



Q2 - 2011

North Central Chapter

# NEWSLETTER

From the Board . . .

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

"Imagining" Ourselves in San Francisco! As the days count down, excitement builds! We anticipate seeing friends and making new ones. The lineup of programs & educational sessions is amazing, Of Course. There is simply nothing like Symposium!!

Congratulations & welcome to six NC Chapter AIFD inductees. They are Amanda David, Tiffany Hammond, Erika Karalius, Lesa Killian, Carolyn Minutillo and Patience Pickner. We celebrate the success of these new members and hope to see you all at the Chapter meeting on Tues., July 5, 9:30 a.m. (check at hotel for meeting room). We also welcome those who have achieved their CFD since last year's Symposium: Shawn Foley & Linda Pawlik. We hope to see you at the meeting as well. Look for the complete list of names & addresses in this issue so you can send a note of congratulations to our newest members.

I can't wait to see the "Namaste" luncheon presented by our mother - daughter team, Sue Bal AIFD, CFD & Stacy Bal AIFD, CFD. They promise to refresh our spirits with their nature-friendly interpretation of Yoga poses represented in flowers. Breath in - now exhale. Aaah, I feel more relaxed just thinking about it.

Watch for "Signals" presented by Jerome Raska AAF, AIFD, CF, CFD, PFCI and Robbin Yelverton AAF, AIFD, CF, CFD, PFCI. These two surely know how to be noticed (in a good way) and will share with the audience how to maximize today's social media and bring sales to your business. All of it done in a colorful and entertaining presentation!

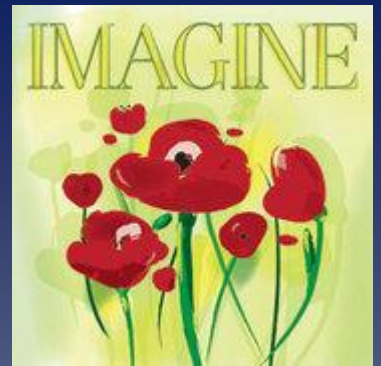
Check out the AIFD North Central Chapter Facebook page, (thanks to Loann Burke for setting it up) for news & comments. This belongs to each one of you, so please post things that are happening, are you doing Programs? Shows? Public Awareness? A great vehicle to keep everyone in our Chapter up to date on what is happening.

Always things happening within North Central - Nature's Creative Edge, September 16, 17 & 18, 2011. This magnificent public awareness/education fundraiser will again be held at the amazing woodland estate of Robert Friese AIFD, CFD, Fruitport, MI (West MI, near Muskegon).

We expect to see a big group of designers come & play in the woods and interpret this year's theme: "A World of Flowers - Cultures, Countries, and Continents". The exhibit opens to the public on Fri. evening, again on Sat. evening & Sun. afternoon. Look for the Nature's Creative Edge 2011 Facebook page for details & updates.

Well, talk about being ahead of the curve, our soon to be (as of July 5) President, Dan Kotecki AIFD, CFD and next President elect, Loann Burke are planning our January 2012 meeting in Chicago already. With some groundwork done last January by Laura Parker AIFD, CF, CFD at the Chicago Merchandise Mart, Loann has since met with folks there and it looks promising. So stay tuned as things develop.

One last bit of good news, our much-loved Bobbi Ecker AAF, AIFD, CFD, PFCI is getting back in the swing of things. Still has some recovery to do, but is feeling well enough



## NORTH CENTRAL CHAPTER MEETINGS

Tuesday, July 5 2011

San Francisco, CA

Chapter Board Mtg.  
7:00am

Chapter Members Mtg.  
9:30am

AIFD Members Mtg.  
11:00am

Location of Meeting Rooms  
will be Posted at the Hotel

to travel to FL as I write this, for meetings/presentations with her clients in the cut foliage industry. If everything goes as planned, she will be in San Francisco (with flowers in her hair) her large fan base will be so happy to see her. Hmmm, how about a "flash mob" to celebrate her recovery? Who volunteers to put that together?

It's been a sensational year, thanks & love you all, I am both sad & happy as Past President looms in my future. Jim Rauch AIFD, CFD says it is a delightful job.

Respectfully Submitted,  
Alice Waterous AIFD, PFCI, CF

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

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Isn't it amazing how quickly time is passing by? It seems like yesterday we were complaining about all of the snow and cold, and now we are complaining about the heat and humidity here in the upper Midwest. Why can't we have perfect weather year around. Well as my son so aptly puts it, "You choose to live here." Of course, he is right, and one of the best parts of living here is having a membership in the Great North Central Region!

I hope everyone has had a busy and prosperous spring season, and that wedding work will carry you through till the holiday cycle begins again.

As you all know, Symposium is a few short weeks away. I hope to see all of you there, and for those who are not able to attend, I will miss you and know you are there in spirit. I am looking forward to Symposium with tempered excitement as I take on the role of chapter president. I know I have some big shoes to fill. Thank you for the confidence you have placed in me to fulfill the duties of the office of president to your expectations.

Communication is key in any organization. As creative people, we all have different ideas on how to better our chapter, and I welcome any and all suggestions to achieve that goal. My contact information listed in the directory is current so please feel free to communicate with me by email or phone. I am also on Facebook if that is easier for you.

As members of the North Central Chapter, it is up to all of us to keep up our tradition of greatness. I ask everyone to be actively involved and step forward when called upon to serve.

See you in a few short weeks, and I wish you all sweet success.

Respectfully submitted,  
Dan Kotecki AIFD, CFD  
President Elect

## **Vice President's Report: Loann Burke AIFD**

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Greetings, North Central!

After traveling across the country presenting and educating the majority of the spring, it is absolutely clear that we are smack in the middle of the most uncertain and yet possibly the most exciting time to be florists. And, as smart savvy florists, we seize the opportunity to stretch, grow, learn, and perhaps even reinvent ourselves.

With that in mind, I look forward to the fantastic educational opportunities coming up! Imagine! 2011 AIFD National Symposium in San Francisco, July 4-9, 2011, and Ohio State Florist Association Short Course July 9-12, 2011 are two fabulous events packed with seminars, hand-on classes, and business sessions to educate ourselves and grow our companies.

As someone once told me, "AIFD gives you a license to keep learning." The talent I see in young rising floral stars, and the passion of industry icons continues to amaze and inspire me on a daily basis. May we never stop learning from each other! We truly work in the best industry on the planet!

Loann Burke AIFD, CFD, PFCI

## Past President's Report: Jim Rauch AIFD

Well North Central, this is my final report as your Past President and I am sad ☹

This position has been my very favorite! I have had the opportunity to meet and get to know so many of you. In just the few short years I have been on the Board, I have seen our chapter develop into an organization that seeks to help its members grow while promoting AIFD. Just look at these January meetings, which have grown into what I would call an educational weekend event! With Dan Kotecki coming in as your new President and Loann Burke poised and ready as President-Elect, this dedication to our membership is sure to soar to new heights! I am so excited about this coming year for North Central! Thank all of you for the support, enthusiasm and friendship I have experienced through these last years. Can hardly wait to see you in San Francisco!

Respectfully Submitted,  
Jim Rauch AIFD

## Treasurer's Report: Eldon Haab AIFD

### CHECKING ACCOUNT BALANCE AS OF MARCH 25, 2011

\$ 10,155.69

#### INCOME:

DAYTON HOME AND GARDEN SHOW 2011	\$ 897.00
CHICAGO FLOWER AND GIFT SHOW (PMT. FOR 2010 SHOW)	\$ 5000.00
FLOWERS IN BLOOM BOOTH / MILWAUKEE	\$ 2566.00

\$ 8463.00

#### EXPENSES:

FUNERAL FLOWERS / W. LEENAARTS HUSBAND'S FUNERAL	\$ 75.00
ALICE WATEROUS (REIMBURSEMENT FOR MILWAUKEE SHOW)	\$ 506.96
JIM MORITZ / CORP FILING FEE FOR 2011 REIMBURSEMENT	\$ 10.00
SYMPOSIUM SCHOLARSHIP/ CHAPPLE	\$ 849.00
SYMPOSIUM SCHOLARSHIP / BEHLINGS	\$ 849.00
SYMPOSIUM SCHOLARSHIP / RUSSO	\$ 849.00
SYMPOSIUM SCHOLARSHIP / GEARHART-THEYE	\$ 448.00
KARENS FLORAL / FLOWERS FOR BOBBI ECKER REIMBURSEMENT	\$ 75.00

\$ 3661.96

### CHECKING ACCOUNT BALANCE AS OF JUNE 20, 2011

\$ 14956.73

CD FUNDS (6 MO CD) \$ 1000.00

### NORTH CENTRAL AIFD FOUNDATION SCHOLARSHIP FUND \$ 32,939.16

(KNOWN IN OUR CHAPTER AS MANDERS / DEPREZ / NOVAK)

RESPECTFULLY SUBMITTED,  
ELDON HAAB AIFD  
TREASURER  
NORTH CENTRAL CHAPTER

## North Central Representative to National Report: Jim Rauch

Our most recent National Board meeting was held on April 18, 2011 in Baltimore, MD

President-Elect Tom Bowling presented his proposed slate of committee chairpersons for the 2011-2012 year.

Mr. Shaner introduced Tim Kassouf of the firm G1440 that has been retained to assist the Society in the redesign of its website. Overall acceptance of the design was favorable.

Treasurer, Mr. Salvaggio presented the March 31, 2011 financial statements then presented and reviewed in detail a proposed budget for 2011-2012.

Ms. LeFever reviewed the list of 2009-2010 AIFD members who had not yet renewed their membership for 2010-2011 and in doing so asked that Regional Directors and others to contact them and encourage them to renew today.

Nominating Chairperson Stoecker announced that Ted Bruehl AIFD and Janet Black AIFD have been elected the new Directors at Large. John Kittinger AIFD has been elected to his second term as Southern Regional Director and Michael Hollenbeck has been elected to his first full term as North West Regional Director.

Ms. Jordan reported on the work of the National Symposium Committee.

Mr. & Mrs. Kessler presented an update on plans for "Imagine".

Ms. Bird and Ms. Stoecker presented an update on plans for the 2012 National Symposium "Caliente" which will take place at the Miami Hyatt Regency, July 12-16, 2012

Ms. Kostick presented the report of the Awards Committee; it was moved and seconded not to publish the names of the honorees in these minutes to maintain confidentiality. The names will be published in the minutes of the July 3, 2011 meeting of this Board.

Respectfully Submitted,  
Jim Rauch AIFD

## SAIFD THE GATEWAY CHAPTER KENOSHA, WI.



Our chapter was so blessed as to have Bob Friese for a 3 day AIR Program, April 18-20 he joined us for Nature Inspired Floral Designs. What better topic to study from Bob. The first day he shared how to make a willow sphere and use it in a design. During that program he chose 7 students who would get a surprise package to design on Wed. The students would host a floral design program on Wed. and sent out invitations to area florists and garden clubs. Tue was the day of prep for the show.

The program drew a good crowd of about 75 guests. Bob preformed his magic and mesmerized everyone. Mike Lewis AIFD was the commentator for the program. Mike also teaches with me and is a co/advisor for the chapter. The students he had chosen had the most valuable experience. They all grew in leaps and bounds by doing something like that. Having programs like this are so beneficial to the students. It helps to prepare them for AIFD and being professional. We were so blessed to have Bob and we thank him for coming. He is truly a master with nature and a great instructor. Thanks Bob!!!! He inspired the students so much we have several who would like to go to Natures Creative Edge in Sept. So we are trying to make plans to go and do a display.



Our sponsor for the show was DWF Wholesale Florist, Milwaukee, and WI. and of course AIFD. We couldn't do these programs without their help. Thank You!

We are now planning for San Francisco and looking forward to seeing everyone again.

Respectfully Submitted,  
Jane Edwards AIFD / Advisor

## SOCIAL MEDIA . . . Help is at your fingertips!



facebook

Jodi Duncan AIFD is the social media co-ordinator for this Symposium IMAGINE, and wants everyone to come and visit her, and her team, in the tech room! They will be there to help with Facebook, twitter, Smartphone's and updating AIFD profiles.

Technology Room Opens Wednesday, July 6 at 7:30am and will be open each day from 7:30 am to 5 pm throughout Symposium. Tech room is located with the pressroom and the book fair...Tech is Nob Hill D.



*Some Lovely Thank You's . . .*

I wanted to send out a **HUGE Thank You** to all the NC-AIFD members for the wonderful grant I received. I am registered for Symposium, as well as PFDE – and plan to be headed to San Francisco in just two short weeks! Yikes, I had better get in some more practice time! Thank you for believing in me and for awarding such a generous grant – as many of you know the financial life of a small florist is not always “Golden” but you have all helped make wonderful things possible for me. Thanks again and hope to see many of you in San Francisco!

*Jenny Behlings, SDCF* - Jenny's Floral

528 Mt. Rushmore Road  
Custer, SD 57730  
800-432-3549

**How satisfying it is to see things that I believed in** and struggled to put in place still there. Know that AIFD and each of you will always have a very special place in my life. Even when I can't be with you - you N.C. AIFD - Dear ones. What a surprise and special gift of love. In the beginning, AIFD filled a void in my life and gave me a new purpose. It filled my life with excitement & knowledge and then added many special people to my world who will always be in my thoughts and memories. Thank you again for such a special honor.

With Love,  
*Jan BJ*

## Mark your Calendar!!!

North Dakota State Florists Association convention dates have been announced. The event features a full vendor trade fair, three main stage presentations and four hands on classes plus two luncheons and a banquet. It will be held in Minot, ND on September 9-11 at the Holiday Inn Riverside. Kevin Ylvisaker, AIFD, will be a featured designer sponsored by the Association along with Bert Ford, AIFD sponsored by Teleflora. One more guest designer is pending. Those interested in registration information can contact Laura Roberts at [roberts@btinet.net](mailto:roberts@btinet.net) or by phone at 701/258-8311.

## BACK STAGE PASSES!<sup>4</sup>

GET ALL THE  
**BEHIND THE SCENES EXPERIENCES**  
BY VOLUNTEERING!

There will be onsite volunteer opportunities as well just stop by the **Volunteer Desk** right outside the workroom and **volunteer on the spot**.

It is going to be an amazing symposium!  
You can also sign up ahead of time. . .

Contact James Lowe AIFD,CFD at:  
701-838-2868, or: [jalowe@lowesfloral.com](mailto:jalowe@lowesfloral.com)

## Newsletter Submissions

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

### 2011 Quarterly Newsletter Deadlines

#### 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)**



## Mental Tid bits . . . And other food for thought!

**Wisconsin Certified Florist Hands-On Classes** are scheduled on September 24 and 25, 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 Frieze 231-788-6983 or Alice Waterous at [awaterous@gmail.com](mailto:awaterous@gmail.com).

*Congratulations  
to Our 2011 Inductees & CFD's*



Please take a moment and send these deserving designers a note of support and welcome!

***AIFD Inductees:***

Amanda David CFD  
Consider the Lilies  
N63 W14539 Ash Drive  
Menomonee Falls, WI 53031

Tiffany Hammond CFD  
Hennepin Technical College  
4066 146th Ave NW  
Andover, MN 55304

Ericka Karalius CFD  
Flowers and Gift by Michelle  
5343 Waterbury CT.#2406  
Crestwood, IL 60445

Lesa Killian CFD, MNCF  
101 Market  
8980 Quantrelle Ave. NE  
Otsego, MN 55330

Carolyn Minutillo CFD  
Lavender Hill Floral  
360 Spring St.  
Jeffersonville IN 47130

Patience Pickner CFD  
The Picket Fence  
127 S Main St.  
Chamberlain, SD 57325

***CFD:***

Shawn Michael Foley CFD  
2811 Shady Lane  
Wisconsin Rapids, WI 54494

Linda Pawlik CFD  
1193 ST. Robert St.  
West St. Paul, MN 55118

**North Central Representative to  
Foundation Report: Jim Rauch**

Our most recent conference call was conducted on February 23, 2011

I have already done the report covering our last Board meeting on January 16 as well as the conference call date above.

The Foundation board is anxiously looking forward to San Francisco. Our raffle, book sales, silent auction and luncheon planning is in full swing. If there is anyone who has a little bit of time to spare while in San Francisco, please let any Foundation Board member know as we are looking for additional help with all of our events!

On April 21, 2011, I did receive the results of the recent election for members to the AIFD Foundation Board of Trustees; these are 4-year terms (2011-2015). Congratulations to Lori Novak AIFD, Jim Morley AIFD, David Hope AIFD, Emmett O'Dell AIFD, and Patty Santee AIFD! Additionally Martin Flores AIFD and Richard Milteer AIFD have been elected to the board for a term of 3 years (2011-2014) to fill 2 unexpired terms. Ron Mulroy AIFD has been elected to the board for a total of 2 years (2011-2013) to fill an expired term.

Our incoming Foundation liaison, Lacey Hameister (taking Lona's place) has created a Facebook page for the AIFD Foundation! Please use the link below to "Like" us to stay up to date on information as well as to promote us to others!

<http://www.facebook.com/pages/AIFD-American-Institute-of-Floral-Designers-Foundation/227706417245105>

I do have the monthly financial reports on file if anyone would like to see them, please feel free to contact me. Total assets as of the 4-30-11 balance sheet are \$1,079, 575.80

Our next Foundation Board meeting will take place on July 3 in San Francisco.

Respectfully Submitted,  
Jim Rauch AIFD

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