

AIFD Focal Points

"Chicago is, one town that won't let you down" - Frank Sinatra

The schedule is set, plane tickets are bought, hotel rooms are booked and the designers are ready to wow you with their programs. "Transition Transformation" is going to be an event like Chicago has never seen, and one you definitely want to be a part of!

Symposium Coordinator **Frank Feysa AIFD, CFD, PFCI** and Symposium Program Coordinator **David Shover AIFD, CFD, PFCI** have created a schedule jam packed with inspirational design programs, entertaining social events, and enough free time for you to enjoy the great city of Chicago.

JUST ANNOUNCED - Fitz Design Body Wear Contest...Back again this year, the Fitz Design Contest will be held at Symposium. It's easy! It's fun! And, you can win a FREE General registration to AIFD's 2015 National Symposium "Journey" in Denver, June 30, 2015 – July 4, 2015. Here are some of the rules you need to know:

- All personal body flowers need to feature AT LEAST one Fitz Design item but may include more than one. Other accessories and flowers may be incorporated to accent and complete the entry however your Fitz Design selection(s) should be noticeable.
- All entries must be photographed by the AIFD designated photographer prior to the Leadership Gala Dinner on July 7. Our photographer will be located outside of the Grand Ballroom Foyer from 6 – 7:15 p.m. Only officially photographed entries will be accepted in the contest.
- Fitz Design items are available at the Body Bar Buffet which opens on Sunday, July 6 at 2:45 p.m. in the International Ballroom (will be in the rear of the room) where your contributions help support AIFD's numerous student chapters.
- You **MUST** complete an entry form and present it to the AIFD staff member when having your picture taken.
- Details and a registration form can be found at <http://aifd.org/upcoming-events/2014symposium/#fitz>.

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*If you haven't registered for symposium yet, what are you waiting for?
Sign up now at <http://aifd.org/upcoming-events/2014symposium/>.*

American Institute of Floral Designers

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AIFD Mission Statement

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

Calendar

2014

July 1

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

July 3-7

**2014 National Symposium
“Transition Transformation”
Hilton Chicago
Chicago, IL**

July 8

**2014 Foundation Workshop
Hilton Chicago
Chicago, IL**

July 27 - July 30

**The Art of the Party: Creating & Selling
Profitable Events
Teleflora Education Center
Oklahoma City, OK**

August 4-6

**FTD® Boot Camp
FTD Headquarters
Downers Grove, IL**

October 6-8

**FTD® Re-Boot
FTD Headquarters
Downers Grove, IL**

October 26

**AIFD’s South Central Region Design Forum: In
Loving Memory...Funeral Tributes for Today
DWF Wholesale
Denver, CO**

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

President's Welcome



"It is not what AIFD can do for you, but what you can do for AIFD."

Time sure does fly when you're having fun! I can hardly believe that a year has gone by since my first article as the AIFD President and now here I am writing my last. I am so looking forward to seeing you all in Chicago. My anticipation today is just as great as it was 19 years ago, when in this same city, I became a member of this great organization. From that moment on I have attended every Symposium and have walked away from each and everyone a better designer, a more experienced professional, and certainly a more dedicated member. All that I have gained comes not only from the extraordinary educational programs but also from time spent networking with other floral artists from around the world and countless hours spent serving AIFD.

One of the last and probably the biggest honors I will have as President is welcoming and pinning the newest members of AIFD during this year's induction ceremony. If there is one piece of advice I can pass along to our newest members it will be to get involved! It is important to impress on them that "it is not what AIFD can do for you, but what you can do for AIFD." If they follow that one piece of advice I will guarantee that they will be rewarded over and over again. The rewards that I have received by following that same piece of advice have been countless and will continue far into the future.

If any of you, new members or well-seasoned, are wondering "how do I get involved?" there are many opportunities at both the regional and national levels that await an enthusiastic member. Simply put, the best way to get involved is to volunteer and then follow through on your commitment. Every position carries with it the great sense of pride and accomplishment of knowing you are of making a difference in our organization, which far outweighs the responsibility and commitment it takes to be involved.

Shortly I will be looking for leaders who are interested in serving our organization as members of the National Board. Be thinking now if you are up for the task, I will begin making calls shortly after we leave Chicago. Serving on the National Board can be a rewarding experience and may lead you to the same place I am finishing now. If a National Board position seems a little intimidating, why not get your feet wet by offering to run for your regional board? Many of our great National Presidents once served as Regional Presidents. Regardless of where you serve, your service will be always rewarding and appreciated by all.

As we all begin to gather in the Windy City in the next couple

of weeks I charge every member with one small task. Be sure you greet a new face or attendee at this year's Symposium. Introduce yourself, shake a hand, give a hug, give directions, offer a chair at one of the luncheons or programs...whatever it takes to make someone feel welcomed to AIFD, do it. The more we make a first timer feel part of AIFD family, the better.

As I conclude this message my thoughts turn to the countless thank you's that I need to mention but are too long and probably too boring for you all to read. To all of you who served with me, helped me, welcomed me or reached out to me this past year - you know who you are - I say THANK YOU. I will always remember the kindness shown by all of you, not only to me, but also the AIFD Board and to your fellow members. I will carry the memories of this past year with me always and I will continue to be a part of AIFD forever.

A handwritten signature in black ink that reads "John K. Kittinger AIFD".

John K. Kittinger AIFD, CFD
AIFD National President 2013-2014

Become an AIFD Mentor!

Remember your first Symposium? How excited or nervous you were and a little unsure of how this whole AIFD thing works? Did you wish that you had a friendly face to welcome you and show you around? Then you need to be an AIFD Mentor!

In an effort to welcome our new guests and enhance the "Symposium Experience" AIFD is asking you to join us at the First Timer Orientation and Tour starting at 6 p.m. on Thursday, July 3 in the Waldorf Room on the 3rd floor of the Chicago Hilton.

If you are interested - and how can you not be - please consider joining us and making a new and possibly life-long friend. We need your help so share the excitement and welcome these "greener attendees" by serving as an AIFD mentor. Consider yourself an ambassador of "Transition Transformation!"

For additional details, please contact **Ann Jordan AIFD, CFD** at ann@ajdesigns.us.



Teaching, learning, sharing...

Teleflora supports the highest standards of professionalism and creativity in floral design with programs open to all florists, including:

- local programs sponsored by Teleflora Units
- design programs and hands-on workshops at allied, state, regional and national conventions
- programs at floral wholesalers
- classes at the Teleflora Education Center, an AIFD Education Partner and approved PFDE Pathway Provider
- four monthly publications, each geared in a different way to helping florists succeed.

No one does more than
teleflora.

To learn more, visit: www.myteleflora.com and click on Design Education



AIFD recently conducted a brief online survey of its members to help get some directions for locations which they feel would be appropriate for a National Symposium. The results were consistent with similar surveys that have been conducted previously.

Perhaps the most difficult task addressed by AIFD's volunteer leaders year-after-year is that of selecting the site for a National Symposium. There are just so many elements that must be taken into consideration.

It's frustrating, too, as so many members comment that "it's expensive," or "find a cheaper hotel." The Symposium Committee always takes these requests into consideration, but maybe it's time to explain the selection process and why the cost is what it is.

Of course, the committee is always open to having any member suggest a site that meets the requirements which include a need for an affordable property with over 100,000 sq. ft. of meeting space that effectively integrates flower room/stage/meals/etc. and has a minimum of 750 sleeping rooms, a sizeable wholesaler or two willing to handle all the receiving of flowers, international airport accessibility, and more.

When AIFD puts these specifications on the drawing board and then out-to-bid from hotel, the only properties that meet our needs are ones within larger cities and, therefore, with generally higher room rates (by the way, AIFD must secure approximately 3,000 sleeping room nights to have any negotiation leverage with a hotel, i.e., better rates and/or reduced minimum food and beverage requirement).

One of the key reasons AIFD tends to be over the 4th of July time frame is that hotels will often give a better rate as this is frequently a "soft" week for occupancy (not always, as some cities have an influx of tourists over the Fourth).

When AIFD receives responses from properties to host the National Symposium, if a room rate is too high (anything over \$200, for instance), it is disregarded immediately even if it is a desirable site. Many members, for instance, have asked for a Symposium in New York City. The Committee has tried and tried to get NY but the rates offered have been in excess of \$250 (yes, you can find a rate better online, but remember, a hotel builds into a group's rate the use of all the meeting space and labor).

For the 2018 search, AIFD prefers the Northeast area but rates or availability have not been satisfactory to meeting member requests, i.e., New York City over \$275 rates, Boston over \$225 rates; Philadelphia space not available due to existing city-wide conventions. Looking to Canada didn't help either as rates in Toronto and Niagara Falls were in excess of \$225 and AIFD would incur significant customs costs for the importation of flowers.

The 2018 search was therefore broadened to include Baltimore, Washington, D.C., Atlanta, Nashville, Charlotte, New Orleans and San Juan. Speaking of New Orleans, specifically, the city has two hotels that could be "made to work" (a couple of small logistical issues to overcome), but there is not a wholesaler willing to take on the job of handling all the receiving of flowers, etc. The same sort of situation may be found in several of the other sites.

We just took a look at the largest hotel in Baltimore and while the space seems great on paper, we quickly realized that due to another group's occupancy in advance of the dates we'd prefer, the ideal use of space was not available in a easily usable manner for AIFD.

When asked if the dates could be moved by a week, the initial proposed rate went from \$179 to \$209, and that's not going to happen.

Besides the hotel room rate, when structuring a National Symposium, AIFD also faces nearly \$200,000 in the cost for staging.

Yeow, you say! Yes, that is what it costs to provide all of the staging production from hanging lights to providing the two broadcast screens. Remember, hotel unions are often a part of this equation. Of course, AIFD could forgo the production stage, but without lights, etc., so many attendees would not be able to enjoy what they are seeing due to distance from stage. Flowers simply are more dynamic and radiate with proper lighting.

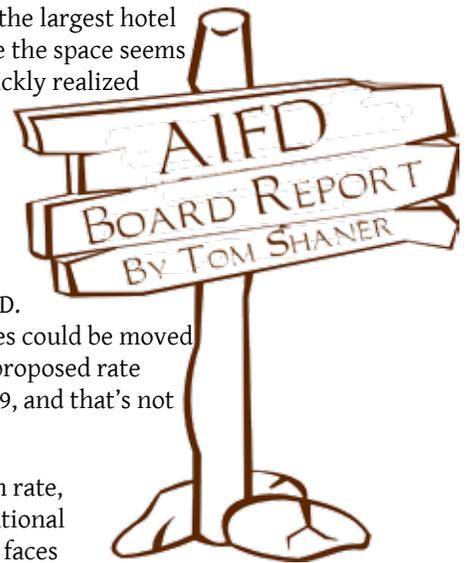
Of course, food is also a part of the cost of Symposium. Unfortunately, as good as we do with negotiating food costs, there is no way to overcome hotel pricing. Try justifying \$40 for a continental breakfast or even \$60 when in New York.

To help relieve some of the cost pressure associated with food, AIFD negotiates for a lower food and beverage minimum guarantee and in 2016 will eliminate lunch as part of the established schedule of events. This does mean that a selected site must offer convenient food outlets. AIFD also created the General (no food) registration option as a way to offer floral designers a lower tuition fee to attend the educational programming of Symposium.

Another element for establishing the Symposium registration fee is the costs associated with the designers. While every stage designer ends up going fairly deep into his or her pocket to bring Symposium attendees a beautiful program, AIFD nevertheless does subsidize each program by over \$7,500 in reimbursements.

Symposium is a mammoth undertaking that entails so many components that a cadre of volunteers and staff begin to work on them as early as five years in advance. It's not simply something that fits anywhere at anytime. The volunteers work hard (and even pay to attend) to bring a dynamic floral education program to the members and to the industry. They are always open to hearing new ideas, but hope that suggestions are backed-up with facts about space requirements, etc.

AIFD's Symposium is considered the finest floral design extravaganza in the U.S. Compliment after compliment comes to AIFD from leading industry organizations. Said one member in the recent survey, "We need to keep it shining, not worry about dimming the glitter."





FTD UNIVERSITY
EDUCATION
CALENDAR

KNOWLEDGE IS POWER

CONTINUING EDUCATION IS KEY



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

- FTD Boot Camp, a three-day intensive workshop
- FTD Webinar Series, FREE online presentations
- FTD Mercury POS, a FREE three-day course or webinars
- FTD Scholarships for industry-leading business and design events
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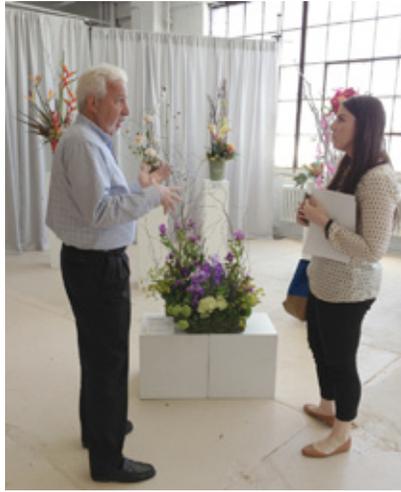
FTD

Flowers say it better. FTD says it best.™

AIFD Member Creates Floral Arrangements for PR Campaign

To kick off its latest public relations campaign, the Society of American Florists (SAF) took the message that flowers and plants can help consumers lead happier, more fulfilling lives directly to national lifestyle publications.

In late April, nine editors participated in SAF's Live Like a Flower (LLAF) media workshop in New York City, enjoying one-on-one time with experts, browsing SAF resources, including research on the benefits of flowers and plants, and learning more about popular flower trends.



To showcase the talent of professional florists, **Tim Farrell AIFD, CFD, PFCI**, of Farrell's Florist in Drexel Hill, Pa., created fresh, beautiful centerpieces for each seating area in the workshop, along with arrangements that incorporated popular flower and design trends. Farrell also created custom designs for each editor to take home which were a "big hit with participants, and a strategic PR move," SAF Vice President of Marketing **Jennifer Sparks** said.

In the photo above, Tim talks about floral trends with an editor from *Family Circle* magazine at SAF's media workshop in NYC.

Source - *Society of American Florists*, www.safnow.org

City College of San Francisco Students Share their Inspirations

Inspired by instructors of the Department of Environmental Horticulture & Floristry, students of the Menzies Chapter of the City College of San Francisco designed and modeled their fresh floral creations at Bouquets to Art that took place at the deYoung Museum in Golden Gate Park, San Francisco. It was part of the "Celebrating 30 Years of Art through Flowers" Opening Night Gala and Preview on Monday, March 17, 2014.

City College of San Francisco inspiring exhibitors included **Steven W. Brown AIFD, CFD**, **Holly Money-Collins AIFD, CFD** and **Jenny Tabarracci AIFD, CFD**. City College of San Francisco floral designers and models included **Takhmina Akramova**, **Rachel Ermatinger**, **Hee Joo**, **Paula Lam**, **Marlana Malerich** and **Paloma Martinez**.

Bits and Pieces

Compiled by **Suzie Kostick AIFD, CFD, PFCI** and **Molly Baldwin-Abbott**

- "A Fresh Look at Judging Floral Design, A Guide for Judges, Designers, Teachers, Mentors and Hosts" by **Hitomi Gilliam AIFD, CFD** and **Kathy Whalen AIFD, CFD** was awarded two Benjamin Franklin Silver Medals for excellence in independent publishing in the categories of Education and Professional/Technical books by IBPA. The awards acknowledge the book's educational content and design as well as the level of professional material and interior design of the book. Benjamin Franklin Medals are one of the highest national honors in independent book publishing.

- **Brooke Raulerson AIFD, CFD** won the Florida State Florist's Association's Americas Cup Of Floral Artist 2014.

- **Wayne Gurnick AIFD, CFD** was recently appointed to the Advisory Board of the Wedding and Event Institute. Read the interview he did with the founder at www.weddinginstituteblog.com/latest-news/a-moment-with-wayne-gurnick-celebrated-wedding-designer/.

- **BJ Dyer AIFD, CFD** received the Mary Drake Freer Award from the Garden Club of America for outstanding creativity, achievement and contribution in the field of flower arrangement.

- **Ian Prosser AIFD, CFD** was named the 2014 Iron Designer at the 7th Annual Iron Designer Competition that took place Wednesday, June 11 in New Orleans. Read more at www.streetinsider.com/Press+Releases/Ian+Prosser+Named+2014+Iron+Designer+at+7th+Annual+Iron+Designer+Competition/9576004.html.

Got News???

E-mail your tips, ideas, articles and images to **Molly Baldwin-Abbott**, director of communications, at mollybaldwin@assnhqtrs.com or **Suzie Kostick AIFD, CFD, PFCI**, newsletter editor, at skostick2003@yahoo.com.



Marketing Tip: *Why* Blog? *Why* Not!

By Lisa Greene AIFD, CFD, PFCI

We may have mentioned it before...if you are selling a product or service and you need people to know what those products and services are, you need to be on the internet. Usually that means a website which can be expensive and technically challenging for some designers. The solution for many AIFD members can be a simple blog. A blog is a user friendly solution to get the word out on the net about products and services. To wrap your head around it think of it as an on-line journal.

With any journal each entry seems insignificant, but when viewed as a collection, it can paint a comprehensive picture of your offerings. This collection can impart useful information to potential customers. Blogging is fast becoming an important strategy for any online marketer. Whether you know it or not, if you are in business, you are an on-line marketer.

So, why blog?

If you have a website, a blog post can drive sales to it. The tool is called a hyperlink and it is accomplished using the little symbol that looks like a chain link.

You can cancel it by using the icon that looks like a broken link. A post describing an arrangement in detail and portraying it in a real life setting is a powerful visual. A link on the image can increase traffic back to the product page of your website and let customers order that item with confidence.

The increased educational content of a blog post can be a great customer service tool. Blogs invite interaction through comments. Monitor the blog so you can answer inquiries. This establishes you as a resource. Blogs have an informal, conversational style where readers can join in and contribute.

Blogs are easy for everyone who can follow simple directions.

They are free (or very inexpensive) to set up. Research services like Blogger or WordPress to get started. They're also easy to use (you can literally create your own blog in less than five minutes) and easy to promote with all the new tools and resources that have been created specifically for blogs. Once you sign up simply choose a template then add content and pictures. Check out any widgets that are appropriate and you are ready to go.

A blog can be a vehicle to bring your personality to the web. By allowing your customers to submit questions, your answers will allow your unique voice to come through. You can also provide product updates, how-to articles, videos, and other information of relevance. Speaking of relevance, the blog will automatically archive past posts, creating a library of information searchable by words or phrases. A well-written, regularly updated blog, can become a reliable resource in the industry. With your AIFD credentials you are already poised to establish yourself as an industry expert.

The secret to a good blog is regular posting. There are some days when it is hard to find the time to post a new article but if there are no new posts, readers will not come back. Regularly adding fresh content to your blog also gives you a boost in the search engine rankings and clears the cobwebs from the brain.

Starting a blog is easy; turning your blog into a strategic tool that drives traffic and sales takes effort but with patience and persistence, your effort will pay off. Start that blog today... the first posts can be about how excited you are to be going to Symposium. See you in Chicago!



AIFD Member Reminder - You Need to be Online!

AIFD has a photo feature to the online designer directory at 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. 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/ for step by step instructions.



AIFD Foundation

2014 Scholarship Recipients Announced!

Symposium Scholarships

- Molly Boulden** - South Central Regional Chapter Fund and Jim Treadaway AIFD Fund Recipient
Kim Harper - Southern Chapter Fund and Kirk Pamper AIFD Fund Recipient
Denise Lancaster - Northwest Chapter Fund and Eulalah Overmeyer AIFD Fund Recipient
Cindy Trick - North Central Fund and Jim Moretz AIFD Fund Recipient
Jason Parent - Northeast Chapter Fund, Rocky Pollitz AIFD Fund, Don Stothart AIFD Fund, and the AIFD Foundation Fund Recipient
Georgeann Barclay - Jim Treadaway AIFD Fund and AIFD Foundation Fund Recipient
Kim Slocum - Eulalah Overmeyer AIFD Fund and Allen Shackelford AIFD Fund Recipient
Mandie Grunewald - Allen Shackelford AIFD Fund Recipient

Student Scholarships

- Madeline Hawes** – *Mississippi State University* - Allen Shackelford AIFD Fund and AIFD Foundation Fund Recipient
Tamara Warren – *The Ohio State University- ATI* - AIFD Foundation Fund Recipient

Help support the future of the industry but donating to the AIFD Foundation! Your contributions help fund these scholarships and allow for talented and well deserving individuals to grow!

The AIFD Foundation is a recognized 501c3 charitable organization and all donations are considered tax deductible.

AIFD Foundation
 525 SW 5th Street, Suite A • Des Moines, IA 50309
 Phone: 515-282-8192 • www.aifdfoundation.org

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Tom Clark



AIFD Leadership Profile

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

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

Lee: I have been the owner of Gallison Design for over 20 years. I do graphic and event design for both the trade and consumers. In event work, my job is to guide clients to look at alternative ways of interpreting their personal thoughts and dreams into floral art – using design influences from all over the world. In graphic design work, my job is to expand my clients' reach by designing creative marketing materials, both print and digital, and overseeing their production.

AIFD: What leadership role(s) do you hold within AIFD and throughout the floral industry?

Lee: I am the Vice Chair of the National Marketing Committee and currently serve as the Marketing Committee Symposium Liaison.

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

Lee: I try to always remember that by using the AIFD after my name, my words and actions not only represent me, but represent an organization as well.

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

Lee: Yes, **Rene Van Rems AIFD, CFD!** I took one of his classes and didn't do very well at it, but that did not matter. I remember thanking him and letting him know that that day, everything had changed and I began walking down a new path to a great career.

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

Lee: Becoming AIFD is truly a group project! I will list **Jodi Duncan AIFD, CFD**, **David Kesler AIFD, CFD** and **Leanne Kesler AIFD, CFD**. But there were so many other wonderful people who were willing to share their talents and encouragements. I could not thank the AIFD family enough for that.

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

Lee: I love making armatures. They become sculptures in their own right, that allow floral to dance within and around it. Also, I love creating "little scapes" – places where you eye can move in and around designs to discover surprises.

AIFD: What issues are most important to you professionally?

Lee: This is a very exciting time to be in this industry. I work to see the floral industry become a recognized specialized design discipline both within the general design community and consumers-at-large.

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

Lee: Restoring the outside of a 1890's Victorian home that is my studio - three cheers for power tools! And hanging out with my "posse girls!"

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

Lee: To those considering testing, ask for help! Attend a symposium before you decide to test. Be inspired! Volunteer! See what the testing looks like, and ask, ask, ask. Take specific classes that are designed to help with testing. I took AIFD on-line classes, a weekend class at the Floral Design Institute and Designing for Excellence. Invite critique. Members want to help and want you to pass!

AIFD and Social Media



www.facebook.com/AIFD.CFD



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



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



www.youtube.com/user/AIFDHqtrs

College of Southern Nevada SAIFD Chapter Members Show Off Their Brilliant Talent

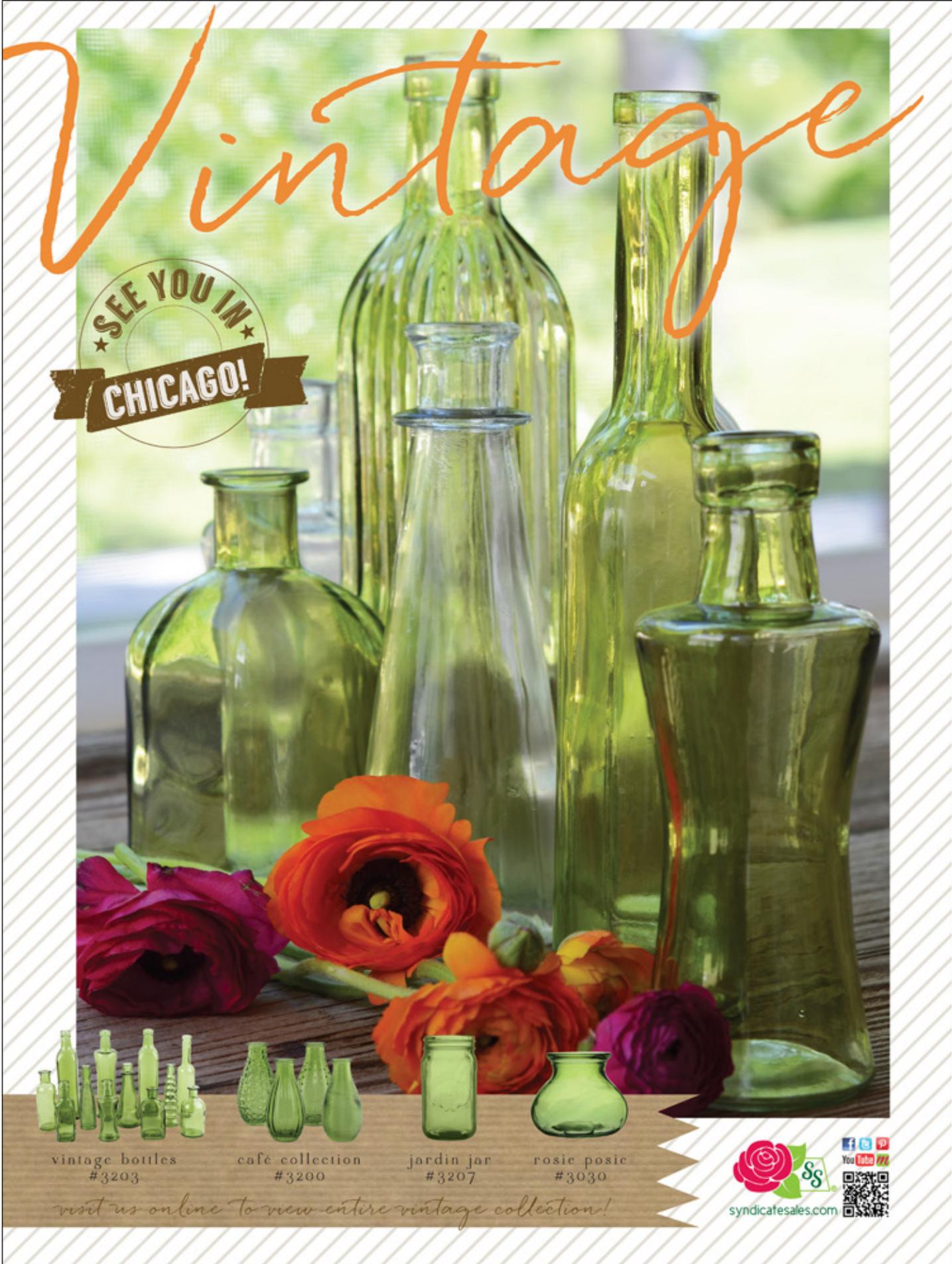
Students of the Elaine Wynn Chapter at the College of Southern Nevada (CSN) have been very busy the past few months designing, creating and sharing their masterpieces at several events.

Members of the student chapter created more than 100 centerpieces and decorated for the college's Foundation Gala that took place on April 12, 2014 at Rio Resort in Las Vegas. (Top row, first picture on the left.)

The students also created stage pieces for College of Southern Nevada's Commencement Ceremony that took place May 19 at the University of Nevada, Las Vegas Thomas & Mack Center.

A picture says a thousand words so enjoy the following photos from the events!





Vintage

★ SEE YOU IN ★
CHICAGO!



vintage bottles
#3203



café collection
#3200



jardin jar
#3207



rosie posie
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Everything You Need to Know:

Gypsophila or "Baby's Breath" as it is commonly known by, is a very prominent flower recognized and used throughout the world. Historically, Baby's Breath has meant "festivity" and since we will be enjoying a truly festive time in Chicago for the 2014 Symposium, the feature flower of this issue is Baby's Breath!

Gypsophila is a genus of flowering plants in the carnation family, Caryophyllaceae. They are native to Eurasia, Africa, Australia, and the Pacific Islands. Plants of the genus are known commonly as baby's-breath, a name which also refers specifically to the well known ornamental species *Gypsophila paniculata*.

Common Names: Baby's Breath, Gypsophila, Gyp

Botanical Name: Gypsophila, (jip-SOF-i-la)

Availability: Year Round

Vase Life: 5 to 7 days.

Storage Temperature: 36 - 38 F

Ethylene Sensitive: Yes, very sensitive

Description: Bunches of complex branches filled with dozens of tiny florets.

Colors: White. Pink is available, but uncommon

Botanical Facts: Gypsophila comes from the Greek for "gypsum-loving" in reference to the plants favoring of high calcium soils.

Design Notes: Baby's Breath is a very popular filler flower. Small clusters of blossoms also work well in wedding and corsage design.

Purchasing Hints: Purchase bunches that are filled with open florets and closed buds. One half of the florets should be open. Avoid bunches with blossoms that are showing any signs of browning. There is a wonderful new species of Baby's Breath on the market called "Million Stars" (*elegans paniculata*) which is leading a renewed popularity of Baby's Breath.

Conditioning: 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. To speed the opening of blossoms. Pour one gallon of boiling water into a one gallon storage bucket. To this add two tablespoons of bleach. Then place the stem ends of the Baby's Breath into the hot bleach-water solution. You will be able to actually watch (and hear) the florets pop open like miniature popcorn.

Additional Notes: Baby's Breath can be a very hardy, long lasting filler flower. However, it is very sensitive to ethylene, water stress and botrytis. Make sure that storage buckets are clean and always use a commercial floral preservative/floral food containing a fungicide. Baby's Breath needs to be stored in high relative humidity to avoid stem desiccation. Do not "mist" Baby's Breath as this may cause blossom browning. Baby's Breath does dry easily and well. However, drying Baby's Breath generates very high levels of ethylene gas. Dry Baby's Breath in a well-ventilated area, away from other flowers.



Sources: floraldesigninstitute.com, www.aboutflowers.com/flower-a-plant-information-and-photos/meanings-of-flowers.html

Learning is in the AIR

SAIFD Chapters Participate in Artist in Residence Programs

Ohio State University - Anderson Chapter

Students at The Ohio State University capped off a spring semester of contemporary floral design studies with an inspiring Artist-in-Residence program presented by **Blaine Kohler AIFD, CFD**. Blaine's program focused on modern hand-tied wedding bouquets and also included a valuable career development component.



During his March workshop, Mr. Kohler, a graduate of the Ohio State ATI Floriculture program, presented an impressive series of modern bouquets which illustrated tricks, techniques and unique flower combinations to add sophistication, whimsy and originality to hand-tied bouquets. Students tried their hand at round and cascading hand-tied bouquet styles under the direction of Koehler using beautiful tropical and garden flowers provided by the Cleveland Plant and Flower Company.



A special component of the Artist in Residence program was a lecture by Kohler detailing his unique path through his career in the floral industry, including the twists and turns that lead to his eventual co-ownership of Village Green Floral and Garden Center in Wapakoneta, Ohio. With a business emphasis on wedding design, Kohler was able to share realistic and humorous stories of the joys and pitfalls of wedding floristry. He encouraged students to maximize their education by taking advantage of opportunities such as AIFD National



Symposium and American Hort Cultivate '14, two major industry events SAIFD members will be participating in this summer.

Univ. of Missouri, Columbia - Mizzou Chapter

Mizzou SAIFD's 2014 Artist in Residence was one of the most sought after speakers in the floral industry, **J Schwanke AIFD, CFD, PFCI**. J taught three classes during his time at Mizzou. He spent one-on-one time with the Mizzou SAIFD Chapter teaching minimalistic design using protea and other unique flowers. Later that evening the Mizzou SAIFD chapter was able to host dinner with an open forum giving members a chance to ask J more about his experiences in the floral industry. The next morning started off with a bouquet class featuring J's Gala holder. Floral design students and Mizzou SAIFD chapter members attended. Lastly, J's time ended with a lecture about trend synthesis. It highlighted upcoming styles and trends in the floral industry and where they originated from. We cannot express how honored we were to have Mr. Schwanke at Mizzou. This was an invaluable exposure and experience to us as young floral designers, and we would love to have J back at Mizzou!



Golden West College - Shirley Haas Chapter

The Shirley Haas SAIFD Chapter from Golden West College hosted their Artist in Residence (AIR) Program on Saturday, March 15, 2014. **Carolyn Fowler AIFD, CFD**, a veteran of the floral industry, was the guest educator and presented "Events: Inspiration and Perspiration." Carolyn's experience in the floral industry spans from retail to education to special event design and more. She has taught floral design at private schools as well as a full-time faculty position, running the Floral Department at the College of Southern Nevada (CSN). Carolyn served as an advisor to the Elaine Wynn Student AIFD Chapter at CSN, has

presented an Artist in Residence (AIR) program at CSN, and continues to mentor the SAIFD Chapter members as Professor Emeritus. Carolyn is not only an amazing, creative floral designer but she is also an exceptional educator. Her passion for the industry is translated to the students through her remarkable teaching skills and excellent presentation style.



Carolyn began the program with a special look at the Event Trends Forecast for 2014. She discussed industry and décor trends and encouraged the students to “characterize” their events and immerse their

guests in the “experience” that is created. She emphasized the importance of producing ideas and explained the “creativity process.” Carolyn’s vast education has discovered abundant research on creativity development and she shared her many methods for increasing our imagination, inspiration, and originality in regards to event design. Her program covered all aspects of event design, beginning at the consultation, which embraces the possibilities and areas for floral décor, to producing ideas, pricing, planning, execution, delivery, strike and beyond. Hence, the program’s title, “Events: Inspiration and Perspiration” made complete sense to the students! Carolyn provided the students with comprehensive handouts that not only included the essence of her program but included a broad resource list for additional student inquiries. The "Pricing Strategies for Event Work" handout was significant to remind students that this is a business that requires education, talent, and skill and professionals must be sure to make a profit and not merely give away time, talent, and expertise.

Generous donations of fresh flowers from Orange County Wholesale Flowers and Mayesh Wholesale Florist allowed for Carolyn’s artistic construction of over a dozen unique event designs. Her excellent ability as an educator conveyed the complete structural process of a favored piece, a windswept design created in the Aqua Culture trend with unique foliage and flowers. This design just “shouted” rhythm and harmony! Supplies and props were graciously donated by Shinoda



Design Center and Baker Party Rentals. The Shirley Haas Chapter is grateful to our sponsors for their generosity and

continued support of the program.

Another favorite design was the Fairy Garden that Carolyn magically created and shared not only her mechanical and botanical processes but the history and folklore of fairies. Other event creations explored the confetti trend, the industrial trend, and even the last frontier, space. Carolyn is a teacher at heart and presented the students with practical, useful ideas that can be incorporated into everyday design as well as special events. Her demonstration of an alternative quick method for creating a hand-tied bouquet was especially appreciated by our students. Carolyn challenged the students by including them in the preparation of the program as well as giving them the opportunity to design under pressure as she randomly called for a student to complete one of her designs.

The Shirley Haas Chapter is grateful to their sponsors and to Carolyn for sharing her talent, time, and expertise with our current students, alumnus, faculty, and the community. “Events: Inspiration and Perspiration” was an amazing educational afternoon that enchanted all the attendees and provided knowledge, a renewed passion, enthusiasm and excitement for event design. Thank you Carolyn, you rock!

Gateway Technical College - Gateway Chapter

On April 7, 2014, the Gateway Chapter of SAIFD hosted an Artist in Residence Program. **John Hosek AIFD, CFD** was our guest designer. The program was all about events, prom and trends. The students were awed with all the glam and glitter and John’s enthusiasm. His cutting edge designs gave the students new ways to look at design. They were all inspired to go on further in floral design. John has a way of sharing his passion that catches like fire and it just keeps going. We had 30 students and chapter members in attendance. Not only did John do a show but he also did hands on with them.

The sponsors for the program were DWF Wholesale Products in Milwaukee, Wis. and the Fitz Company. Without their help and support programs like this could not take place. Their dedication to the industry and investment in the future of the students can’t go without a big thank you! Also, without the help of the AIFD Foundation, none of this could happen. Thanks for all your support.

SUNY Cobleskill - SUNY Cobleskill Chapter

The Artist in Residence Program took place at the State University of New York Cobleskill Floral lab on April 15, 2014. The student chapter of the American Institute of Floral Designers hosted guest designer, **David Siders AIFD, CFD**, from Experience and



Creative Design in Schenectady, N.Y. David came to the campus to work with students on bridal work and body flowers.

The students watched demonstrations from David as he lectured and shared valuable information about wedding appointments.



He demonstrated several techniques and also shared care and handling hints that work well for his shop. After his demonstrations, the students had the opportunity to have hands-on

sessions. David worked side by side with the students to create a hand tied bridesmaid bouquet, a luxurious cascading bouquet, and body flowers. Donations came from Fitz Designs.

Student **Haley Miller** remarked "Having a guest designer helps us get a different perspective on design, and we get to design things we don't normally do in class. It's a valuable experience for all of us." Co-advisors **Mary Robinson AIFD, CFD** and **Theresa Colucci AIFD, CFD, PFCI** assisted and helped the students bring their AIR project to campus.

Mississippi State University - Ogilvy of Airlie Chapter

Right off the heels of her visually stunning and thought-provoking Southern Conference show, **Brooke Raulerson AIFD, CFD** flew over storm clouds for an Artist in Residence program at Mississippi State University from April 30-May 1.

MSU students learned new ideas in the realm of modern floral design. A competitor in professional-level floral design contests since the age of 17, Brooke represented the United States in the America's Cup, June 1 in Miami. She feels that competitions keep professionals focused and on top of emerging trends. The Artist in Residence Program brings talented AIFD professionals to institutions where floral design is taught. AIFD members are not compensated for their time, but many feel that their work is a rewarding way of giving back to the industry.

Support the SAIFD Chapters at the 2014 Symposium in Chicago

You can support the student chapters of AIFD by purchasing items at the Body Bar Buffet, taking place during the 2014 Symposium, on Sunday, July 6 at 2:45 p.m. in the International Ballroom (will be in the rear of the room) of the Chicago Hilton.

Support the future of the floral industry, support SAIFD!

AIFD Member Receives Award from State Florist Society



The Nebraska Florists Society is proud to announce that member **Conrad Quijas AIFD, CFD** (pictured left) was awarded the Mayor's Art Award for Artistic Achievement in the Visual Arts by **Chris Beutler**, Mayor of Lincoln, Neb. The award was presented to Conrad on May 28, 2014 at a banquet at the Lied Center for the Performing Arts in Lincoln. This is the first time since the inception of the award 36 years ago it has been awarded to a floral artist.

Conrad has demonstrated his talent in many forums. He is a member of the Nebraska Academy of Floral Designers. Conrad has won the prestigious Society of American Florist's Sylvia Cup Competition twice and he has been included three times in the publication International Floral Art. He has won the FTD Americus Cup Award and has been recognized as a top designer by *Florists Magazine* and *Florist Review*.

Source - The Nebraska Florists Society

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What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Eldon Haab AIFD, CFD

The journey of being North Central AIFD president has been a quick ride that is coming to a close. It has been a good one; an opportunity to work with special people and to share in goals and aspirations. It has been an opportunity to listen to chapter members of their concerns, their hopes, and their ideas for our chapter as well.

North Central...I am amazed with the talent and commitment of you, our members. You are designers, educators, events planners, display and show specialists, leaders in our state organizations, shop owners, free lancers, "cheerleaders," and much, much more. My thanks goes out to all of you for all you do!

Special thanks goes out to **Bob Friese AIFD, CFD** (and his many assistants) for sharing your "moss and sticks" and the beauty and fresh air of your Michigan woods in hosting "Natures Creative Edge" for many years. This has been an opportunity for both designers and the public in bringing design to its natural setting.

Thanks to **Laura Parker AIFD, CFD** and her team for a successful Chicago Home and Garden show meeting and presentation in March. Gathering together to share, celebrate, and learn with our AIFD, CFD, and potential members was a delight. Our third annual BOBBI CUP competition held at the Chicago show was won by **Derek Woodruff AIFD, CFD, PFCI**.

Our Milwaukee Art show coordinated by **Amanda David-Strassburg AIFD, CFD** successfully coordinated AIFD design talents and educational programs enlightening the public with its presentations and art interpretations.

Rick Orr AIFD, CFD coordinated the 21st annual Petals and Paintings at the art museum of the University of Illinois, with AIFD designers from five states in our region to "wow" the public with creative art interpretations that were toured by over 2,000 guests.

AIFD members were actively organizing, presenting educational programs and workshops, and assisting behind the scenes at our state florist events. Toss in those myriads of garden show presentations, wedding shows and many other events that are sprinkled throughout our calendars and you find a busy year. Many of you are serving on national committees and assisting with national projects.

North Central members connected with the Southern region to again assist at the national FFA conference in sharing our ideas and talents with young "florists-potentials."

We have a large group of potential members taking the PFDE in Chicago and have been working to mentor them in their journey.

I am proud that North Central has granted five scholarships from our own chapter earnings this year in addition to our foundation scholarship activity.

COMING SOON...**Frank Feysa AIFD, CFD, PFCI** is leading a team of North Central members (and others as well) in preparing for "Transition Transformation," our 2014 Chicago Symposium. We look forward to this great opportunity for hosting our national membership and guests. Don't forget that besides all of our responsibilities, we have a North Central meeting as well.

We are spread across the miles, making it challenging to connect. I set goals that we have not yet accomplished, but will pass these ideas on to future boards to consider. Thanks to all of you for your encouragement, support, and suggestions, and the many hours you have spent on behalf of North Central and our industry during this past year.

South Central Chapter

President's Letter

Todd Sweeden AIFD, CFD

Summer greetings, South Central Region members! Hard to believe, but our 2014 National Symposium "Transition Transformation" taking place July 3-7 in the windy city of Chicago, is upon us. Hopefully you have your reservations made and your plans to be there are complete. This city never disappoints us with plenty of things to do and see. A full lineup of programs and events promise to be our best ever. Whether this is your first time to attend or your sixth time, you will not want to miss these five action packed days. Don't hesitate to be inspired!

Most of you are aware we are hosting the 2015 National Symposium in Denver, Colo. We are responsible for the final Hospitality Party at the July Symposium and "TEASING" the audience to entice them to join us in Denver. This is your opportunity to join your regional family in extending this invitation. Be sure to contact **Ken Senter AIFD, CFD** or **Chris Collum AIFD, CFD** to help with the Hospitality Party, and **Marie Ackerman AIFD, CFD, PFCI**, to help with the "TEASE."

FYI...During our National Symposium, the South Central Board and Members Meeting is scheduled for July 4 at 11:30 a.m. Join us in welcoming the most new members our region has had in years!

In April we had our third Design Forum with huge success in Saint Louis. Chairman **Frankie Peltiere AIFD, CFD**, and his team created a fantastic show that featured the talents of **Jackie Lacey AIFD, CFD, PFCI** and a host of others. They

shared interesting ideas about design and what's new on the forefront. Many thanks to all of them for sharing their time and talents with us.

Mark your calendars for Oct. 26, 2014 for Denver, Colo. **Sandi Yoshihara-Sniff AIFD, CFD** and **Lisa Weddel AIFD, CFD, PFCI** are planning a Fall Design Forum for the SC Region that promises to be one of our biggest fundraisers ever. Stay tuned. We will be filling you in on all the details. This will be your opportunity to become involved.

Finally, a big thank you for giving me the opportunity to serve you as President of the AIFD South Central Region. It has been my pleasure to give back to AIFD. Special thanks to the Officers and Board of Directors for their support of me and their commitment to our region. Thanks to all of you for staying involved and in helping make South Central the best region.

North East Chapter

President's Letter

Polly Berginc AIFD, CFD

Spring is finally here, summer is around the corner, and many of you are preparing for the busy wedding season ahead. Our members throughout the region have been participating in programs, educational workshops, demonstrations and art festivals. All of these events are a wonderful way to promote AIFD, demonstrate higher excellence in design, and share your passion and expertise with future potential members. As your President this year, I have seen first-hand how many of our members truly give so much of themselves to promote the field of professional floristry and the mission of AIFD. This year, the participation of and volunteering of our regions members has been overwhelming; your passion and dedication to AIFD and the floral industry is truly inspiring. Together, we are making a difference in the future of our chapter.

When I attended the national meetings last year in Baltimore, **John Kittinger AIFD, CFD** asked us to write out our goals for the coming year, and offered support in helping us reach our goals. His gift to us was to "Enjoy the Journey." I can truly say that this has been an amazing journey full of commitments, accomplishments, meeting new members, and making my goals for our chapter become a reality. There is still work to be done, but I can leave my term feeling that I have fulfilled several goals for the betterment of the NERC. But this has truly been a team effort; and without the hard work and assistance of my current board and other active members within our region, these achievements could not have been successfully reached. I thank each and every one of you for your commitment to our region and AIFD. Your support has been incredible. When asked of you to help out with a task or to lend a hand, you delivered. I also want to thank **John Kittinger AIFD, CFD** for his support and for sharing with us our 'Best of Show' celebration at the Philadelphia Flower Show.

I hope to see many of you at Symposium in Chicago. "Transition Transformation" is sure to be an exciting event this year, with a fabulous line-up of programs sure to inspire. **Frank Feysa AIFD, CFD** and his team will make this Symposium a year to remember. We look forward to welcoming new inductees into our region and encouraging their active participation with us.

Ron Mulray AIFD, CFD is once again Chairman of the AIFD Foundation fundraising event this year at Symposium and we need your help! This year's theme to create "Shoes: The Art of the Pump." The shoes may be designed as art pieces (to sit on a table) or can be wearable art fashion. Think of the endless possibilities and fun you can have when designing these heels! If you are willing and interested in being part of this important event, e-mail Ron at ronmulray@aol.com for a detailed set of guidelines and criteria for designing these shoes. Ron, again, my sincere thanks for all you do for our region and AIFD; you never cease to amaze me!

As I am very busy working at wrapping up this year's projects in our region, we look forward to incoming President **Theresa Colucci AIFD, CFD** and the new officers and board continuing with our region's goals and achieving new accomplishments. My sincere congratulations to the new NERC officers and board members for the upcoming year. It has been an honor representing the NERC and serving as your President, and I will continue to support our chapter in the future. Wishing you all a prosperous and enjoyable summer season, and hope to see many of you in Chicago!

Northwest Chapter

President's Letter

Lily Chan AIFD, CFD

Summer is almost here, that means that our National Symposium is upon us... "Transition Transformation" in Chicago...we're going to the Windy City!

I can't believe that the year is almost over for me...and there's so much to do and to experience. I feel as though I just started and it's almost over...where did the time go? Or is it that I'm getting older faster, okay, maturing and being wiser.

Please join us in welcoming our three new inductees **Callie deWolf, Leisa Cook, and Jaimie Hindley** in Chicago. We would love to have you join us at our Membership Meeting and also welcome our new National Representative **Wil Gonzales AIFD, CFD**. At the same time, help us swear in our new President **Kim Oldis AIFD, CFD**, President-Elect **Rachelle Nyswonger AIFD, CFD**, Vice-President **Sharrai Morgan AIFD, CFD**, Secretary **Wendy Pine AIFD, CFD**, Treasurer **Karen Genoud AIFD, CFD** and our Board of Directors **Heather De Kok AIFD, CFD, Jon Robert Throne AIFD, CFD** and **Emil Yanos AIFD, CFD**. This is going to be an eventful and auspicious event for all, especially me.

President-Elect **Kim Oldis AIFD, CFD** will be discussing our upcoming events for the Fall, she's got some great plans. You must be there to hear what she got planned for our Chapter, it's

going to be great Northwest Event!

We will be using our updated Policies and Procedures that was approved by National in the spring. A new approved Northwest Regional Chapter pin will be available to all our members and will be given to all three of our new inductees at our Membership Meeting.

I will be joining all of the Past Presidents, as they did, whereas their first task is being on the Nominating Committee. Watch for my e-mails or calls, you will know that we had selected and nominated you with my committee to be on the ballot. Please have your bios ready. Once elected, you will truly have a wonderful experience under the presidency of **Kim Oldis AIFD, CFD**, without her support and the Officers and Board of Directors, we wouldn't have had our fabulous Spring Program with **Tomas De Bruyne** "Reboot Your Creativity" chaired by our own **Wil Gonzales AIFD, CFD** and his committee which included **Wendy Pine AIFD, CFD**, **Emil Yanos AIFD, CFD**, **Susan Ishkanian AIFD, CFD** and **Eliza Wong AIFD, CFD**.

Just a reminder, we must see to it that we promote our scholarship programs at every event possible. Promoting the scholarship programs throughout our chapter will encourage students to go on to achieve either their retail floristry certification at any accredited institution or even going onto a National Symposium where students will get the bigger picture of achieving an AIFD Membership. Our chapter has scholarships in place for this and AIFD Foundation has many types of scholarships in place for recipients that are qualified, if they only go through the application process that's in place. Please e-mail us at any time, we will direct you to the scholarship chairperson that will be in place to help you go through the application process. I can be reached at 2chinalily@gmail.com.

Thank you for trusting me and electing me as your President. Another journey in my life that I'll always remember...great to be part of it.

Again, I look forward to seeing you in Chicago for "Transition Transformation!"

Southwest Chapter

President's Letter

Lorraine Cooper AIFD, CFD

As another great SWAIFD year draws to an end, the region continues to keep busy with industry and consumer awareness events as well as educational programs before we all head off to a very anticipated symposium in Chicago.

This past year was another great year of getting together to re-acquaint with friends, meet new friends, and discover new products and design tips and tricks. The "Holiday How-To" program and our annual Wedding Extravaganza were both huge successes with great designers and lots of food, folks and fun. We also took some time out to recognize and celebrate 50 years of AIFD with a beautiful luncheon honoring many of the

founders and long-time members of AIFD. We are very proud of our history and our iconic members in the Southwest region as this is where it all started!

At the conclusion of this year, the SWAIFD Regional Board would like to thank **Tony Medlock AIFD, CFD**, **Ikuko Hashimoto AIFD, CFD** and **Jeremy Trentelman AIFD, CFD** for all of their hard work and dedication to SWAIFD. The up-coming year looks to be filled with exciting events and programs throughout our region. Come join the fun and be a part of our great group!

Southern Chapter

President's Letter

Sylvia Bird AIFD, CFD

Seasons come and seasons go and floral design goes on forever! I really hope that your Mother's Day trading was encouraging. Most of the reports I have heard says that it was a successful period.

Thank you to everyone who attended the Southern Conference in St. Simon's Island, Ga. It was a really successful conference. My thanks goes to **Randy Wooten AIFD, CFD, PFCI** for coordinating everything and to **Jenna** for her help and assistance given to Randy. The incredible designers who were there and showing us fantastic designs were **Jackie Lacey AIFD, CFD, PFCI**, **Brooke Raulerson AIFD, CFD**, **Rene van Rems AIFD, CFD** (who also held a hands-on workshop) and **Greg Lum AIFD, CFD** (who stepped in when our published designer **Gerry Gregg AIFD, CFD** couldn't make conference because of ill health). We wish Gerry all the best and hope he is more comfortable and thanks to Greg for a great "instant" program." **Ian Prosser AIFD, CFD** created wonderful designs for my President's Banquet, despite suffering from the flu at the time. Sincere thanks to everyone behind the scenes – workroom and staging. And a special thanks to all of the sponsors – their generosity had no bounds – thank you everyone for a really great conference.

May is the time to renew your membership to AIFD. I hope that this reminder will prompt you to pay your dues. Symposium is coming fast – July is the time that we will be energized and inspired in Chicago. I hope to see many of you there. This year we have seven new inductees: **Lesley Bolden**, **Chris Branham**, **Julie Gennaro**, **Kirk Joiner**, **Michelle Morgan**, **Marcela Lopez-Vallejo** and **Randy Stone**. Well done and congratulations to those. We also have nine new CFD designers in the Southern Region.

Don't forget to attend the Southern Region Members' meeting at Symposium on July 4.

I wish those of you that are taking the PFDE in Chicago the very best of luck and hope to see you at your induction ceremony in Denver, Colo. in 2015.

Russ Barley AIFD, CFD will become your new President in July. I wish him a successful year and would like to thank each and every one of you for your help, advice, encouragement and friendliness given to me during my term of office. Thank you all and see you in Chicago.

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AIFD News & Notes

Communication Center

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

June 18 - Would You Like to Win a Free Registration to AIFD's 2015 Symposium?

June 17 - Important News from AIFD's Platinum Elite Partner FTD

June 13 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

June 10 - Early Bird Registration Deadline Ends Sunday - Register Now for AIFD's 2014 Symposium "Transition Transformation"

June 6 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

June 5 - Don't Miss The Floral Design Industry Event of the Year!

June 3 - AIFD Foundation Newsletter Spring 2014 Issue 2

June 2 - AIFD's Floral Food for Thought - June 2014

May 30 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

May 28 - Beloved AIFD Member Passes Away

May 27 - Now that Memorial Day is Over, Focus on the Next Big Event...the 2014 AIFD Symposium "Transition Transformation!"

May 23 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

May 23 - Looking for New AIFD Laureate Members to Recognize

May 21 - This is Your Only Chance to Take Part in AIFD's Exclusive Educational Opportunity of the Year!

May 16 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

May 13 - You Can't Afford to Miss This Exclusive AIFD Deal! Early Bird Deadline to Register for Symposium is Midnight Tomorrow

May 9 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

May 5 - AIFD's Floral Food for Thought - May 2014

May 2 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

May 1 - Are You Ready for a Transformation? Early Bird Deadline to Register for Symposium is May 15!

April 28 - Beloved AIFD Member Passes Away

April 23 - AIFD Focal Points is Hot off the Desktop!

April 22 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

April 11 - AIFD Adds Language Translation Feature to Website

April 10 - AIFD Needs Your Input on the 2018 Symposium Location

Look Who's Talking About AIFD

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

June 2014

www.ukiahdailyjournal.com/blogs/ci_25940633/hey-flower-guy-last-flowers-received

AIFD member featured

[www.hortidaily.com/article/9098/US-\(LA\)-7th-Annual-Iron-Designer-Competition-to-feature-award-winning-floral-designers](http://www.hortidaily.com/article/9098/US-(LA)-7th-Annual-Iron-Designer-Competition-to-feature-award-winning-floral-designers)

AIFD members featured

www.weddinginstituteblog.com/latest-news/a-moment-with-wayne-gurnick-celebrated-wedding-designer/

AIFD member featured

www.lowesfloral.com/sales-and-events/sample-calendar/american-institute-floral-designers-national-symposium/

AIFD National Symposium

May 2014

http://nowyouknowevents.com/ai1ec_event/american-institute-floral-designers-national-symposium/

AIFD National Symposium

<http://lubbockonline.com/gardening/2014-05-14/peffley-floral-design-requires-lot-study>

CFD program mentioned

April 2014

www.canadianfloristmag.com/content/view/4855/57/

AIFD multi-lingual website

<http://theflorist.co.uk/events/730-floral-design-national-symposium>

AIFD National Symposium

http://herald-zeitung.com/news/article_f65dd2b2-c5e9-11e3-84c0-001a4bcf887a.html

AIFD member featured

Designers to Compete for Coveted Sylvania Cup

Two dozen of the nation's best floral designers will be given the same flowers, foliage and design supplies - and two hours to create the surprise challenge - at the 47th Annual Sylvania Cup Design Competition on Aug. 16 during SAF Marco Island 2014, the Society of American Florists' (SAF's) 130th Annual Convention in Marco Island, Fla. During the last hour, the competition's commentators and coordinators - decked out in themed costumes - talk about the featured products and challenge.

"I'm looking forward to unveiling the theme and seeing all the amazing designs created this year," said contest coordinator **D. Damon Samuel** AIFD, CFD, PFCI, of the Bill Doran Company in Omaha, Neb. Samuel also coordinated the 2013 contest, which surprised contestants and the audience with an edgy Steampunk theme and costumes.

A panel of three design experts appointed by the Professional Floral Communicators-International Board of Trustees evaluates the contestants' work. The highest combined score determines the winner who receives the Sylvania Cup trophy, \$3,000 and a complimentary registration to SAF Amelia Island 2015, SAF's

131st Annual Convention. First Runner-Up wins \$500; Second Runner-Up gets \$250. Winners will be announced at the convention's Stars of the Industry Awards Dinner.

"If you want to compete, sign up soon as spaces always fill quickly," Samuel said. To reserve your spot to compete, download the Sylvania Cup Entry Packet from safnow.org/2014-sylvia-cup or contact SAF's **Jenny Scala** at 800-336-4743 ext. 216; pfcisafnow.org. Entry deadline: July 1. Check out the competition and see who's already signed up to compete on SAF's Facebook page.



The California Cut Flower Commission sponsors the Sylvania Cup; Smithers-Oasis provides the hard goods and prize money; and Professional Floral Communicators - International coordinates the competition.

In the photo is **Joyce Mason-Monheim**, AIFD, CFD, PFCI of Designer Destination, who won the grand prize in the 46th Annual Sylvania Cup Design Competition during SAF Phoenix 2013.

Source - Society of American Florists, www.safnow.org

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AIFD...the Gold Standard

By Suzie Kostick AIFD, CFD, PFCI, 50th Anniversary Task Force co-chair

During the process of digging through the AIFD archives I came across an interesting article that was published in the June 7, 1984 issue of *Florists' Review*. Almost the entire issue focused on AIFD and what it meant to be a member, what it took to become a member and it included some interesting remarks about the uniqueness of our National Symposium.

I was most impressed, however, by the Editor's note written by then editor **John Saxton**. Its message was succinct and inspirational. Its explanation of what it meant to work towards and achieve the AIFD accreditation is probably one of the best explanations I have ever read. Mr. Saxton's message stands as true today as it did in 1984. I would like to share it with you now:

"Go For the Gold"

The American Institute of Floral Designers (AIFD) is now in its eighteenth year and will be having its annual Symposium in July. It's an interesting organization in that it is elite without being elitist. There's a fine line of distinction in that statement.

According to Tom Shaner, executive director, anyone who can meet the design requirements of the organization can become a member. That makes it a very democratic group, but it is an elite group because it really is composed of the "crème de la crème" of designers and is recognized internationally for the high standards it set and upholds for floral design. While some critics may dismiss as impractical the elaborate and expensive designs AIFD members can conjure up for a show, if you talk to AIFD members their professionalism always shines through. And a professional is one who is just as concerned over a single stem in a simple vase as he or she is over a completely coordinated White House dinner (Dottie Temple, White House florist, is a member). That may sound corny to some, but it is what separates the professionals from the practitioners and what separates AIFD florists from others.

Not every designer is able to meet the standards of AIFD and this is good; if everyone could there would be no distinction to AIFD. But even in the trying most floral designers would benefit. Everyone needs a worthy goal, and if it is too easily achieved it means little to the achiever or to others. Hundreds of athletes compete in the Olympics, but few take home a gold medal. But the distinction of having tried is often a worthwhile reward in itself.

For those who would set AIFD membership as a goal, Shaner offers the advice to first attend a Symposium before applying. First time applicants who have attended a Symposium usually do better than those who have not. The Symposium is open to anyone who wishes to attend.

Just as Olympic contenders "go for the gold" so can floral designers. And when you see the discreet AIFD gold lapel pin, you know you are looking at a winner.

-John Saxton - Editor

As we prepare to test the next group of potential candidates as well as welcome our newest members into AIFD, I hope we can all recognize and appreciate the important role our organization has played in our industry. We should be proud of the standards that were set nearly 50 years ago and that are still being upheld today. Although AIFD has grown and evolved, the core values are still present in every person that walks across the stage to accept their "discreet AIFD gold lapel pin." Not everyone will win the gold and become AIFD but EVERYONE can try. And that, my fellow AIFD members, is how we remain elite without being elitist.



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The Year in Review: Mississippi State University

The Ogilvy of Airlie Chapter of Southern AIFD started the semester off with a game of “Floral Bingo,” giving members and new students the opportunity to meet each other. Officer elections for the 2013-2014 year were also held with the following members elected: President: **Madeline Hawes**; Vice President: **Mary Frances Bennett**; Secretary: **Darby Dillard**; and Historians: **Olivia Johnson** and **Camille Tedder**.

The fall semester was filled with many activities and fundraisers. At every home football game our chapter hosted a corsage bar outside The University Florist giving away corsages to MSU fans of all ages. Often, alumni, parents and staff donated money for the corsages. Members make the corsages and run the corsage bar. This year we also designed homecoming mums for the Mississippi State homecoming game on Oct. 12, 2013. We offered three different mums that customers pre-ordered for the game. The mums offered were traditional or personalized, and we also offered petite rose wrist corsages.

October 4 was a busy day for the chapter. **Scott Kitayama**, president of Greenleaf Wholesale Florist, spoke to students and faculty about the floral industry. In addition to that program, the Horticulture Club hosted their annual plant sale the same day. This year, members made wreaths to sell and also signed up to help the Horticulture Club with their sale.

Shortly after, we held a pumpkin carving event where members and friends were welcome to come, eat and carve pumpkins. Exciting prizes donated by local businesses were given to the top carvers.

The winter fundraiser was our annual McCarty’s Black Eyed Pea platter raffle. The University Florist donated a coveted McCarty’s Black Eyed Pea platter. Members sold tickets that were placed in a drawing for the platter.

In December, we held a wreath-making class with Master Gardeners’ and Columbus Air Force Base Spouses Club. Members worked hard at collecting live evergreens for the wreaths and

also helped teach the classes.

The spring semester began with floral design practice for Southern Conference competition. A portion of every meeting this semester was set aside for practicing floral designing until Southern Conference. Shortly after, our annual Rose Raffle drawing was completed just in time for Valentine’s Day. Members sold tickets for the drawing; first place was two dozen roses, second place was one dozen roses, and third place was for a tulip arrangement.

This year we had the pleasure and honor of hosting **Hitomi Gilliam AIFD, CFD**, an internationally renowned designer, as our artist in residence. Not only did Ms. Gilliam go to dinner with the club on Wednesday, March 26, she also taught floral design students in lecture and put on a public program in Columbus on Friday, March 28.

Four SAIFD members went to Southern Conference in St. Simon’s Island, Ga, from April 3-6. **Kailie Dunlap** won first place, **Madeline Hawes** won second place, **Renee Wright** won third place, and **Camille Tedder** placed.

The year concluded with Officer elections and inductions, both held on the same night, at the Chapel of Memories on Mississippi State University campus with the theme “Secret Garden.” Members were encouraged to attend with a garden hat! Mr. **Ralph Null AIFD, CFD** was the guest speaker and spoke to members and inductees about excellence in design. Following officer elections and inductions, celebratory appetizers and desserts were served in the chapel garden.

The ten new members inducted were: **Elizabeth Breen, Melissa Bowen, Katie Lynn Carpenter, Tara Elam, Meghan Gordon, Abigail Jenkins, Jena Koren, Jessica Robinson, Allie Seale, and Renee Elizabeth Wright**. Officers elected for 2014-2015 Ogilvy of Airlie Chapter of Southern AIFD are as follows: President: **Kailie Dunlap**; Vice President: **Jena Koren**; Secretary: **Liz Breen**; and Historian: **Abby Jenkins**.



AIFD offers classified postings for job opportunities. To find out how to post a position and to find more details on the following jobs please visit <http://aifd.org/about-us/job-bank/>.

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Floral Designer, Delivery Driver Sterling, Va.

We are looking for a floral designer who would be responsible for artistically arranging flowers to make wedding bouquets, wreaths, corsages, and other decorations. Please e-mail your resume to info@blacktulipusa.com with “Floral Designer” as the subject line. Visit aifd.org/wp-content/uploads/2012/04/BlackTulipJobPosition5-23-14.pdf for more information on the position.

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