

# AIFD Focal Points

## Are You a PASSIONista?

**T**he hundreds of floral designers from around the world that have already registered for "Passion" in Las Vegas this summer have now been dubbed PASSIONistas! Just by registering they have taken the first step to advancing their talent and expanding their floral creativeness. This Symposium is set to be full of flair, funky new designs and techniques and of course, fun!

But don't just take our word for it. We asked you 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 PASSION! Here's what you said: **incredible, camaraderie, encouragement, imaginative, extraordinary, shazzam!, overwhelming...(in an awesome way!), wow, battery-charging, spectacular, breathtaking, mind-blowing, epiphanous, spiritual.**

This year on Thursday, June 27 at 1:30 p.m., **Kevin Ylvisaker AIFD, CFD, PFCI** will be presenting "Expanding on the Principles and Elements of Design." As floral artists, we know and understand that the only way to create a successful floral design is to incorporate the Principles & Elements of Design. By expanding on this knowledge we can take our designs to new levels which are technically correct. Knowing how to use the Principles & Elements and then taking it further is the success of a winning design. This special session is free and anyone is welcome to attend.

Being well cultured in design techniques and styles makes a well-rounded designer. Another great feature of this Symposium is getting the chance to learn these from artists from around the world. This year's main stage presenters are from various places such as Scotland, Russia, Belgium, Japan and of course all across the U.S.! Learn the most, from the best...it's the opportunity of a lifetime.

If you haven't registered yet, there is plenty of time to do so. However, with registrations flying in and rooms at the hotel filling up, AIFD highly recommends you don't wait until the last minute. The early bird deadline to register is May 15 so claim your spot now.

For those of you that have registered, share the good news with your floral designer friends! To make it easier for you to spread the word about "Passion," AIFD has created social media posts and promotions you can use! Check them out at <http://aifd.org/2013-symposium-posts/>. We are constantly adding to this page so keep checking the website and promote away!

All event details and registration information can be found at <http://aifd.org/upcoming-events/2013symposium/>.

**Join AIFD in Vegas and Ignite Your Passion!**

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# President's Message

Spring is here which means flower shows, workshops, and conferences for the AIFD Chapters. The volunteers of AIFD are out in full force delivering the message that AIFD is the leader in excellence of floral art.

You would have to live under a rock if this is the first you are hearing of the extraordinary accomplishment of AIFD members **Kris Kratt AIFD, CFD, PFCI** and **Bill Schaffer AIFD, CFD, PFCI** and their design team, three consecutive years of winning Best in Show at the Philadelphia Flower Show. Their haunting interpretation of the British Moors was intriguing and alluring. The NERC exhibit was a crowd pleaser as they created floral gems with the display "The British Crown Jewels." Members from all over the world contributed showing the attendees of the flower show the talent of AIFD designers. These volunteers are the exact example of our mission statement:

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

I have had the honor of speaking on behalf of AIFD as I travel for FTD and Fitz Design. It has been a pleasure to talk to designers about the PFDE process and Symposium. The excitement and anticipation is contagious. The industry sees AIFD as the leader in excellence in floral design, which is the exact placement that our mission statement expresses.

It won't be long until it is time for AIFD to meet in Las Vegas for the much anticipated Las Vegas Symposium "Passion." The brochures are out, registrations are coming in, and **Tom Simmons AIFD, CFD** and **Lori Novak AIFD, CFD** are checking every detail to ensure that this Symposium will be jam packed with excitement worthy of the host city's reputation. Our Elite Partners are to be commended for their support, their generosity keeps our registration at a reasonable price and the product they supply produces programming that will wow all the senses. I thank them for the continued support.

Our home office directed by **Tom Shaner** is, as always, diligent with the details of overseeing AIFD. The Board was recently treated to a wonderful dinner filled with great friends, conversation and networking with committees. Tom and his staff are fully committed to AIFD's success and have our interest at hand. I appreciate all they do for us.

Our Tellers Committee, run this year by **Tom Simmons AIFD, CFD**, did an incredible job counting ballots. A few of the Regional Presidents Elect were there to view the process, the committee makes every effort to have the voice of the membership heard by meticulously validating ballots and counting and recounting (in some cases a third time). Congratulations to all those who have won their seats which will form the next generation of leaders for AIFD.

The AIFD Board, Regions and Committees continue to amaze me. They are committed to undertaking the business of AIFD, the hours of volunteer time that each one willingly gives making sure that AIFD is run with transparency and integrity. They are to be commended.

The next time we are all together will be in Las Vegas for "Passion," my flight is booked, my room reserved, registration is in and now for the easy part, waiting for the highly anticipated AIFD Symposium "Passion."

With warm spring wishes,

*Ann Jordan AIFD*

Annie



# *AIFD was 'Brilliant!' at the 2013 Philadelphia Flower Show*

## North East Region Shines with "Crown Jewels" Exhibit

By Polly Berginc AIFD, AIFD Chairperson,  
Philadelphia Flower Show 2013

The North East region of AIFD shone again with their royal display of the magnificent 'Crown Jewels' of Britain's Royalty through floral artistic interpretation. Led by Chairperson **Polly Berginc AIFD, CFD**, **Sue Weisser AIFD, CFD** and PHS liaison **Ron Mulray AIFD, CFD**, the set was designed to portray the Tower of London, where the collection is currently housed. The stunning set received a special achievement award from PHS for the 'Best Achievement in Floral Artistry and Interpretation' and was a crowd favorite for photo opportunities the entire week.

AIFD Designers on this year's exhibit were: **Dot Chenevert AIFD, CFD**, **Rob DeBellis AIFD, CFD, PFCI**, **Jane Godshalk AIFD, CFD**, **Jo Jarvis AIFD, CFD**, **Susan Krabill AIFD, CFD**, **Cres Motzi AIFD, CFD**, **Bill Murphy AIFD, CFD**, **Michael O'Neill AIFD, CFD, PFCI**, **Patricia Patrick AIFD, CFD**, **Suzanne Sampson AIFD, CFD**, **Dan Vaughn AIFD, CFD**, **Sue Weisser AIFD, CFD**, **Polly Berginc AIFD, CFD**, **Ron Mulray AIFD, CFD**, **Wendy Andrade AIFD, CFD**, **Robin Weir AIFD, CFD**, **Linda Pirek AIFD, CFD**, **Beth O'Reilly AIFD, CFD**, **Lori Himes AIFD, CFD**, **Adrienne Presti AIFD, CFD**, **Michael Brody AIFD, CFD**, and **Shawn Foley CFD**. Many other NERC AIFD members and volunteers came and helped with set-up and assembling the flowers to present to the public at the opening Gala Premier event. Our sincere thanks for a wonderful team effort, and for representing AIFD so professionally and creatively to the public.

## A Birds Eye View from the Designer Studio

By **Tim Farrell AIFD, CFD**

Over the week there were 19 floral demos and I was honored to host the 25 floral competitions. For each competition there were three designers competing and one designer judging and there were over 120 spots in all filled by designers. The audience ranged in numbers from about 300 to over 600 just for each of these events. The show pulled in about a quarter of a million people over the week!

Also during the event a drawing took place for the registration to AIFD Symposium in Vegas. **Drew Becher**, president of the Pennsylvania Horticultural Society (PHS), picked from a barrel of names from all designers who assisted in the Designer Studio and the winner was **Theresa Colucci AIFD, CFD!** We were all thrilled!

In the photo to the right on the top is **Ron Mulray AIFD, CFD** and myself after one of the competitions on Bridal Wednesday. The bottom photo is **Sam Lemheney**, vice president of shows and exhibits for PHS, **Drew Becher**, president of PHS and myself.



# Bits and Pieces

Compiled by Janet Black AIFD, CFD and Molly Baldwin-Abbott

• A few AIFD members who assisted in promoting the 2013 AIFD Symposium "Passion" at the Mayesh Open Houses that took place a few weeks ago were accidentally left out of the list that was in the last newsletter. A big thank you to the following members for volunteering your time: **Carolyn Fowler AIFD, CFD, Julie Reed AIFD, CFD and Sandy Villa AIFD, CFD.**

• **Marie Ackerman AIFD, CFD, PFCI** will be teaching a program for aspiring presenters and educators entitled "Speak NOW!" on Friday, July 12, 2013 from 4:30- 6:30 p.m. at the Texas State Florists' Association's Annual Convention and Trade Show at the Hampton Suites & Convention Center in Mesquite, Texas. Seating is limited. Details can be found at [www.tsfa.org/convention.html](http://www.tsfa.org/convention.html).

• **Tina Parkes AIFD, CFD** has a new book- "Chic & Unique Flower Arrangements" with **Julie Collins**. A review can be found on Amazon.

• Have you lost your AIFD pin? We have you covered! We will have some for sale at the 2013 Symposium "Passion." While you are at it, you can buy some other AIFD goodies that will be for sale at the registration desk all throughout Symposium.

• The AIFD Foundation needs your help! At Symposium this year, the AIFD Foundation has decided to create a "PARISIAN MASK" Event & Auction to be held during lunch. The luncheon will be titled "Strolling the Gardens of Versailles." The MARIE ANTOINETTE STYLE PARISIAN MASK will be on display one day prior to the other auction items on live models in the hall outside the main stage. We are displaying the items earlier to give attendees ample time to view them prior to the lunch program. The following day we plan to do a lunchtime fashion show with all of the designs with a live auction of some of those masks. These masks will be able to be worn to the leadership gala banquet that will have a masquerade theme and will be called "Boule de masque dans Versailles." Anything goes but no fresh flowers or green and the size does not matter. If you are willing and interested to create these fashionable designs and could create a unique and one of a kind Masquerade ball mask, please contact **Ron Mulray AIFD, CFD** at your earliest convenience at [ronmulray@aol.com](mailto:ronmulray@aol.com).

• Congratulations to the *Florist Review* Wedding winners: Best Bouquets-**Jenny McNiece AIFD, CFD**; Best Ceremony-**Melinda Lynch AIFD, CFD**; Best Reception-**Michael Jarvis AIFD, CFD**; and Best Cake Décor-**Lori Himes AIFD, CFD**.

• Congratulations are due to **Stacey Carlton AIFD, CFD** who is having a baby!

• **Marisa Guerrero CFD** will be presenting a program for the Priest International at New Mexico State Regional Florist Convention taking place August 2013 in Ruidoso, N.M. The theme for the 2013 convention is Green Magick.

• Congratulations to **Gerry Gregg AIFD, CFD**, on his new job  
Focal Points 4

as Creative Director for United Wholesale Flowers in San Jose, Calif.

• **Gail Anderson AIFD, CFD** won the Licentiate Award in Floristry from City and Guilds UK. The ceremony will be held in London, May 2014.

• **Angela Darrah AIFD, CFD** displayed an arrangement for New Orleans Museum of Art.

• The Southern Region FFA Career Development Event was held in St. Petersburg, Fla.

• A big welcome is due to the new SAIFD Chapters Mizzou Student Chapter University of Missouri. **Talmage McLaurin AIFD, CFD** will serve as the advisor and **Kim Martin CFD** is the School Advisor.

• Maine State Florist Association is celebrating 75 Years!

• AIFD Candidate **Debbie Strand** won the Land of Lincoln Cup for her "Rainbow Oasis." She also won Third Place in Designer of the Year for Sympathy.

• **Rae Roberts-Griffith AIFD, CFD** won the ISFA Convention full registration for next year.

• Congratulations to **Thomas Cabral** of Hens and Chicks in Pittsburgh, Pa. who was recently awarded the Grand Prize for the Mayesh Design Competition. He was awarded a complimentary Premium Registration to the 2013 Symposium "Passion" taking place June 28-July 2 in Las Vegas. Each of the 16 Mayesh locations held a contest where anyone who shopped at that location could submit a design. A winner was deemed at each location and those 16 winners had photos of their designs posted on the Mayesh website and blog. Online voting was taken and from this, Thomas was declared the Grand Prize winner!

• The International Floriculture Expo is taking place June 18-19 at the Miami Beach Convention Center. Main stage presentations will be made by **Tom Bowling AIFD, CFD, PFCI, Ty Leslie AIFD, CFD, Bobbi Ecker-Blatchford AIFD, CFD, PFCI, Bill Lindeman AIFD, CFD and Robert DeBellis AIFD, CFD, PFCI**. Details can be found at [www.floriexpo.com](http://www.floriexpo.com).

• The Perennial Plant Assoc. (PPA) named *Polygonatum odoraum 'Variegatum'* the 2013 Perennial Plant of the Year. Common name Solomon's-seal ([www.perennialplant.org](http://www.perennialplant.org)).

• Ninety percent of all the flowers imported to the U.S. arrive through Miami International Airport where they are inspected by custom officers. Last year more than five billion flowers came in through the MIA leading up to Mother's Day!



# Who else can say...

...they do this much to raise the bar in the field of professional floral design? Each year, Teleflora sponsors:

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- four monthly publications, each geared in a different way to helping florists succeed.

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April rang in for AIFD with the Institute's annual leadership gathering in Baltimore.

From the incoming President **John Kittinger AIFD, CFD** visiting the AIFD offices and meeting with and being briefed by all staff to a leadership orientation for the incoming presidents of the regional chapters, the budget development meeting of the Finance Committee, ballot counting of the Tellers Committee and finally a full board of directors meeting to which regional chapter presidents-elect and incoming key committee chairs were also invited, it was a dynamic meeting of AIFD volunteer leaders.

Participants included: Officers and Directors: **Ann Jordan AIFD, CFD, John Kittinger AIFD, CFD, Tim Farrell AIFD, CFD, PFCI, Suzie Kostick AIFD, CFD, PFCI, Rich Salvaggio AIFD, CFD, PFCI, Joyce Mason-Monheim AIFD, CFD, PFCI, Marie Ackerman AIFD, CFD, PFCI, Janet Black AIFD, CFD, PFCI, Ted Bruehl AIFD, CFD, PFCI, Kevin Coble AIFD, CFD, Mike Hollenbeck AIFD, CFD, Mary Linda Horn AIFD, CFD, PFCI, Bill McKinley AIFD, CFD, Ron Mulray AIFD, CFD, Ken Norman AIFD, CFD, Michael Quesada AIFD, CFD, Jim Rauch AIFD, CFD, Tom Simmons AIFD, CFD, Kristen Philips and Tom Shaner**; Regional Chapter Presidents-Elect: **Polly Berginc AIFD, CFD (NE), Sylvia Bird AIFD, CFD, PFCI (S), Eldon Haab AIFD, CFD (NC), Todd Sweeden AIFD, CFD (SC), Lily Chan AIFD, CFD (NW) and Lorraine Cooper AIFD, CFD, PFCI (SW)**; members of Finance Committee **George Mitchell AIFD, CFD, PFCI** and **Anthony Vigliotta AIFD, CFD**; and incoming national committee chairpersons **Jackie Lacey AIFD, CFD, PFCI (Membership), Richard Milteer AIFD, CFD, PFCI (Education), Melinda Lynch AIFD, CFD (Students), Tony Medlock AIFD, CFD (Industry Partners), and Leanne Kesler AIFD, CFD (Marketing)**. Special thanks to all of them for their service to AIFD.

During the meeting of the AIFD Board, the following items were addressed and appropriate actions taken:

**Industry Partner on Board** – From the previous meeting, Mr. Farrell reviewed his discussions with the chairman of the Industry Partner Committee and the Industry Partner Liaison to the committee relative to the merits of placing an Industry Partner on this Board. After Mr. Farrell's report, it was agreed that he should be prepared to make any appropriate amendments to the motion on the Table and to bring off of the Table that motion at the next meeting of this Board so that the Board could vote to include an Industry Partner on board.

**Duties of Committee Liaison** – The Board reviewed and accepted a list of recommended duties and responsibilities for members of the Board who are assigned to serve as a liaison to a specific committee or committees.

**Official AIFD Representative** – On the request of several members, Mr. Shaner recommended that it be the policy of AIFD that "When photographs are used of any AIFD member who is presenting him or herself as an official representative of AIFD they shall not include any images that may identify the member as being associated with any other organization. The same shall apply when an AIFD member is presenting an in-person program sponsored by or on behalf of AIFD; with

the exception of a floral industry professional designation pin." The recommendation was accepted.

**Finances** – Treasurer Salvaggio presented his report. He then presented a detailed review of the proposed budget for 2013-2014 which was accepted.

During the report of the Finance Committee, it was noted as to how important the success of a National Symposium is to the overall operations of the Institute. Suggestions were made for ways to develop other income sources including maximizing the involvement of Industry Partners.

**Membership** – Membership Chairperson Mason-Monheim reviewed a proposed membership survey that is being developed by **James Del Prince AIFD, CFD** as part of his doctorate program at the University of Mississippi. She noted that while the survey will be focused at AIFD members and that it does include several questions specific to AIFD, it is nevertheless, the property of Dr. Del Prince. Several suggestions were offered to Ms. Mason-Monheim in hopes that they could be passed on to Dr. Del Prince for incorporation into the survey.

**Certified Evaluator/Judge** – Ms. Mason-Monheim and Mr. McKinley reviewed the development of the Certified Evaluator/Judge program including the online content that will be required of members to become certified. AIFD Members will be able to avail themselves of this program for no additional fees. They noted that they needed to work with Ms. Philips to assure the proper administration and record keeping for the program before it could be finally launched during the upcoming National Symposium.

**Ethics** – Mr. Shaner reviewed the ethics process as it would relate to any member who may be found guilty of a felony.

**Life Membership** – From the report of the Northwest Regional Chapter as well as from the recommendations of the Finance Committee, it was agreed to reconsider requirements to become a Life Members including the possible establishment of a special circumstance category in which an active member in good standing who has exemplified leadership and service to AIFD, and due to circumstances beyond his or her control, has experienced a severe physical life altering event, such as, but not limited to, stroke, paralysis or terminal illness. During discussion it was generally agreed that the qualifications for Life Membership needed to be returned from 30 to 35 years but there were several concerns expressed about a special category.

**Elections** – In the absence of Immediate Past President **Tom Bowling AIFD, CFD, PFCI**, Past President **Tom Simmons AIFD, CFD** served as chairman of the Tellers Committee and as such presented the results of the election of National Directors and Regional Chapter Board of Directors. It is noted, however, that the proposed amendments to the AIFD Bylaws were approved by a vote of 368-18.



**Education** – Mr. Milteer reported that the Education Committee is working on presenting several proposals to either restructure or enhance ways in which AIFD is providing floral design education to the floral industry. The proposal will be presented in time for the summer 2013 meeting of the Executive Committee.

**50TH Year** – Ms. Black and Ms. Kostick reviewed the development of plans to help AIFD celebrate its 50th Anniversary (2015). In so doing, they presented a recommended logo to use in connection with the celebration.

**Symposium** – Mr. Farrell reviewed the creation of the new position for a member to serve as the Liaison to the National Symposium Committee and in so doing presented a recommended process to be followed for the solicitation of volunteers to serve in that role as well as the process for selection.

Mr. Simmons updated the leadership on plans for the exciting “Passion” symposium which will take place in Las Vegas, and Mr. Farrell, on behalf of Coordinators **Frank Feysa AIFD, CFD** and **David Shover AIFD, CFD, PFCI**, reviewed initial plans and an outline of presenters for the 2014 National Symposium which will take place in Chicago.

Ms. Ackerman, coordinator for the 2015 National Symposium in Denver, noted that she is working closely with the 50th Anniversary Task Force to bring a proper balance between the need to celebrate the milestone and the excellence in floral design education.

In terms of Symposium 2016 which was scheduled to take place in Philadelphia, Mr. Shaner reported that the Marriott Philadelphia had advised him that it was not going to be able to honor its contract to host the 2016 National Symposium. He noted that the Marriott is making every effort to work with AIFD in finding it an appropriate site to relocate and that the hotel recognizes that it must mitigate any harm caused to AIFD as a result of this cancellation. After presenting several known options, Mr. Shaner was directed to return to the Marriott and ask the hotel to look at all locations within its family of hotels and that he ask that the dates be moved closer to July 4 and that the food and beverage minimum be lowered to \$100,000.

**Awards** – Ms. Kostick presented the report of the Awards Committee and the various recommendations for the presentation of awards. After her presentation, it was moved and seconded, to accept the recommendations of the Awards Committee for the presentation of the 2013 awards and to reserve placing the names of the recipients in the minutes of AIFD until the June meeting of this Board. The non-listing of the recipients in the minutes of AIFD is so that surprise for honorees can be maintained.

**Students** – With proper documentation and applications having been presented, it was moved and seconded to accept the applications for the establishment of AIFD Student Chapters on the campuses of the University of Missouri-Columbia and Brigham Young University-Idaho; thus adding to new student Chapters to the roles of AIFD. The motion passed unanimously.

**Staff** – Mr. Shaner requested that Ms. Philips review the work she and her associates at the AIFD headquarters have

been doing to help promote AIFD membership and the AIFD Professional Floral Design Evaluation process. Upon her review, she was congratulated for all of her initiatives and job well-done; it is anticipated that she will have doubled the number of PFDE candidates for 2013.

**Future Meetings of AIFD Leadership** – June 27, Board of Directors (Las Vegas); August 25-26, Executive Committee (TBD); October 27-28, Symposium Committee and Board of Directors (Denver); January 27, Executive Committee (Chicago); and March 28-31, Presidents-Elect, Finance, Tellers, Board of Directors (Baltimore). As always, thanks to those who give so much of themselves to move AIFD forward as volunteer leaders.

## Got News???

Has something exciting happened to you, your chapter or do you know of an AIFD member who doesn't want to toot their own horn but needs to?

Have you been involved in a research or community service program that you'd like the rest of the membership to know about or get involved in?

Have you received an award or honor? Have you received a promotion or been named to a new position?

Have you or your chapter been making headlines in your local paper or favorite trade publication?

E-mail your tips, ideas, articles and images to **Molly Baldwin-Abbott**, director of communications, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com) or **Janet Black AIFD, CFD, PFCI**, newsletter editor, at 410-752-3318 or [janetblackaifd@gmail.com](mailto:janetblackaifd@gmail.com).



## AIFD and Social

[www.facebook.com/AIFD.CFD](http://www.facebook.com/AIFD.CFD)



## Media

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



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



[www.youtube.com/user/AIFDHqtrs](http://www.youtube.com/user/AIFDHqtrs)

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# SPEAK NOW: Tips on Presenting Excellent Floral Programs

By Marie Ackerman AIFD, CFD, PFCI

What's the difference between a good speaker and a great one? You could site quite a few attributes, like knowing the audience, expertise in the presentation subject or a quirky delivery style. But for me the difference between good and great comes down to one word: Practice.

Practice is the thing that your coaches and teachers have been preaching for decades as the thing to make you better. Yet, there is something about us that is reluctant to actually take the time to practice being a great speaker. "I should be able to just do it," we tell ourselves. Or, we somehow think that practice will "take the edge off" the actual presentation. Nothing could be further from the truth. Here are some ideas for you to consider as you pursue your own speaking or teaching career.

## First: Become an Ardent Observer

One of the most important parts of being a great speaker is hanging around with speakers whose skills you admire or you like how they communicate. As you observe and note what other successful speakers are doing (verbally and non-verbally), you expand your own thinking of what works in various situations. I am not advocating that you copy every one you see speak – but rather glean the best practices from other successful speakers and blend them into your own style. Build your repertoire of ideas so that when you are in the heat of a speaking dilemma – you have someplace to draw ideas from quickly.

## Next: Practice, Practice, Practice

"What do you want me to practice?" It is a question I often get from new speakers I am training. After all, most of the speaking we do in the floral industry is "expromptu" speaking – (a mixture of extemporaneous and impromptu) not a prepared State-of-the-Union address.

I practice by standing in the place where I will be speaking. I physically walk the stage as if I am delivering the program. My body will remember being there when it is actually time to go on for the

real program – and that helps cut down on the many uncertainties that run through my head.



For large programs, I may also practice how designs will be brought out on stage or removed from stage – even what pedestal they will be placed on. These little things make all the difference in the world with how a program flows – and how it looks to an audience. It also takes away another uncertainty of presenting.

I also practice verbally delivering the program's opening and closing – even to the point of writing it down and repeating it over and over. At show time, I don't read memorized lines like a puppet – but my mind has logically thought through the most important ideas to communicate and

I find they magically reappear in the moment. This would be impossible without practice.

## Finally: Review Every Performance

After the presentation seek honest feedback from audience members. Have someone capture your presentation on video and force yourself to watch it about a week after the presentation. Although this sounds like a horrible thing to do to yourself, it's probably the thing that helps

you improve your abilities more than any other thing you could do. You see yourself as others see you. It helps you isolate a few things to work on. No matter how long you've been speaking – there is always something to work on! (For example: better pronunciations, slowing down, better word selection, more relaxed gestures and more smiles are just a few that pop up on my list often.)

The road to being a great presenter is not a short one. There are no magic formulas or performance enhancing elixirs to get you there quickly. Spend time practicing for every presentation – large and small. Practice won't make you perfect, but it will eliminate a lot of the uncertainties that rattle every speaker. It gives you confidence to move forward toward your goal; becoming the best version of yourself.



# AIFD ACCOLADES

As mentioned in the last issue of the newsletter **Katie McCormick Kharrat AIFD, CFD** and her husband **Arteen** welcomed a new member to their family. Madelyn Millie was born on February 13, 2013 weighing 7 lbs., 11 oz., and was 20.5 inches long. Her proud mother boasted "She is amazing! Just wanted to share and of course she will be at Symposium!" 🌸



AIFD was represented at the Milwaukee Art Museum where AIFD candidate **Debbie Strand** and **Amanda David AIFD, CFD** promoted the association. AIFD was also represented at the Tropical Plant Industry Exhibition (TPIE) that took place Jan. 23-25, 2013 at the Greater Fort

Lauderdale Broward Convention Center in Florida. In the photo are **Jacob McCall AIFD, CFD**, **Janet Black AIFD, CFD, PFCI**, **René van Rems AIFD, CFD** and **Jim Dempsey AIFD, CFD**. 🌸

**Hitomi Gilliam AIFD, CFD** had one of her designs selected to be on the cover of the new book "A Fresh Look at Judging Floral Design" (design pictured right). It was one of the three designs she created featuring the use of lucite rods in the monthly 'Creative Edge' feature in *Flowers & Magazine*. 🌸



## SNAPSHOT



Bouquets to Art by Laura Dowling, chief floral designer at the White House. She provided exquisite works of floral art at the 2013 event. Talmage McLaurin AIFD, CFD is pictured to her right. Photo courtesy of the *Florists' Review* Facebook page.

## Southwest Region of AIFD Hosts The Art of the Party

By Alex Jackson AIFD, CFD, PFCI, SWAIFD past-president

"The Passion of Flowers, the Art of the Party" took place March 10 at the National Orange Show in San Bernardino. The show featured **Chris Norwood AIFD, CFD**, **Michael Quesada AIFD, CFD** and new inductee **Debra Schwarze CFD**. These designers dazzled the audience with their Passion for flowers and create beautiful party creations. View photos of the event below!

On behalf of the Board of Directors of the Southwest Region of AIFD I would like to extend a sincere thank you for your kind and generous donation of fresh flowers for our annual design programs. Your generosity allowed us to present three fantastic design programs to over 150 retail florists, wholesale florists, event planners and wedding planners. I understand that each of us is continually approached for donations and it is only through these donations that SWAIFD can continue to produce our educational programs. Thank you again for your beautiful fresh flowers and I look forward to our paths crossing again soon.





American Institute Of Floral Designers Foundation, Inc.

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## AIFD Foundation Notes

### Join us for the following AIFD Foundation Events during the 2013 AIFD National Symposium

#### Strolling the Gardens of Versailles Luncheon Monday, July 1<sup>st</sup>, 2013

*Featuring the floral decor of Kevin Coble AIFD, CFD,  
Chris Norwood AIFD, CFD, and Kelly Marble AIFD, CFD,*

This enjoyable lunch will be followed by a live auction of Parisian masks and paintings by members of AIFD. It's a fundraiser to benefit the AIFD Foundation and it's coordinated by the incomparable Ron Mulray.

Whether you partake in the lunch or not, you won't want to miss this exciting fashion show. Bid on a mask to wear at the July 2 Leadership Gala. The auction includes one-of-a-kind original works of art created by some of AIFD's top designers!

#### Believe In Your Passion Special AIFD Foundation Post-Symposium 2-Part Workshop Wednesday, July 3<sup>rd</sup>, 2013

*Featuring Tomas De Bruyne and Araik Galstyan*

Internationally acclaimed floral design artists Tomas De Bruyne and Araik Galstyan will each be featured for a two-hour presentation (Tomas 9-11am and Araik 1-3pm) that will benefit the AIFD Foundation. They will demonstrate their latest techniques and examples of putting the passion back into your designs.

Additional registration is required so make sure you sign up on your Symposium registration form! Tuition is \$149 for both presentations or \$99 for only one session.

AIFD Foundation  
2525 SW 5<sup>th</sup> Street, Suite A  
Des Moines, IA 50309  
Phone: 515-282-8192  
www.aifdfoundation.org

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# JACK

By Bill Schaffer AIFD, CFD, PFCI

How do you get almost 250,000 or more attendees to understand your message? **Kristine Kratt AIFD, CFD, PFCI** and myself find this to be our primary concern as we prepare each year for the Philadelphia Flower Show. Obvious is not our modus operandi ... more like UNEXPECTED. Having chosen the dark side; going against the grain; searching for anything that no one else will do is where our art dwells. We spent eight months challenging ourselves to develop unpredictable concepts and formulate our designs in the midst of an iconic moment in history.

For the 2013 Philadelphia Flower Show, The Pennsylvania Horticultural Society chose "BRILLIANT" as its theme. Everything British was up for grabs. SCHAFFER DESIGNS created J A C K. The exhibit traveled back to 1888 and the distorted, dark streets...the cold, factory-driven silhouettes of London's East End. We journeyed to a time before Piccadilly Circus was as brightly lit as Times Square; before the view of Westminster Abbey, The Parliament and Big Ben were best seen from the top of Europe's tallest Ferris Wheel. Before all of that, there was Whitechapel and the closing days of the 19th century. Attendees were warned to tread cautiously as they were transported to the back-alley pathways where illicit activities were the norm and the city above flowed its murky essence into the forgotten underground – this was where Jack the Ripper roamed.

The entire set was an overhead blueprint of Whitechapel during the three months of the Jack The Ripper murders. Each of our seven major designs was set at the location of the actual ghastly acts. It becomes a challenge to embody the moment. To capture the gruesome acts in flowers was not our ultimate objective. Our designs were not focused on blood and guts and murder - they were about the edgy feel of the day - the sharp tension of society during this changing Industrial Revolution. Inspired by the textures and colors of 1888 London, we looked beneath the city; interpreting the dark, eerie corners; the spirits and emotions left behind.

Twenty thousand stems; blending everyday with unique and new varieties of traditional and tropical flowers in strong textural forms, lines, rhythmic patterns and color-blocking were used to create a balance of unity that became J A C K. There were an additional 6,000 stems brought in for the ten days of nightly refreshing.

Designers from around the world traveled in as volunteers to form this floral tribe. These floral travellers come to Philadelphia at their own expense, and gave freely of their time, talent and energy.

This is a group of individuals of greatly varying degrees of floral experience and talent who come together to assist each other, to learn, to educate and experience floral friendships and design. The designers were divided into seven individual crews and each were assigned group projects. They spent four days combining all of the flowers, accessories and props into the set for the culmination of one full year's worth of ideas. As each group finished their individual assignments, the designers

would then begin work on other projects. In the end, everyone touched a little bit of each part of the Exhibit.

With the Show opening one day earlier for this show, we had one less day to make the magic happen. Designers began arriving on Monday, Feb. 25 and didn't leave until the last bit of trash was swept from the floor and every flower was inspected for quality and each design completed. Only then was there time to kick back and ... wait ... there was never time to relax. At 2:30 a.m., March 1, 2013 – just 4.5 hours before judging was to begin on Opening Day – we were finally leaving.

The exhibit was awarded The Pennsylvania Horticultural Society's Award for BEST IN SHOW – FLORAL for the 2013 Philadelphia Flower Show as well as The Society of American Florists Award for the Highest Score for the Presentation of Flowers and Plants for Public Enjoyment.

The dedication of this group catapulted Schaffer Designs to our 3rd BEST IN SHOW in-a-row and our 4th in just the past seven years of our participation as Major Exhibitors in The Philadelphia Flower Show. This highly decorated team of designers for 2013 included 15 Accredited Members of the American Institute of Floral Designers (AIFD) and one designer Certified by AIFD as a Certified Floral Designer (CFD).

The 2013 SCHAFFER DESIGN TEAM: **Bill Schaffer AIFD, CFD,**





PFCI and Kristine Kratt AIFD, CFD, PFCI of Philadelphia Pa.; Wendy Andrade AIFD, CFD of Kent, England; Susan Bain AIFD, CFD of Fort Myers, Fla.; Alisha Bell AIFD, CFD of Marlton, N.J.; Kathy Biss Bates of Nashville, Tenn.; Nick Codd of Severna Park, of Md.; Rick Cuneo AIFD, CFD of Cherry Hill, N.J.; Darendia Darnell of Homestead, Fla.; Jodi Duncan AIFD, CFD of Harrisburg, Ill.; Anne Gallagher AIFD, CFD of Mt. Airy, Md.; Lee Gallison AIFD, CFD of Altadena, Calif.; Darcie Garcia of Zionsville, Pa.; Gerry Gregg AIFD, CFD of Chico, Calif.; Dave Hamilton of Philadelphia, Pa.; Melissa Huston of Edgewater, Md.; Shelly Huynh-Lewis AIFD, CFD of Salt Lake City, Utah; Adelaide Linn AIFD, CFD of Gwynedd Valley, Pa.; Jacob McCall AIFD, CFD of Fort Lauderdale, Fla.; Mandy Majerik AIFD, CFD, PFCI of Birmingham, Ala.; Jessica Morris of Birmingham, Ala.; David Potosnak CFD of Dover, N.J.; Alfred Price of Philadelphia, Pa.; Brenna Quan AIFD, CFD of Burnaby, BC, Canada; Robert Quartucci of Philadelphia, Pa.; Sherrilyn Roundy of Castle Rock, Colo.; Shannon Toal of Ambler, Pa.; Heather Towne of Levittown, Pa.; Renee Tucci of Lansdale, Pa.; and Linda Wharton of Reading, Pa.



The giving nature of the floral industry is truly unique. From florist-to-florist, wholesalers, suppliers and growers, through education to actual product; a florist always has a friend. We have so many talented designers ready and willing to work hard on our exhibit, but our budget is limited and our aspirations are not. In ride our Partners on their proverbial white horse. Their products allow us to take our imagination and bring it to life.

Schaffer Designs industry Partners for the 2013 Philadelphia Flower Show were: Accent Décor, Amy's Orchids, Delaware Valley Wholesale Florists, Design Master, Elite Bouquet, Events Productions, FernTrust, FloraCraft, Green Point Nurseries, Jet Fresh Flowers, Mayesh Wholesale Florists, Naniwa Flower Auction, OASIS Floral Products, Rosaprima, Roseville Farms, Sunburst Farms, and Wish Painting & Sculpture.

For an in-depth look at the Schaffer Designs Exhibit J A C K at the 2013 Philadelphia Flower Show check out the official J A C K video at [www.youtube.com/watch?v=4BELHDSvOiA&feature=player\\_embedded#!](http://www.youtube.com/watch?v=4BELHDSvOiA&feature=player_embedded#!).

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- You have the ability to give competent feedback and praise
  - You can maintain integrity, respect and professionalism at all times
- You can uphold the AIFD Certified Evaluator and Judge standards

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The initial certification process is at no charge to AIFD Members. Use this certification to be an AIFD PFDE Evaluator or just to judge your local competitions. Interested members must complete the following requirements:

- Participate and complete all three required workshops
- Complete an actual design evaluation workshop and assessment
  - Pass the on-line test

GO TO [aifd.org](http://aifd.org) FOR MORE DETAILED INFORMATION AND WATCH FOR MORE DETAILS THIS MONTH.

For additional questions please contact  
Joyce Mason-Monheim AIFD, CFD, PFCI  
Membership Chairperson  
[jmmomheim@yahoo.com](mailto:jmmomheim@yahoo.com)

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# Everything You Need to Know:

**W**hen "Passion" Symposium Coordinator **Tom Simmons AIFD, CFD** was asked what flower seemed most requested by symposium designers this year he didn't hesitate to exclaim Gloriosa lily. "It's the same flower that is on the symposium brochure at the bottom front cover," he added.

**Common Names:** Gloriosa, Gloriosa Lily, Glory Lily,

**Botanical Name:** Gloriosa, (glow-ree-OH-sah)

**Availability:** Year-round.

**Vase Life:** Four to five days for individual blossoms.

**Storage Temperature:** 36 - 38 F

**Ethylene Sensitive:** Yes

**Description:** The Gloriosa is a very beautiful and wonderfully unusual blossom with long curled petals that reflex 180 degrees. The Gloriosa plant is a climbing vine and a member of the lily family.

**Colors:** Bright crimson petals with white to gold margins and throats. They are primarily red but orange and yellow are available.

**Botanical Facts:** The name Gloriosa is from the Latin word Gloriosus meaning Glorious.

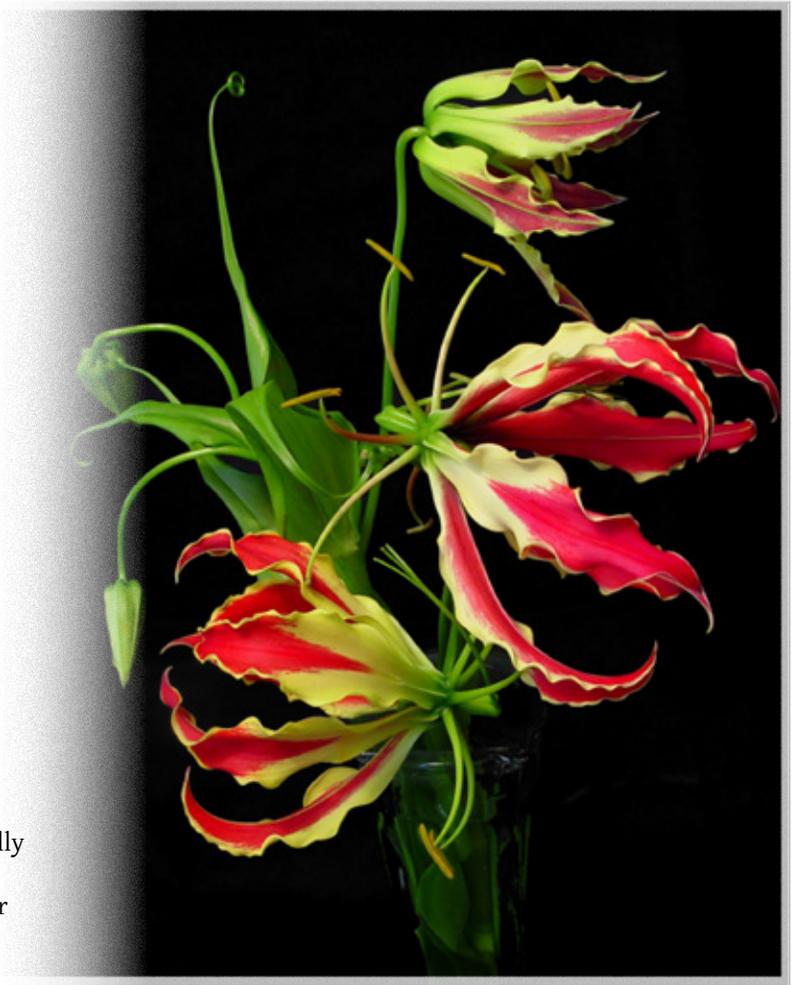
**Design Notes:** Gloriosa blossoms add interest and color to floral design. Usage is limited by their short stems (6 to 8 inches long). Gloriosa blossoms are very popular in wedding and corsage work.

**Purchasing Hints:** Gloriosa is generally sold as individual blossoms packaged in airtight bags. Occasionally vines 24 to 36 inches are sold with three to five flowers on the vine. Purchase individual flowers that are fully opened. Purchase vines with turgid foliage and one or two open flowers.

**Conditioning:** Hold individual blossoms, refrigerated in the air-tight bags in which they are shipped until needed. With vines, remove all foliage that will be below the water line. Cut under water with a sharp knife. Hydrate in a solution of warm water and commercial floral preservative / floral food for two hours before storage or usage.

**Additional Notes:** Gloriosa plant material is toxic. The tubers of the plant are highly toxic.

**Symbolism:** Gloriosa superba is the national flower of Zimbabwe (where it is a protected plant). A diamond brooch in the shape of the flame lily was a gift from Zimbabwe (then Rhodesia) to Queen Elizabeth II on a visit in 1947 while she was still the crown princess. It is also the state flower of Tamil Nadu state in India, and is the national flower of Tamil Eelam, and as such was displayed during Maaveerar Day.



Sources: - <http://floraldesigninstitute.com/page004.06.054.1.htm>, [http://en.wikipedia.org/wiki/Gloriosa\\_%28genus%29](http://en.wikipedia.org/wiki/Gloriosa_%28genus%29)

# AIFD Looking for New Laureate Members to Recognize

AIFD is looking to recognize more of its loyal, longtime members and symposium attendees. Last year AIFD introduced a new status to recognize members with 21 years or more of membership, who have also attended a minimum of ten (10) National Symposia, with a new Laureate status.



The Laureate status was designed to express AIFD's appreciation and recognition of members for their long-term membership, as well as their support of the annual National Symposium. It is a way to say "thank you" and to salute these members so that others may aspire to the same level of dedication to AIFD as they have demonstrated!

During last year's annual symposium held in Miami, 122 Laureates were honored and recognized during the Annual AIFD Members Meeting. In addition, AIFD Laureate Members are saluted in the annual Membership Directory and on the AIFD website, and will also be recognized at future Symposia they may attend. The Laureate status does not affect annual membership fees.

If you believe that you meet the qualifications to become an AIFD Laureate, download the application at <http://aifd.org/membership/recognizing-laureates/> and return it to AIFD Headquarters prior to this year's AIFD Symposium "Passion" being held June 28 - July 2 in Las Vegas.

All new and current Laureate members will be recognized once again with a special ceremony during the Annual Members Meeting that takes place Saturday, June 29 in Las Vegas.

Don't miss out on the opportunity to be recognized for being a loyal, dedicated member of AIFD. After all, you have earned it!

## State Associations Spreading the Passion

Several more organizations have advised AIFD of their winners of a complimentary general registration to attend the 2013 AIFD National Symposium "Passion" in Las Vegas, June 28-July 2. The gift was given by AIFD to help state associations raise funds to support their floral design education programs.

Congratulations to the following floral professionals: Delaware Valley florists Association - **Rick Cuneo AIFD, CFD**; Connecticut Florists Association - **Mary Guzior** of Seagroatt-Riccardi in Latham, N.Y.; Floral Association of the Rockies - **Emma Chambers** of Klassye Creations in Aurora, Colo.; Florists Buy Club - **Mike Kusuda** of Jimmy's Flower Shop in Ogden, Utah; Alabama State Florists Association - **Carolyn Minutillo AIFD, CFD** of Lavendar Hill Florist in Jeffersonville, Ind.; Iowa Florists' Association - **Jody Van de Krol** of Flowers on Fourth in Grinnell, Iowa; Illinois State Florists' Association - **Susan Glickman** of Fleurtations in Anaheim Hills, Calif.; Korea - **Min Kyung Min**; Georgia State Florists Association - **Sharon Ivey CFD**; Nebraska Florists Association - **Jan Hiner** of Beyond the Vine in Omaha, Neb.; Michigan Floral Association - **Jen Lineham Sylvania** of Beautiful Blooms by Jen; Philly Flower Show - **Theresa Colucci AIFD, CFD** of Meadowscent in Gardiner, N.Y.; Montana Florists Association - **Larry Kramer**; North Dakota State Florists' Association - **Gretchen Barranick** of Country Gardens in Jamestown, N.D.; South Dakota Florists Association - **Kathy Calhoom** of Accent Florals by KC in Winner, S.D.; Wisconsin/Upper Michigan Florists' Association - **Candy Cannon AIFD, CFD** of The Flower Studio in Sun Prairie, Wis.; Oklahoma State Florists' Association (OSFA) - **Sue Kendall** of Kendall Flowers & Gifts in Chickasha, OK.; West Texas New Mexico Florist Association - **Sabine Green** of New Mexico State University in Las Cruces, N.M.; North Carolina Florist Association - **Brandi Dennison** of Purple Poppy in Wake Forest, N.C.; and Texas Floral Endowment - **Rey Rodriguez CFD** of A Rey of Flowers in Pleasanton, Texas.

## Member Shows Off Wedding Skills

**Sandy Schroeck AIFD, CFD, PFCI** (pictured below) recently took part in an "New Wedding Trends, Care and Handling of Florals" event held at the Dayton, Ohio Nordlie location. At this event, Sandy presented some designs featuring Smithers Oasis products (who was a sponsor). More photos can be found on the Nordlie Dayton Facebook page at [www.nordlie.com](http://www.nordlie.com).



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# Learning is in the AIR

## SAIFD Chapters Participate in Artist in Residence Programs

### City College of San Francisco

The SAIFD Menzie Chapter at City College of San Francisco hosted an Artist in Residence (AIR) Program on March 20, 2013. **Bill Taylor AIFD, CFD** was the featured designer.

Bill has been a member of the American Institute of Floral Designers for 30 years, serving as president and a fellow. He owned Taylor's of Sonoma a flower shop in Sonoma, Calif. for 16 years. Bill has taught classes at City College of San Francisco and all over the world. He is an active force in the industry and his work has been published in many magazines such as *Flowers &, Florists' Review* and *Floriology*.



Bill's presentation focused on floral displays that correspond to significant periods in the history of floral design. He discussed ways to incorporate these



historical styles into today's designing. He also talked about trends in the floral industry, professional flower shop operations and the many career pathways in the floral industry. The students were intrigued and awed by his diversity and expertise in floral design.

The SAIFD students assisted with set up, prep work and break down for the program. Bill spent a lot of time interacting with the students and answering their individual questions. There were 44 students that attended and three instructors from City College (**Jenny Tabarracci AIFD, CFD, Holly Money-Collins AIFD, CFD and Steven Brown AIFD, CFD**). After the program it was a great opportunity for everyone to get to know Bill and each other while enjoying a fabulous pot luck meal.



### Seneca College - Trillium Chapter

The SAIFD Trillium Chapter hosted the annual AIR Program on Feb. 19, 2013, with Guest Designer **Inta Taurins AIFD, CFD**. The theme was "TROPICALS AND BEYOND."

Inta has been a member of the floral industry in Canada for many years. She has been involved in numerous Floral Design shows and panels and is giving workshops at various institutions throughout the city and throughout the country. Her design skills are evident in many floral industry showrooms, on catalogue covers, and in publications. Inta is also actively involved in teaching seminars and workshops in the city and across the country. She has also been a guest designer and presenter on numerous industry shows which featured very energetic runway shows. Her workshop focused on the creation of dynamic, visually exciting floral arrangements with unusual foliage and Exotic Floral materials.



Inta stressed that using traditional greens and foliages in non-traditional ways challenges the designer to expand his/her notions of what constitutes an "arrangement." Inta demonstrated some very innovative and contemporary floral techniques, such as weaving and binding grasses. She showed the students how to bring extra color into these weaving components with a simple curling ribbon woven with the Lily grass, and used as a featured component within the design. The second part of her presentation included a hands-on workshop with the SAIFD members who were so excited to experiment with the techniques Inta was demonstrating. Students experimented with Pin Cushion Proteas, grasses, seeded Eucalyptus and a selection of foliage and created their own concepts. Inta's workshop was a great success and every student was filled with new inspiration.



On March 12 the Trillium Chapter invited a guest speaker who graduated from the Floral Design Program in 2009, and since then established her own company "Flora Technics," in a community outside of Toronto. **Jessalyn** is also a former SAIFD member and competitor. She was invited to talk to the group about her journey in establishing her own company with her sister. She spoke to the students about some of the many challenges they were facing before they were able to open the doors of the new business. Everyone was very curious and excited to ask all these so important questions in regards to the many details we need to consider in our industry.

On April 10 the Chapter participated in a Floral Exhibit that took place at the Japanese Cultural Centre and was part our Departments Year End Fashion Show. Preparations for the Student Competition in Las Vegas are in progress which promises to be another exciting event.

## College of Southern Nevada - Elaine Wynn Chapter

The Elaine Wynn Chapter of SAIFD worked together to create wedding flowers for fellow floral design student **Leslie Alcalá's** wedding. Leslie was diagnosed with cancer in the Fall of 2012 and would be undergoing a series of surgeries in early 2014. Because she would be in recovery up until her wedding date, SAIFD members became involved and volunteered their time to make sure her wedding was beautiful and stress-free.



SAIFD members met with Leslie and discussed her likes and dislikes before brain storming designs at their February meeting. Club members worked well together to provide input and streamline designs for the church and reception hall. The arrangements were assembled in a club member's home during spring break on Friday afternoon. Members met again on Saturday afternoon to deliver and set up the finished pieces. There were a few speed bumps along the way but, in the end, everything turned out fantastic! Club members wish Leslie and her new husband all the happiness in the world and are honored to have been a part of their special day.



## SUNY Cobleskill

The Artist in Residence Program took place at the State University of New York Cobleskill Campus on April 23, 2013. Guest designer **Ken Norman AIFD, CFD** came to the campus to work with students on tablescapes. The SUNY Cobleskill floral design students collaborated with Ken to create four themed tablescapes during the day, which led to an open house for the college and community from 4:30-6:30 p.m. This event was in conjunction with Ag week held at the campus. Linens

were provided by Tablecloths for Granted of Schenectady, N.Y.

Table #1 was titled "Southern Comfort" and was a beautiful expression of southern living with Spanish moss, palms and cut glass. It was reminiscent of a southern veranda gathering. The colors were greens, various shades of brown, cream and white. Table #2 was titled "Funky Daisy" which was a fun and festive Sweet 16 party. The students used brightly



colored containers and votives with gerberas and iris to create a party atmosphere. Table #3 was titled "Go Green." This themed table was decorated with succulents, scented geraniums and different potted live plants. They used all recycled product for the accents, including brown packing paper and terracotta to create a tablescape full



of texture and scent. Table #4 was "Life is a Beach." This table was clothed in aqua and accented with beautiful designs of peach, blue and white. Hanging lanterns hung overhead while starfish, shells, sand and lanterns were adorned with flowers. Co-advisors **Mary Robinson AIFD, CFD** and **Theresa Colucci AIFD, CFD** assisted and helped the students bring their visions to life.



## University of Missouri: Mizzou

The Mizzou SAIFD Chapter sponsored their first Artist in Residence program welcoming well-known designer **Jim Ganger AIFD, CFD** to come meet the club and conduct a floral-related activity on April 12. Ganger taught foliage manipulation by showing many different ways to use foliage in an arrangement. Six members attended this program and had the opportunity to get to know Ganger and enhance their knowledge of the floral design industry and foliage manipulation. This was a great learning experience for Mizzou SAIFD and they are looking forward to more Artist in Residence programs in the future!



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# AIFD Chapters Spreading the Love of Flowers

## AIFD North Central Chapter Shines in Chicago

AIFD's North Central Chapter returned to the Chicago Flower and Garden Show this past March. Under the leadership of **Sue Vanderhulst AIFD, CFD**, **Stacey Carlton AIFD, CFD** and **Bobbi Ecker-Blatchford AIFD, CFD, PFCI**, the return to the show was a complete success! Over the course of the nine day show 18 classes were taught. In addition, twelve designers created an art gallery style display where they interpreted new and classic works of art. Photos from the event are pictured below!



## Chapter Members From Across U.S. Meet in Portland for Program

By *Leanne Kesler AIFD, CFD*

March 17 was a grand day in the NW region. AIFD members from north, south, east and west converged in the Floral Design Institute Creative Center for a fabulous program with **Jodi Duncan AIFD, CFD**. Fast paced, information packed and fun....that describes the day.

**Gerry Gregg AIFD, CFD** was the first to arrive on scene to open boxes and prepare the flowers. Later, he and Jodi conferred on how best to present the program.

Saturday was spent busily preparing materials for both the hands-on program and the stage presentation. Of course, a board meeting was in order to plan "what's next" for the NW Region. That night, a delicious paella dinner prepared by **David Kesler AIFD, CFD**. If you looked for him on Saturday with the flowers, you would not find him. Turn to the FDI kitchen and there he was... chef of the day!

Sunday, **Jodi Duncan AIFD, CFD** dazzled the group with her style and wit. Thanks to AIFD designers **Bill Schaffer AIFD, CFD, PFCI** and **Kristine Kratt AIFD, CFD, PFCI** for leaving this custom teal tree behind from their photo shoot. Jodi re-purposed it for wedding reception decor.

Next up, put all that creative inspiration to work with a hands-on design session. Jodi shared several armature tricks and creative techniques!

Kudos to the NW Region and Jodi for a well done program. So much fun, so much education and so much networking. That's what AIFD is all about!



Back row l-r: *Mike Hollenbeck AIFD, CFD, Rachelle Nyswonger, AIFD, CFD, Erik Witcraft AIFD, CFD, Kim Oldis AIFD, CFD, Leanne Kesler AIFD, CFD and Gerry Gregg AIFD, CFD. Front row l-r: Sharrai Morgan AIFD, CFD, Jodi Duncan AIFD, CFD and David Kesler AIFD, CFD.*

# What's Going On?

# AIFD Chapter Reports

## North Central Chapter

**Loann Burke AIFD, CFD, PFCI**

Our North Central chapter has been hard at work participating in awareness events across the region.

**Sue Vanderhulst AIFD, CFD** and **Stacey Carlton AIFD, CFD** headed up a team of volunteers to present a spectacular exhibit at the Chicago Flower and Garden Show. "The Art of Floral" was an interpretive gallery style exhibition featuring twelve floral interpretations of classical and contemporary forms of artwork. The space was a true highlight of the show. Sue and Stacey not only organized the effort, but produced interpretations as well. Others participating included **Phil Meyer AIFD, CFD**, **Eldon Haab AIFD, CFD**, **Cathy Brunk AIFD, CFD**, **Luz Cardenas CFD**, **Enrika Karalius AIFD, CFD**, **Susan Jensen AIFD, CFD**, and **Carolyn Minutillo AIFD, CFD**.

Sue and Stacey also coordinated eighteen floral design classes for show goers over the nine day run. **Laura Daluga CFD**, **John Windisch AIFD, CFD**, **Debbie Strand**, **Jody Brown Spivey AIFD, CFD**, and **Carolyn Minutillo AIFD, CFD** assisted and taught classes along with the dynamic mother/daughter team. Many thanks and a huge round of applause are in order. Their passion for our industry was evident as they shared a love of flowers and floral art with everyone at the show.

Illinois State Florists Association and Michigan Floral Association held their annual conventions treating attendees to numerous main stage shows, business sessions and hands on classes. Many were inspired and refreshed with new floral inspiration just in time for the spring holidays.

We had looked forward to the Dayton Home and Garden Show where **Jeanna Furst AIFD, CFD**, **Alice Waterous AIFD, CFD, PFCI**, **Sue Huelsman AIFD, CFD**, **Blaine Kohler AIFD, CFD**, **Cory Brown AIFD, CFD**, **Bob Friese AIFD, CFD**, **Mary Linda Horn AIFD, CFD, PFCI**, **Carolyn Kurek AIFD, CFD**, and **Rae Roberts-Griffith AIFD, CFD** created tablescapes to interpret the theme "It's Elemental!" We also turned our efforts toward Art in Bloom at the Milwaukee Art Museum that took place April 11-14, 2013. **Amanda David AIFD, CFD** coordinated the event this year organizing volunteers and creating floral displays throughout the museum. A enormous round of applause to **Larry Masters AIFD, CFD** who has dedicated countless hours coordinating the event in past years and now passed the baton to Amanda.

It's going to be a fantastic spring in North Central!

## South Central Chapter

**Lou Lynne Moss AIFD, CFD, PFCI**

South Central Members participated in our Wedding

Sell-O-Bration Design Program and Hands-On Boot Camp April 7 & 8. **Cherrie Silverman AIFD, CFD** and Program Coordinator **Frankie Peltiere AIFD, CFD** presented a dynamite two day event. Our National Board Representative **Marie Ackerman AIFD, CFD, PFCI** was on hand along with **Suzie Kostick AIFD, CFD, PFCI** and **Eva Riter AIFD, CFD** who contributed design concepts and panel discussions for vital issues facing today's wedding and event business. Baisch & Skinner's Linda Kay Learning Center hosted the event and workshop in St. Louis, Mo. They have played a vital role in our region's success for many years. Always top notch product and an excellent venue for AIFD to present the best education and talent in the Midwest.

Staying ahead of the game, we marketed "Passion" our national Symposium in Las Vegas as well by offering a drawing for a free general registration. We are pleased to announce **Connie Schwent** of Connie's Buy the Bunch Florists in Ste. Genevieve, Mo. was the winner!

Our industry is one of those roller coaster rides we remember as a kid. Sometimes scared to actually climb in the seat, but getting up the courage to get in line, your heart is beating twice as much as normal, then upon the first climb you settle in and over the hump and you are screaming with excitement...the thrill of it all has hooked you for the entire ride! I have experienced that my entire life with AIFD. You go through your daily routine, working hard to pay the bills and gather enough money to attain membership, pay yearly dues and attend Symposium, but it is a very thrilling time to take the "ride of your life" meeting other talented designers and making steadfast friendships with those who will share the PASSION for flowers through AIFD and the entire floral industry! We are a very unique bunch! Come join us!

## North East Chapter

**Lisa Greene AIFD, CFD, PFCI**

Spring is here and every florist I know is very busy. As April is gone and May is here, I am sure our members are doing programs, working on proms, booking weddings, selling spring plants and many more things. Spring is a busy time. Here in Boston we just received a reality check that stopped us in our tracks. The events that transpired the week of April 15 showed us that family, friends and faith are all items that need to move to the top of our to-do list. Our work is wonderful and we are blessed to have chosen a vocation that we love, that being said each one of us should look at our lives and make adjustments if we need too.

Speaking of the triple three, I am looking forward to seeing my symposium family at "Passion" and I hope to see you there too. There is still plenty of time to register. I wish you all a happy spring, good luck to those who are undertaking PFDE and please take a little time to enjoy the next warm sunny day that comes your way.

## Northwest Chapter

Gerry Gregg AIFD, CFD

As President of the Northwest Region Chapter of AIFD, I would like to congratulate our new leadership board for 2013-14 to be installed in Las Vegas at "Passion" – President **Lily Chan AIFD, CFD**, President Elect **Kim Oldis AIFD, CFD**, Vice President **Rachelle Nyswonger AIFD, CFD**, Secretary **Sharrai Morgan AIFD, CFD**, Treasurer **Karen Schubert Genoud AIFD, CFD**, Representative to the National Board **Mike Hollenbeck AIFD, CFD**, and Directors **Wendy Pine AIFD, CFD**, **Susan Ishkanian AIFD, CFD**, **Eric Witcraft AIFD, CFD**, **Wil Gonzalez AIFD, CFD**, **Robin Phillips AIFD, CFD**, and **Philip Rice AIFD, CFD**. The AIFD Northwest Region Chapter would like to congratulate **Sungmum Ryu** as the 2013 scholarship recipient. Sungmum is a SAIFD City College of San Francisco student who will compete at the AIFD National Symposium in Las Vegas, Nevada. We look forward to awarding and acknowledging her outstanding accomplishments and goals in the floral industry. Many of our Region's members participated in the 29th Annual "Bouquets to Art" on March 19-23. The de Young Fine Arts Museums of San Francisco holds this week-long event with a magnificent mash-up of art and flowers. Participating members included: **Jenny Tabarracci AIFD, CFD**, **Greg Lum AIFD, CFD**, **Emil Yanos AIFD, CFD**, **Wil Gonzalez AIFD, CFD**, **Amy Kee AIFD, CFD**, **Hiromi Nomura AIFD, CFD**, **Kaori Imaizumi AIFD, CFD**, **Steven Brown AIFD, CFD**, **Holly Money-Collins AIFD, CFD**, **Constance Oakson AIFD, CFD**, **Nona Tai AIFD, CFD**, **Yoko Ishii Klingebiel AIFD, CFD**, **Sue Morford AIFD, CFD**, **Laura Auyeung AIFD, CFD**, **Dianna Vigil AIFD, CFD**, and **Katherine Zhang AIFD, CFD**.

Finally, we held our spring program in Portland, Ore. at the Floral Design Institute, featuring the designs of **Jodi Duncan AIFD, CFD**. We would like to thank **David and Leanne Kesler AIFD, CFD** for hosting this show; you are the consummate host. We would like to thank our sponsors for making this show possible: Smithers Oasis, Green Point Nursery, UCI and Kitayama Brothers Farms. Without them we could not put on this successful educational program.

## Southwest Chapter

Lori Novak AIFD, CFD

No report submitted.

## Southern Chapter

David Powers AIFD, CFD

Wow, I can't believe that it is May already. We had our board meeting on the April 11 and then we went into full swing of a great weekend exploring beyond the shore.

Our costume optional pirate's party kicked off Friday evening. It was followed by an early Saturday morning of educational treats. We enjoyed not only seeing the design talents of our AIFD friends but sharing time with our colleagues who were there with us. Our Southern Chapter was involved in the National FFA meetings in Florida in March. It was very exciting

to see so many young people wanting to learn our art and craft. The students were assisted in creating a bud vase.

I'd Like to thank all of the AIFD designers who were there to help represent our organization and region. I'd like to say that our industry is in need of education. I, myself, work for Potomac Floral Wholesale. This year we had our annual flower show March 17 and it was a huge success. **René van Rems AIFD, CFD** was our presenter and we had over 1,000 people attend to see our vendors and meet and greet our staff. Over 700 of those stayed for his two hour program. This tells me that we are lacking in giving educational events at a more reasonable cost.

I am still waiting to hear from our Southern members with any questions or concerns they may have. We as the board welcome everyone to ask questions, make comments, good or bad, so that we can grow and be very productive. I would really like to hear from you. Again, I can't believe how quickly the time flies when you have so much on your agenda. I encourage everyone to be involved in the growth and possibilities of your chapter. Let's all grow and be prosperous together. I would like to wish everyone a very successful Mother's day and wedding season.

## Thanks to AIFD 2012-2013 Partners:

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# invitation

Join us for an inspiring evening under the stars.

**WHEN:** July 1, 2013

**WHERE:** Accent Décor showroom at the Las Vegas Market.

Complimentary transportation from Paris Hotel provided.



6-8pm

Enjoy appetizers and drinks in the showroom surrounded by creations from Design 358, and browse Accent Décor's new collection.

8-11pm

Move from showroom to rooftop for an "International Floral Launch" introducing the new 'Tomas De Bruyne' flower.

Experience an evening under the stars overlooking the lights of Vegas. Dinner and drinks will be served as you mingle with industry friends and connect with Tomas.

The evening will feature designs by Tomas inspired by and drawn from the concepts of focalized, seduction, and passion introduced in his Symposium presentation.

*Tomas De Bruyne*

During this extraordinary night, a new breed of flower will be introduced and named in Tomas' honor.

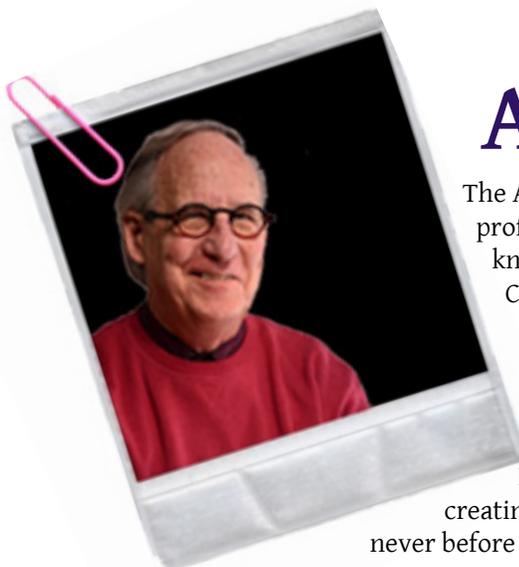
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# AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. By profiling the leaders of the association, we want to offer you the opportunity to get to know the members. We'd like to introduce you to AIFD's Chairperson of the Education Committee **Richard Milteer AIFD, CFD, PFCI**.

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

**Richard:** My job today is Creative Design and Supply Director for Koehler Dramm Wholesale Florist in Minneapolis, Minn. I am responsible for a staff of six members of our total staff of 98 employees. Actual daily responsibilities are: As Senior Procurement Specialist, I am responsible for the purchase of all decorative products creating and maintaining visual merchandising. Providing Unexpected, out of proportion and never before experienced exemplary "Customer Service."

**AIFD: As a member of the board what are your personal goals for the advancement of AIFD?**

**Richard:** As a 35 year member of AIFD, my continuing goal is to assist in the development of the Mentoring Program, to reach beyond this program and inspire local designers to aspire to seek membership within AIFD. Through the committees and Boards of which I am a member, my goal is to assist in setting the example of involvement to help better AIFD. As an educator within the floral industry, I have found in the past 58 years, that if we engage ourselves fully into our passion, the floral industry, we will inevitably experience a similar process and result. Where floral design differs however, is that flowers are themselves life.

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

**Richard:** As a young designer, my mentor was **M. Buddy Benz**. Buddy took me under his wing and taught the importance of aesthetic and subjective qualities such as space and the power of suggestion put forth in each design.

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

**Richard:** My passion in design is visual merchandising to present product in a unique and creatively expressive manner to which the customer is drawn. In addition, to be able to provide visual excitement through the use of color, texture, movement and of course, the product itself, encouraging sales of Permanent Botanical products and related floral supplies is my goal.

**AIFD: What issues are most important to you professionally?**

**Richard:** For 58 years, I have focused on maintaining quality and integrity in the floral industry. I have been a tireless ambassador and pursued a path of activism in national initiatives in lobbying for relevant congressional legislation. In addition, I authored five of the Texas State Florists Certification programs that are currently being taught throughout the U.S. and have taught the design classes of this program in over six states.

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

**Richard:** My wife Susan and I are active in the Twin Cities community dedicating time and talent to a variety of fund-raising activities for several non-profits. A special passion of ours is our support of the Minnesota Zoo and its annual Beastly Ball.

## AIFD MEMBER REMINDER - YOU NEED TO BE ONLINE!

AIFD has a photo feature to the online designer directory at [www.aifd.org](http://www.aifd.org). If you would like to have your picture included with your online directory listing, please send a color headshot of yourself to AIFD Headquarters. The image must meet the following specifications:

1. It must be sent electronically as an **attachment**.
2. It must be in a .jpg/.jpeg format only.
3. It should be a professional-looking head-and-shoulders shot only. AIFD staff will crop out anything else.
4. It should be a full-color (preferred) picture.

E-mail the image to **Molly Baldwin-Abbott**, AIFD director of communications at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com). Please make sure it is labeled with your first and last name.

If you aren't listed in the online directory please visit [aifd.org/membership/update-your-contact-info/](http://aifd.org/membership/update-your-contact-info/) for step by step instructions.

# Marketing Tip: Find your "it" factor

By Lisa Greene AIFD, CFD, PFCI

A little marketing tip for the spring. This is the time of year that people do a little spring cleaning and re-organizing. Why not take some time and think about your marketing for this month. Ask yourself the following question: Why should someone hire you or buy from you, rather than one of your competitors? What makes you different? Think of something specific.

Failing to answer that question honestly can cost the loss of clients. There are a lot of people out there who do a good job. A good answer to the question can be the single most important element to build your marketing plans around.

A well crafted specific answer as to why you are the best can become the focus of your marketing message. You need to know what sets your offerings apart from the other providers. Without a well focused message you have no distinctive marketing philosophy. It is even better if you can have your

customers say it for you, ask if you can use testimonials in your blog or on Facebook. Potential customers believe clients who want to talk about their dealings with you.

If you sound like the rest of the crowd you reduce the consumers ability to judge your value by simply comparing your prices to your competitors. Remember, your competitors all promise a great service and they all have happy clients. The thing that sets you apart needs to be something that not everyone else can claim. That element will be different for each of you individually. It may be celebrity, handcraft, the ability to take everyday items and bring them to life or something totally different. Find your "it" factor and bring it to life.

Happy marketing and may spring bring you many new contacts that turn into customers.

## 2013 Trend Summit Recap

The 2013 Trend Summit was held in Dallas Market during market week. This two day event

is designed to put the latest products from growers and vendors in the hands of industry leaders and forward thinkers. The guest presenters were **Leatrice Eiseman** - executive director of Pantone Institute, often thought to be the trend guru in North America. **Tomas de Bruyne** presented current European trends based on a Dutch Trend Consulting Group - Toolbox.

**Sara Hofland-Bagle** (Accent Decor) presented "Trends" which speaks to the New Generation of consumers and their lifestyle choices. **Hitomi Gilliam AIFD, CFD** analyzed and summarized all the lifestyle trends which should peak over the next two years to plan all the new ideas for our won Floral Trends. There were brainstorming sessions to come up with easiest, quickest and most profitable design ideas using the latest products, fitting that certain color palette, or simply, lifestyle trends.

Participating flower growers and vendors included David Austin Roses, Esmeralda Farms, Green Point Nursery, Hyperlactive Farms, Inc., Illinois Willows, and Resendiz Brothers Protea

Growers. Participating Supplies/Containers Manufacturers & Vendors included Accent Decor, Acolyte Technologies Corp., Burton + Burton, Container Source Inc., Design Master color Tool, Inc., Gentle Cone (from Sweden), Lion Ribbon/Offray, Smithers-Oasis and Syndicate Sales, Inc. Some of the vendors also participated in the workshop.



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# Calendar

## 2013

**June 26, 2013**

2013 AIFD Professional Floral Design Evaluation  
Session (PFDE)  
Las Vegas, NV

**June 28 - July 2, 2013**

2013 National Symposium  
"Passion"  
Las Vegas, NV

**July 3, 2013**

2013 Foundation Workshop  
Las Vegas, NV

## 2014

**July 1**

2014 AIFD Professional Floral Design Evaluation Session (PFDE)  
Chicago, IL

**July 3-7**

2014 National Symposium - "Transition Transformation"  
Chicago, IL

**July 8**

2014 Foundation Workshop  
Chicago, IL

## American Institute of Floral Designers

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Secretary: Suzie Kostick AIFD, CFD, PFCI

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### Membership Chair

Joyce Mason-Monheim AIFD, CFD, PFCI

### Symposium 2013 Chair

Tom Simmons AIFD, CFD

### AIFD Staff

Executive Director: Thomas C. Shaner CAE

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Membership Coordinator: Kelly Mesaris

### 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.

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MAY  
19-23 5-Day Competition/Certification and  
Portfolio Skills with Jackie Lacey, AIFD,  
PFCI, CFD

21 Webinar  
Fresh, New Design with Judith  
Blacklock from London

JUNE  
2-6 Principles & Elements  
with Jackie Lacey, AIFD, PFCI, CFD

JULY  
14-18 Wedding / Party & Events  
with Jackie Lacey, AIFD, PFCI, CFD

OCT  
6-7 Prom & More, Bling to Ching  
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# AIFD South Central Chapter Hosts Ground Breaking Event

AIFD's South Central Region hosted a two-day event in early April in St. Louis, Mo. at Baisch & Skinner's Linda Kay Learning Center. The event entitled, A Wedding Sell-O-Bration was a Sunday Education & Design Program followed by an all-day Monday hands-on Wedding Boot camp.

Sunday featured informative sessions on using the Internet to build your wedding and Event Business. Taught by **Cherrie Silverman AIFD, CFD** of Westminster, Colo., the segment gave practical advice on personalizing your web offerings, using Facebook and Pinterest to get business, and even how to take and edit your own photos for web use.

Attendees also learned more about how to become an accredited member of AIFD or CFD member and learned a bit of history about the AIFD organization.

The afternoon was filled with dozens of design ideas created by five designers from the region. The designs were organized in five vignette themes – hot trends for weddings in the region. Those themes were: Modern (yellow & slate with strong geometric patterns), French Country (opulent garden pastels with rustic elements), Vintage (burlap and lace and re-purposed elements) Eastern influences (saturated reds, purples and gold), and Gatsby Glam (Opulent white flowers with bling).



At the end of the day there was an always FUN auction of items and fabulous door prizes,

including two Kindle fires, an AIFD Terminology book and a registration to AIFD National Symposium in Las Vegas!

Monday's event was sold out and featured four rotating round-table discussions on the various aspects of building wedding business from contracts, to cultivating vendor relationships and increasing sales with added lines of services. The groups had a chance to share best practices with each other and the entire group. The afternoon was filled with five hands-on projects for the participants to create from modern armature bouquets to the latest in flowers to wear.

The event was chaired by **Frankie Peltiere AIFD, CFD**. He had a great team of regional AIFD members and friends including: **Beth O'Reilly AIFD, CFD, Eva Riter AIFD, CFD, Suzie Kostick AIFD, CFD, PFCI, Maggie Binet AIFD, CFD, PFCI, Cherrie Silverman AIFD, CFD, Lee Martin AIFD, CFD, Marie Ackerman AIFD, CFD, PFCI, Tricia Fillingim CFD, Molly Wedon, and Barb Shaw.**

## New York State of Mind

See what the *SUNY Cobleskill SAIFD* chapter has been up to Submitted by Theresa Colucci AIFD, CFD, chapter advisor

It all started with the Philadelphia Flower Show. They volunteered at our AIFD exhibit and then competed on stage. Students **Erika Sheerin, Haley Miller** and **Ashley Machinez** did an amazing job!

They also designed arrangements for the Ag. Banquet on March 22. Each table had a non floral element from each agriculture club on campus that had to be incorporated into their design. They had sketched their ideas and were ready come design day. They received the same flowers and really got inventive! What a terrific display of creativity.

On March 28 flowers were needed for the Phi Theta Kappa

**Focal Points** 30

induction ceremony.

On March 29, the students had the opportunity to create centerpieces for the college gala. They each had the same flowers to work with and created arrangements for cocktail high top tables. Each one was very creative and unique.

On April 16, they attended a Teleflora education program with **Hitomi Gilliam AIFD, CFD** where they were wowed by beautiful bridal pieces!

The students did 24 arrangements for a veterans luncheon hosted by the college on April 26. Red roses and carnations, blue delphinium, white daisies, gold buttons and veterans flags adorned the tables!

The students along with **Mary Robinson AIFD, CFD** did floral demonstrations all day at the Agriculture Fair held at the Cobleskill Fairgrounds on April 27.



## AIFD Members Don Headdresses for "Life's Highway: Route 66"

The Assistance League of San Bernardino's 52nd Annual Signature Headdress Ball, "Life's Highway: Route 66" was held at the National Orange Show in San Bernardino on Saturday, April 20, 2013.

This year's theme "Life's Highway: Route 66" featured a theatrical production that incorporates ten beautiful headdresses that represent the towns made famous by Bobby Troupe's popular song "Get Your Kicks on Route 66."

The show focused on the Burroughs Family, a real life family from the Assistance League who represented "every family who is in search of a better life." In addition to the location references each headdress incorporated classic car elements.

The presentation of the headdresses is a 52 year-old tradition that has grown more elaborate every year. Community patrons agree to sponsor these magnificent designer creations with all of the proceeds going to charity. The headdresses can weigh 10-50 lbs and can stand at a height of 10-20' before being placed on a model's head. The headdresses are designed by local florists and artisans and they must be carefully balanced so they are wearable.

This year's AIFD designers who participated include: **Martin Flores AIFD, CFD, Derrick Vasquez AIFD, CFD** and **Pam Null AIFD CFD.**

Pictures from the event can be found at [www.mjelderphoto.ifo3.com/#/gallery/headdress-ball-2013/](http://www.mjelderphoto.ifo3.com/#/gallery/headdress-ball-2013/).



## AIFD Announces Newly Elected National Directors and Regional Chapter Board of Directors:

The following were the announced election results for the National Directors and Regional Chapter Board of Directors:

Elected were:

**National Directors At Large:** BJ Dyer AIFD, CFD and Joyce Mason-Monheim AIFD, CFD, PFCI

**North East Regional Dir. to Nat'l Board:** Ron Mulray AIFD, CFD

**South West Regional Dir. to Nat'l Board:** Michael Quesada AIFD, CFD

### North East Regional Chapter

President-Elect – Theresa Colucci AIFD, CFD

Vice President – Janet Black AIFD, CFD, PFCI

Secretary – Colleen Kelly AIFD, CFD

Treasurer – Ken Norman AIFD, CFD

Directors – Robert DeBellis AIFD, CFD, PFCI, Susan Krabill AIFD, CFD, Robin Weir AIFD, CFD

### Southern Regional Chapter

President-Elect – Russ Barley AIFD, CFD

Vice President – Robyn Arnold AIFD, CFD

Secretary – Mandy Majerik AIFD, CFD, PFCI

Treasure – Randy Wooten AIFD, CFD, PFCI

Directors – Sue Bain AIFD, CFD, Miguel Figueroa AIFD, CFD, Jacob McCall AIFD, CFD

### North Central Regional Chapter

President-Elect - Laura Parker AIFD, CFD

Vice Pres – Carolyn Clark Kurek AIFD, CFD

Treasurer – Craig Theimer AIFD, CFD

Directors – Robert Larson AIFD, CFD, Carolyn Minutillo AIFD, CFD, Brian Wenmoth AIFD, CFD

### South Central Regional Chapter

President-Elect – Eva Riter AIFD, CFD

Vice President – Frankie Peltiere AIFD, CFD

Secretary – Bradley Shane Cranford AIFD, CFD

Treasurer – Lisa Weddel AIFD, CFD, PFCI

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### Northwest Regional Chapter

President-Elect – Kim Oldis AIFD, CFD

Vice President – Rachele Nyswonger AIFD, CFD

Secretary – Sharrai Morgan AIFD, CFD

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Directors – Wil Gonzalez AIFD, CFD, Robin Phillips AIFD, CFD, Phil Rice AIFD, CFD

### Southwest Regional Chapter

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## INDUSTRY PARTNERS

Accent Decor, Inc.  
[www.accentdecor.com](http://www.accentdecor.com)

Acolyte

AIFD Foundation  
[www.aifdfoundation.org](http://www.aifdfoundation.org)

Baisch & Skinner

BBJ Linen  
[www.bbjinlin.com](http://www.bbjinlin.com)

Berwick Offray, Hampshire Paper and Lion Ribbon  
[www.lionribbon.com](http://www.lionribbon.com)

BloomNet

burton + BURTON

California Association of Flowers Growers Shippers  
[www.cafgf.org](http://www.cafgf.org)

California Cut Flower Commission

Candle Artisans, Inc.

Chrysal Americas

Colombia, Land of Flowers®

Connie Duglin Linens

Container Source, Inc.  
[www.containersource.com](http://www.containersource.com)

Costa Tropicals & Flowers, Inc.

Creative Connection by Teters

Dallas Market Center  
[www.dallasmarketcenter.com](http://www.dallasmarketcenter.com)

David Austin Roses

DESIGN MASTER color tool, inc.  
[www.dmcolor.com](http://www.dmcolor.com)

Elite Flower Services, Inc.

Eufhoria Flowers

Fitz Design, Inc.  
[www.creationsbyfitzdesign.com](http://www.creationsbyfitzdesign.com)

Fleur Creatif -Rekad NV  
[www.fleurcreatif.com](http://www.fleurcreatif.com)

Florabundance, Inc.  
[www.florabundance.com](http://www.florabundance.com)

FloraCraft

Floraglas

Florida Nursery, Growers and Landscape Assoc.  
[www.fngla.org](http://www.fngla.org)

Florists' Review Enterprises

Flower Shop Network

Flowers &

FTD  
[www.ftdi.com](http://www.ftdi.com)

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.  
[www.greenpointnursery.com](http://www.greenpointnursery.com)

Green Valley Floral  
[www.greenvalleyfloral.com](http://www.greenvalleyfloral.com)

Greenbox Floral, LLC

Hawaii Tropical Flower Council

Hyper!Active Farms Inc.

i Bulb Lily Occasions

Jacobson Floral Supply, Inc.

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Marsolais Enterprises Inc.

Maui Flower Grower's Association

Mayesh Wholesale Florist, Inc.  
[www.mayesh.com](http://www.mayesh.com)

Mellano & Company  
[www.mellano.com](http://www.mellano.com)

Multi Packaging Solutions

Nature's Flowers

Nova Packaging Solutions, Inc.

Ocean View Flowers

Over the Top-rental linens

Reineri

San Diego Florist Supply, Inc.

Smithers-Oasis/Floralife  
[www.smithersoasis.com](http://www.smithersoasis.com)

Syndicate Sales, Inc.

TeamFloral  
[www.teamfloral.com](http://www.teamfloral.com)

Teleflora

The Florida Leatherleaf Growers Alliance (FLGA)  
c/o FernTrust Inc.

The John Henry Company  
[www.jhc.com](http://www.jhc.com)

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

The USA Bouquet Company

Transflora

Unlimited Containers, Inc.  
[www.unlimitedcontainers.com](http://www.unlimitedcontainers.com)

Valley Floral Company  
[kdsflorist@hotmail.com](mailto:kdsflorist@hotmail.com)

Verdissimo/InfiniteRose

Virgin Farms Inc.

Western Pulp Products Company  
[www.westernpulp.com](http://www.westernpulp.com)

Wm. F. Puckett, Inc.

## EDUCATION PARTNERS/ PATHWAY PROVIDERS

Aimi Floral Designers  
[www.shokubutu-kobo.com](http://www.shokubutu-kobo.com)

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

Canadian Institute of Floral Design  
[www.ProFlorists.net](http://www.ProFlorists.net)

Fiorissima Internacional  
[www.fiorissimainternacional.com](http://www.fiorissimainternacional.com)

Floral Design Institute  
[www.FlowerSchool.com](http://www.FlowerSchool.com)

Floriology Institute  
[www.mybloomnet.net/floriologyinstitute.html](http://www.mybloomnet.net/floriologyinstitute.html)

Institut de Artflor  
[www.idartflor.com](http://www.idartflor.com)

Institute Professional Flores Design Fa Ngai Long  
[www.adfdm.com](http://www.adfdm.com)

Instituto Mexicano Tecnico Floral Plantel Monterrey  
[www.imtf.com.mx](http://www.imtf.com.mx)

International Florist Academy and School  
[www.interfloristschool.com](http://www.interfloristschool.com)

Judith Blacklock Flower School  
[www.judithblacklock.com](http://www.judithblacklock.com)

Koehler & Dramm Wholesale Florist  
[www.koehlerdramm.com](http://www.koehlerdramm.com)

Nobleman School of Floral Design  
[www.noblemanschool.com](http://www.noblemanschool.com)

Palmer School of Floral Design/Palmer Flowers

Pui Wa Floral Design School

South Florida Center for Floral Studies  
[www.centerforfloralstudies.com](http://www.centerforfloralstudies.com)

Southern California School of Floral Design  
[www.philrulloda.com](http://www.philrulloda.com)

St. Louis Academy of Floral Arts  
[www.STLAFloraldesign.com](http://www.STLAFloraldesign.com)

Teleflora Education Center  
[www.myteleflora.com](http://www.myteleflora.com)

The New York Botanical Garden  
[www.nybg.org/adulted](http://www.nybg.org/adulted)

Tokyo Flower Design Center  
[www.hanaju.co.jp](http://www.hanaju.co.jp)

Yola Guz AIFD School of Floral Design

## ADDITIONAL PATHWAY PROVIDERS

Arizona State Master Florist  
[www.azflorists.org](http://www.azflorists.org)

California Certified Florist Program  
[www.californiacertifiedflorist.org](http://www.californiacertifiedflorist.org)

Certified Florist (Michigan)

Certified Professional Florist (Colorado)  
[www.coloradoflorists.org](http://www.coloradoflorists.org)

Georgia State Florists' Association  
[www.georgiastateflorist.com](http://www.georgiastateflorist.com)

Green Academy Belgium  
[www.greenacademybelgium.com](http://www.greenacademybelgium.com)

Illinois Certified Professional Florist (ICPF)  
[www.tnsfa.org](http://www.tnsfa.org)

Illinois Master Florist (IMF)  
[www.tnsfa.org](http://www.tnsfa.org)

Minnesota State Florist Association

New Hampshire Certified Floral Designer  
[www.nhsfa.com](http://www.nhsfa.com)

North Carolina Certified Professional Florist  
[www.ncflorist.org](http://www.ncflorist.org)

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

South Dakota Certified Florist  
[www.sdflorists.org](http://www.sdflorists.org)

Texas State Florist Association  
[www.tsfa.org](http://www.tsfa.org)

Wisconsin and Upper Michigan Florists Association  
[www.mumfa.org](http://www.mumfa.org)

*\*AIFD encourages you to print this list and put it into your AIFD directory.*

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# AIFD News & Notes

## AIFD Job Bank

### Floral Designer to Teach – Shanghai, China

Posted 4-19-2013

We are seeking a floral designer to teach a four week class in Shanghai, China during the month of June for our college exchange program. All expenses are paid in addition to a \$3,000 stipend. The web page for application is at [www.higheredjobs.co/details.cfm?jobcode=175739420](http://www.higheredjobs.co/details.cfm?jobcode=175739420). Or individuals may e-mail us directly at [humanresources@cobleskill.edu](mailto:humanresources@cobleskill.edu).

### Head Designer/Manager of Daily Shop Operation – Linwood, N.J.

Posted 4-8-2013

Fischer Flowers of Linwood, New Jersey is seeking a talented individual to join our team as a head designer and manager of daily shop operation. The ideal candidate is proficient in all areas of floral design, ranging from everyday work to wedding and event work, and has a successful track record working within the retail floral industry.

*AIFD offers classified postings for job opportunities. There is a \$10 fee (to be paid by check) required to place a classified posting on the website and/or in an issue of AIFD Focal Points. Postings will remain online for one month. The editor will have final editing rights. Please e-mail the classified posting to Molly Baldwin-Abbott, director of communications, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com). Please make check payable to the American Institute of Floral Designers and send to AIFD, Attn Molly, 720 Light St., Baltimore, MD 21230.*

## Communication Center

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



April 30, 2013 - You're a PASSIONista... Spread the Word!

April 22, 2013 - Share Your PASSION on Facebook, Win a Great Prize!

April 19, 2013 - Important News from AIFD's Platinum Elite Partner BloomNet

April 18, 2013 - AIFD's Gold Partner Hawaii Tropical Flower Council Needs Survey Respondents

April 11, 2013 - Help Spread the 2013 Symposium "Passion" Buzz!

April 10, 2013 - Looking for New AIFD Laureate Members to Recognize

March 21, 2013 - AIFD Foundation Newsletter Spring 2013

March 7, 2013 - AIFD February/March 2013 Focal Points is Here!

If you are not receiving AIFD e-mail blasts visit <http://aifd.org/membership/update-your-contact-info/> and make sure we have a current e-mail address in your profile.

## 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/](http://www.aifd.org/2012/01/pressclippings/) for website links to view them.

### April 2013

[Voicesnews.com](http://Voicesnews.com) – April 6

Tony Palmieri AIFD, CFD featured

New Paltz Times website – April 2

AIFD member Theresa Colucci AIFD, CFD featured

### March 2013

Las Vegas Events 2013 Website – March 31

“Passion” Symposium featured

WNEP Channel 16 – March 15

AIFD exhibit at Philadelphia Flower Show featured

[Denverpost.com](http://Denverpost.com) – March 9

AIFD mentioned

[theepochtimes.com](http://theepochtimes.com) – March 8

AIFD Philadelphia Flower Show exhibit

[delaware.newszap.com](http://delaware.newszap.com) – March 5

AIFD member featured

[philly.com](http://philly.com) – March 4

AIFD members and Philadelphia Flower Show

[www.nbcphiladelphia.com](http://www.nbcphiladelphia.com) – March 2

AIFD members and Philadelphia Flower Show

[www.smdailyjournal.com](http://www.smdailyjournal.com) – March 1

AIFD member featured

Have you been featured in the press recently? Than share it with your AIFD family! E-mail Molly Baldwin-Abbott at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com) the website link or article where you were featured and we will add it to this column and online!

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