainable Soirée

Table description designing with a collection of long lasting blooming and green plants makes a stunning and sustainable statement at your next soirée. We chose a collection of various air-purifying green plants, Tillandsia air plants, and [Phalaenopsis orchids](#). Let your plants work overtime! These beauties double as party favors for your guests. Reduce, reuse, entertain...



## Dayton Home & Garden Show 2011



North Central's own Ivone de Silva swept Dayton winning both the Mayor's Choice Award and the People's Choice Award at the 2011 Dayton Home & Garden Show. Ivone is pictured on right, receiving her trophy!

## FLOWER WORKS Opens in Marquette, Michigan!

Marquette's newest full service florist is "Flower Works" on North 3<sup>rd</sup>. Street in Marquette! Here at Flower Works LLC, our mission is to provide you with a relaxing environment where our professional services will guide you to find what's just right for you. We are a full service flower shop and seasonal greenhouse! Our national wire service is: [www.flowershopnetwork.com](http://www.flowershopnetwork.com). Our shop is designed after the European Flower shops concept to bring this unique flair to Marquette for you to enjoy. The store is kept at 61 ° Fahrenheit, and we also have a holding cooler at 38° Fahrenheit. We monitor temperature and humidity constantly to ensure good quality of our product. Our selection of fresh cut flowers is featured on the main floor in the store, so you feel like you are at the farmers market. Feel free to watch us as we prepare your order up front at our creation station!  
(Continued on next page. . . )

Flower Works LLC, carries the colorful and fun Koziol products from Germany, and we are excited to offer you large terracotta pots and large resin pots, products with timeless elegance by Viducci's Garden, designed in Europe. Our store is designed for you to enjoy browsing among our beautiful and unique products!

Stephen and Andrea Forsberg are the owners of this new company. Stephen has lived in Marquette for most of his life, and his knowledge as a buyer, salesperson and in plant care, is vital to our company. Andrea started her training as a floral designer in Germany and is a member of the American Institute of Floral Design and a Certified Michigan Florist. Recently she went back to school for a year in Stuttgart, Germany, to achieve her Certification as a Master Craftsmen in Floral Design. With all their experience in the floral industry, Steve and Andrea are ready to provide you at Flower Works LLC with their knowledge and style, quality products, and excellent service!

Visit and shop conveniently from our web-site:

[www.shop.flowerworksmqt.com](http://www.shop.flowerworksmqt.com)

We are located at: 1007 North Third Street, Marquette, MI, 49855

Call us at: 906-273-1335 or 855-440-8581

### North Central Members in the Spotlight!

#### Michigan Floral Assoc. Great Lakes Floral Expo:

Designer of the Year: Derek Woodruff AIFD, CFD, CF

Academy Winner: Jerome Raska AAF, AIFD, CAFA, CF, CFD, PFCI

#### Illinois State:

Land of Lincoln Winner: Jodi Duncan AIFD, CFD, PFCI,

1st Runner up: Karen Koven AIFD, CFD,

2nd Runner up: John Windisch AIFD, CFD.

**The Land of Lincoln Cup Competition** was held in [Springfield](#) in conjunction with Illinois State Floral Association's Spring Conference. The theme of conference in March this year was "[Let It Rock](#)" Thirteen designers entered the competition, interpreting the theme. Winning first place was Jodi Duncan, taking home the trophy and \$500."

Jodi Duncan worked with Schaffer Designs at the Philadelphia Flower show. Our exhibit "An American in Paris" won best of show from PHS, the Emile H Geschick Orchid award, and SAFs "Award for Artistic Presentation of flowers for public enjoyment" Schaffer Designs is headed by Bill Schaffer, AIFD, PFCI, AAF and Kris Kratt, AIFD, along with a team of 23 designers.

Jodi Duncan will be in Europe for 3 weeks in April. My time will be split between Scotland--doing a Photo Shoot for Fusion Flowers--touring Paris--and working with florists in London. She is staying through the royal wedding, and will be hoping for a peek at the bride and groom!

### Special Notices

Jerome Raska AIFD, CFD, CF, PFCI and Robbin Yelverton AIFD, CFD, CF, PFCI are celebrating the arrival of their 7th grandchild. WOW!

His Name is Elias Skye Mominee  
and is the son of Heather and Ross Mominee  
Jerome's daughter and son-in law

### Newsletter Submissions

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

#### 2011 Quarterly Newsletter Deadlines

##### Second Quarter:

**Submission Deadline:** June 15<sup>th</sup>, 2011

**Release Date:** June 30<sup>th</sup>, 2011

##### Third Quarter:

**Submission Deadline:** September 15<sup>th</sup>, 2011

**Release Date:** September 30<sup>th</sup>, 2011

##### Fourth Quarter:

**Submission Deadline:** December 15<sup>th</sup>, 2011

**Release Date:** December 30<sup>th</sup>, 2011

#### Please Note:

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

Laura Parker  
Newsletter Editor  
[ncaifd\\_newsletter@yahoo.com](mailto:ncaifd_newsletter@yahoo.com)

**Please Contact Loann Burke with  
any email or address changes.  
You can contact her at the email  
listed below.**  
**[loann.burke@juno.com](mailto:loann.burke@juno.com)**





## Petals & Paintings

The annual fundraiser for the Krannert Museum in Urbana, IL will be held Friday night, April 8 from 7-9 pm at the Art Museum on the University of Illinois campus. Twenty floral designers from throughout the state, and two designers from Michigan, will interpret works of art in the museum...This event raises funds for the museum's educational programs and exhibits...Krannert Museum is celebrating 50 years and this is the 19<sup>th</sup> year for Petals and Paintings, of which Rick Orr, AIFD has been guest curator.



## ART IN BLOOM!

Larry Masters, AIFD coordinated a public awareness in Milwaukee, Wisconsin.

The annual Art in Bloom at the fabulous Milwaukee Art Museum took place March 31- April 3rd. There was a flower booth selling items, such as hand tied bouquets and floral related products.

Brad Harnisch, AIFD was the featured speaker on Friday, April 1. Last year over 13,000 people went through the museum, where art is interpreted by the guest floral designers and garden club members. Thank you for donation of products: Accent Décor, Amy's Orchids, Bill Doran Co., Denver Wholesale-Milwaukee, Green Point Nurseries, Green Valley Floral, Karthaus & Sons, Kennicott Bros., Milwaukee Floral, Rojahn & Malaney, Smithers Oasis, Syndicate Sales, The Elite Flower & Transflora, and a special thanks to Rojahn & Malaney staff for also providing space & receiving goods. Local North Central members Phil Meyer, AIFD, Denise Gehrke, AIFD, Emily Neubauer, AIFD, Ron Froemming, AIFD, and Dan Yerke, AIFD along with Alice Waterous, AIFD created arrangements to be displayed outside the museum as a trade off for our booth. Over \$2000 dollars was raised for the Chapter Education & Scholarship Fund.

This is the first time we have done a public awareness in Milwaukee!

## BRAGGIN' RIGHTS!

**Candy Cannon AIFD,CFD**, owner of The Flower Studio, in [Sun Prairie, WI](#) was one of three featured florists in the cover story of the March issue of SAF Management magazine. The topic was "Is DIY Worth a Try"? She shared her idea on how to capture some DIY dollars through workshops directed at the bride and her friends.

## THE GREAT LAKES FLORAL EXPO

Had a great 2011 Exploring the Possibilities Design, Business & more... Chairperson Debbie Royal AIFD, CF out did herself and we had a wonderful educational weekend March 4-6<sup>th</sup> 2011, With Debbie Royal AIFD,CF as Chair, Bobbie Ecker AAF, AIFD, PFCI as Vice Chair, We had AIFD displays for public awareness chaired by Frank Feysa AIFD, and Teachers and main stage show presenters of John Hosek AIFD, CAFA, CF, PFCI. Loann Burke AIFD, PFCI, Keith White AIFD, and Bill Taylor AIFD. And J.Schwanke AAF, AIFD, PFCI, NSA. Wow what a great job they all did Thank you for making our Expo wonderful. We also had Business session Laura Parker AIFD, CF, Workshop teachers also were Jerome Raska AAF, AIFD, CAFA, CF, PFCI and Frank Feysa AIFD. Also of course our wonderful President of the association Alice Waterous AIFD, CF, PFCI What a great job!!!! Wow Thanks to all these AIFD people who make education thrive in our industry!



## Bobbi

A short report on our most loved member, Bobbi Ecker Blatchford AIFD,AAF,CFD,PFCI. As most of you know, she has had a rough 2011. Recovering from surgery for a tumor under her tongue that tested positive for cancer, plus surgery where cancer had spread into her lymph nodes, on the side of her neck. Even more difficult has been the intense radiation treatments at both sites. The radiation was brutal, making her very sick, leaving her unable to eat, and very weak. **However, she is making an amazing recovery, considering everything she has gone through.** I speak to her a couple of times each week; it is difficult for her to talk very long, her mouth is still quite sore and dries out quickly. However, it will be no surprise to you all that she is still spunky and enjoys a good laugh. The many cards, notes etc. have been part of what has sustained her. As of April 18<sup>th</sup> Bobbi is home in Chicago and feeling sooo much better!

Submitted by: Alice Waterous

## Mental Tid bits...

*And other food for thought!*

Don't forget our North Central Regional AIFD **Facebook** site. Don't just sit there!! Add some news to it, friend it, like it. It isn't just a site for Loann, Alice & Jim!

**Wisconsin Certified Florist Hands-On Classes** are scheduled on September 24<sup>th</sup> and 25<sup>th</sup>, 2011. Please call the WUMFA office for more information at 414-755-6290.

## Nature's Creative Edge 2011

All AIFD members are invited to participate in what has been called "Florists Camp" by Loann. It's a terrific opportunity to express your creativity on a large scale. The theme for 2011 is: "A World of Flowers - Cultures, Countries, Continents". The dates the show is open will be Sept. 16, 17& 18. Designers can install anytime the preceding week, with work to be completed by Thurs. evening the 15<sup>th</sup>. Contact either Bob Friese 231-788-6983 or Alice Waterous at [awaterous@gmail.com](mailto:awaterous@gmail.com).

Our most recent Foundation Board meeting was held on January 16<sup>th</sup>, 2011 at the Marriott Marquis Hotel in San Francisco. Additionally I participated in the Foundation conference call on February 23<sup>rd</sup>.

The board was introduced to our new Executive Director, Lacey Hameister, from Diversified Management Services. She will be taking over from Lona Christoffers over a 5-month transition period.

A conference call in October determined Foundation would not attempt a Beach Blanket Babylon house buy out, as it was felt to be too risky.

Investments; As the CD's are generating nothing (best available 1.5%), A motion was made and seconded to drop the requirement to invest 50% in CD's and allow investments to be made cautiously. These would be based on Ron Wrede's suggestions, such as REITS and utilities.

There were discussions regarding Emeritus status, voting rights and ensuring quorums as well as quarterly conference calls.

Derrick Vasquez, CEO Elect, expressed concerns about the history of Foundation and it's accomplishments, were not well enough known, particularly by younger AIFD members.

David Hope will contact Marie Ackerman for assistance to work on banners for the "Named Funds".

Foundation will be underwriting Finnish designer Jouni Seppanen, for a Design Program and a Hands On Workshop. This year's workshop attendees will have breakfast, snack and lunch.

This year's Foundation Luncheon theme is "Fleur Couture on Union Square" and will include a purse auction of "over the top" purses created by AIFD members.

No traditional raffle sales this year, instead a 50/50 Raffle in which the winner will take 50% of the take plus 1 full registration to Miami Symposium 2012.

The popular silent auction will be back this year

The next meeting of the AIFD Foundation Board of Trustees will be July 3<sup>rd</sup>, 2011 in San Francisco.

Respectfully Submitted,  
Jim Rauch AIFD



### Fleurotica 2011 The Garfield Park Conservatory

<http://www.fleurotica.org/>

Designers: Stacey Bal AIFD & Luz Cardenas CFD  
Representing Whole Foods Market South Loop

<http://gozamos.com/2011/03/fleurotica-2011-at-garfield-park-conservatory/>

#### Where fashion meets flowers!

The Garfield Park Conservatory's biggest fundraiser of the year supports its many educational programs. Outfits were designed of flowers and plants materials by floral designers not fashion designers. It was amazing!

# SAIFD Chapter Updates!

## FORBES CHAPTER Kishwaukee College

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The Forbes Student Chapter has had a really great spring! We are so busy with classes that it is hard to believe we can fit one more thing in! We had a wonderful AIRS program with Joyce Grattoni AIFD on March 2<sup>nd</sup>. She spent the day with our students and they learned about servicing and selling weddings and then made a hand-tied bouquet and coordinating boutonniere. Students will continue to raise money for symposium this summer by doing the flowers for the faculty appreciation dinner and graduation.

We will be attending symposium in San Francisco with at least 3 students but we are working on bringing 5! We will begin practicing in May to fine tune those floral skills!

Respectfully submitted,  
Janet Gallagher AIFD  
Advisor

## PRAIRIE CHAPTER

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The Great Lakes Floral Expo was held this year March 4 – 6, and seven students from the JJC Floral Design program attended. The conference, hosted by Michigan Floral Association, was held in Grand Rapids, MI. Five of our students competed at the student level, and one student competed at the professional level. We were very pleasantly surprised when the competition winners were announced and three of our students were named. Diane Chamberlain was the first place winner with a spectacular design depicting the four seasons of Michigan. Kathryn Wahl was the second place winner with a design that beautifully depicted the shipwrecks in the surrounding Great Lakes. Betsy Cangiano competed again in the professional category, creating a bridal bouquet and boutonniere, sympathy design, and everyday arrangement. Betsy was the first place winner in the bridal bouquet and boutonniere category, and second place winner in the sympathy design category! She again was one of the top five professional designers and had to compete on stage in an Iron-Chef-style runoff. Betsy thrives under pressure, showing great poise, and created an outstanding design! All of the girls did a wonderful job representing JJC's floral design program.



Far Left: First Place Student Division,  
Diane Chamberlain

Middle: First Place Profession Division,  
Bouquet, Betsy Cangiano

Far Right: Second Place Student Division  
Kathrynn Wahl

This month we visited a local supplier to watch a design program, and toured the Flower & Garden Show displays at Navy Pier. My students love all of these experiences as it exposes them to the creative ideas of so many talented designers.

Our AIRS program this year will be in conjunction with our prom workshop, scheduled for April 8. We're excited that Mary Elliott, AIFD will be speaking this year! We have 75 area high school students signed up to learn about the latest trends in prom flowers. Chapter members will be assisting these young students while they create their own boutonnieres and creative wristlets.

Our student design team for San Francisco is assembled, and is all very excited to compete, volunteer, and watch the design shows at national symposium. We can barely wait until July! These experiences are something I could never simply describe to my students.

Donna Theimer AIFD, ICPF Department Chairperson – Agriculture, Horticulture, Vet Tech  
Joliet Junior College

## SCOTT CHAPTER

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### University of Illinois

In March, the Scott SAIFD chapter created an exhibit for the University of Illinois annual College of ACES open house. Chapter members provided visitors information on flower design tips and techniques, as well as advice on how to revive roses. At our monthly meeting, we created fabulous Mardi Gras centerpieces, which students were able to take home.

We are continuing our efforts to raise travel funds for the 2011 AIFD National Symposium by having weekly silent auctions of arranged flowers. In April, we will sell hand-tied arrangements at the University of Illinois Mom's Day Flower Show hosted by the Horticulture Club. At the flower show, we will be in charge of running the student flower design competition.

As always, we are excited about attending National Symposium and look forward to meeting students and faculty from other SAIFD chapters.

Respectfully submitted,  
Trisha Locke, AIFD, CFD, ICPF Co-advisor

## THE ROSE BOWL PARADE *Experience!* Submitted by Laurel Hollopeter AIFD

This past Rose Bowl Parade season I was a part of the design team for the Fiesta Float Company.

I worked for them last year and was invited back to work for the Fiesta Float Company again in 2010. I travelled to L.A. the morning after Christmas. I was assigned to work on the Dole Float and when I arrived, I found out that there were only FOUR floral designers to do all the floral work on this float. Last year we had a team of ten for the Rain Bird float, so needless to say we worked long hard hours as all work must be completed by 7 am on the morning of the 31st for the final judging then that evening the floats all move to Orange Grove Blvd. to line up for the New Year's morning parade.



Laurel Hollopeter AIFD and Cynthia Sherman IMF Beside the Dole Float.

The theme of the Dole float was "living Well In Paradise" and had magnificent floral landscapes of palm trees, cascading waterfalls and fresh tropical fruits. The float captured the beauty of the State of Hawaii where Dole was founded 100 years ago. An outrigger canoe sat atop floral waves which we designed using more than 20,000 roses, dendrobium orchids, iris, delphinium, and other tropicals. The oversized bananas and pineapples were all covered with natural products completed by a different team. We were responsible for all the fresh floral arrangements on the float. The back of our float had to fold down to get not only out of the warehouse but to fit under the bridges on the way to Orange Grove Blvd. so when designing the back of the float you have to take all of these factors into consideration.

Everything is extremely organized and everything must be done with the television cameras and of course the Blimp in mind. Our normal design rules have to be altered somewhat because of this as many pictures are taken from the top looking down at the float. It is a huge honor to be invited to work for this company and I have been invited back for the 2012 Rose Bowl. Fiesta Company won 8 trophies out of the 11 floats they designed and decorated and DOLE WON THE SWEEPSTAKES TROPHY for the "most beautiful" entry in the parade. I worked on the Rainbird float in 2009 and it too won the sweepstakes trophy!



Fiesta Company did 11 floats all in the same warehouse where we were working.

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



Thank you in advance for your support.  
Laura L. Parker AIFD, CF ~ NC Chapter Newsletter Editor

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

## North Central Chapter Newsletter

Q1-2011