

Focal Points

Excitement, Creativity will be Whirling in the "Windy City"

Floral designers who will be in Chicago July 3-7 for the 2014 Symposium can look forward to transitioning their talents to a new level and transforming how they look at floral design.

As with every Symposium, education is at the top of the list of benefits for attendees. And this year's lineup won't disappoint. Main stage presentations include "The Language of Flowers," "Gender Factor," "In Tune with Inspiration" and "Transformation of Functions," among others. The lunch and dinner meal functions offer a chance to unwind, meet new friends, share ideas and connect with other designers from all over the world.

Come celebrate the newest members of AIFD, the 2014 inductees, as well as the honored guests who will be receiving numerous AIFD awards. This is a great time to show your support and recognize those who have worked hard to become elite members of AIFD and those who have served the industry.

NEW THIS YEAR - Back Stage Passes are available for purchase. Be one of only 50 Symposium attendees to visit with and discuss, up close and personal, the designs of seven featured stage designers. This exciting optional registration opportunity (\$125 fee required) takes you back stage after the seven programs where the designers will show you their techniques and answer your questions. If you cannot attend all the back stage pass discussions feel free to loan your pass to a friend. There will only be 50 passes awarded on a first come, first-serve basis and you must have a General or Premium registration to qualify.

Be a Volunteer! Calling all energetic, hardworking, and creative designers! Have you ever wondered what it takes to make all that MAGIC happen at Symposium? Are you a "work room veteran" ready to jump right back into the fray? Whatever the case, we invite you all to apply for a volunteer position at Symposium. We will need volunteers beginning on June 29 through July 8 in order to make all the magic happen! Please remember you need to be registered as a Premium or General attendee of Symposium in order to volunteer. If you are interested in volunteering please visit <http://aifd.org/upcoming-events/2014symposium/#volunteer>.

If you haven't registered yet, do so today at aifd.org and join your fellow floral designers for AIFD's Floral Design Extravaganza!

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American Institute of Floral Designers

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Executive Officers

President: John Kittinger AIFD, CFD
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Vice President: Joyce Mason-Monheim AIFD, CFD
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Executive Director: Thomas C. Shaner CAE
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Director of Communications: Molly Baldwin-Abbott
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.

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

August 4-6

FTD[®] Boot Camp
FTD Headquarters

October 6-8

FTD[®] Re-Boot
FTD Headquarters

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/.

President's Welcome



"What a great time of year to be President."

What a great time of the year to be the President of AIFD. I have had the honor of attending some of the most exciting events that are available to our members. I started my travels with a trip to the Northeast Region and Philadelphia Flower Show. WOW! If you have not been, you must put that on your bucket list of floral events to see. To top it off our AIFD friends won "BEST OF SHOW." I was so proud to be there to see **Ron Mulray AIFD, CFD** and **Claire Won Kang AIFD, CFD** accept the trophy on behalf of the talented team of designers that put this exhibit together. Thanks again to the entire team of designers which included **Dan Vaughn AIFD, CFD**, **Derek de Matas AIFD, CFD**, **David Siders AIFD, CFD**, **Rudy Grant AIFD, CFD**, **Michael O'Neill AIFD, CFD, PFCI**, **Bill Murphy AIFD, CFD**, **Sue Weisser AIFD, CFD**, and **Adriene Presti AIFD, CFD**. Thanks for making us so proud!

No rest for me and I was off to the Southwest Region for their event "Love is in the air - Destination Weddings." What a great theme and lots to be learned from a talented group of designers that included **Brian Vetter AIFD, CFD, PFCI**, **Martin Flores AIFD, CFD**, **Sylvia Bird AIFD, CFD, PFCI**, and **Ikuko Hashimoto AIFD, CFD**. The region had outstanding support from its members who helped with arrangements for the lunch and decor for the presentation area. Lastly, I was honored to be there to pay respects to our dear friend **Bette Lou Barker AIFD, CFD** by writing a note to the family for her many years of service to AIFD and the industry. Bette Lou will be greatly missed not only by her AIFD family but by all who knew and worked with her.

At the writing of this article I had just returned from the North Central Region for their meeting in Chicago at the Chicago Flower and Garden Show. The wonderful and always inspiring **Deborah De La Flor AIFD, CFD** presented a wonderful program for the crowd at the show. Also, the third annual Bobbi Cup Design Competition proved to be an exciting time involving six North Central members and was won by **Derek Woodruff AIFD, CFD**. We concluded our weekend with an up-to-date program on varieties and care and handling.

The past few weeks built the excitement of attending the Spring Board meeting in Baltimore where we had a full agenda of items to finish up my year as President. We worked on a budget for next year, visited with the Regional Incoming Presidents and counted ballots from the recent elections. We also heard the report on the numbers of PFDE candidates that will be testing in Chicago and about the final plans for symposium. After the meeting it was another busy two weeks visiting our Southern Regional members during the Southern Conference in Georgia and then

onto the South Central region in St. Louis for their 3rd Annual Design Forum and finishing up in the Northwest Region in San Francisco. I will be giving you an update on these great events in my next message.

These visits have been a great opportunity for me to see what a wonderful a job the regions are doing being active and bringing education to our members. The participation of our members is unbelievable. Please join me in acknowledging the many hands that have made these events such a success and a thank you to all that attended. If you missed one of these many AIFD opportunities, please make plans to attend a future AIFD event. You'll be glad you did.

John K. Kittinger AIFD, CFD

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

Thank You to the 2013-2014 Elite Partners



AIFD Exhibit Wins "Best of Show" at the Philadelphia Flower Show

Congratulations to the AIFD North East Chapter's Philadelphia Flower Show (PFS) team this year for winning "Best of Show Floral" from the Pennsylvania Horticultural Society (PHS). This year's AIFD exhibit, "Treasures from Korea: Art & Culture of the Josean Dynasty" was designed vertically with five large black metal rings with a center focal point designed with sculptured metal work. PFS Liaison **Ron Mulray AIFD, CFD**, Co-Chairpersons **Dan Vaughn AIFD, CFD** and **Deryck de Matas AIFD, CFD**, and Korean Cultural Advisor and Show Designer **Claire Won Kang AIFD, CFD** interpreted the symbolisms in a unique and stunning display. Rounding out the featured designers were **David Siders AIFD, CFD**, **Rudy Grant AIFD, CFD**, **Adriene Presti AIFD, CFD**, **Sue Weisser AIFD, CFD**, **Bill Murphy AIFD, CFD**, and **Michael O'Neill AIFD, CFD, PFCI**. National President **John Kittinger AIFD, CFD** visited the flower show for the first time and was present at the Gala Preview Evening Event when the award was presented.

Other awards received included the "PHS Special Achievement Award," "Best Achievement in Contemporary Floral Design," "The Garden Club Federation of PA- Special Achievement Award," "Exhibit of Unusual Excellence" in the Horticulture Category, and the "SAF (Society of Florists) Award for Best in Show Floral." Ron also coordinated the installation of two large floral panel screens in the entrance of the Philadelphia Museum of Art, which were also maintained during the show. It was truly a spectacular and rewarding team effort, and a true vision of design excellence. For pictures of the entire exhibit, please visit the AIFD North East Chapter Facebook page at www.facebook.com/pages/AIFD-Northeast-Chapter/336936047444.





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



The end of March may have gone out like a lamb for some, but for AIFD it was “lions” (36 of them) who met in Baltimore for over four days part of the Institute’s annual leadership gathering.

It’s a time when not only the National Board of Directors conducts its Spring meeting, but also when the President-Elect (**Tim Farrell AIFD, CFD, PFCI**) meets with headquarters staff, the Finance Committee meets to develop a recommended budget for the next year, incoming Chapter Presidents meet with the national incoming president, and incoming committee chairpersons join with the Board to garner an idea of goals and objectives assigned to their respective committee.

Taking part in the leadership events were: Officers and Directors: **John Kittinger AIFD, CFD, Tim Farrell AIFD, CFD, PFCI, Joyce Mason-Monheim AIFD, CFD, PFCI, Suzie Kostick AIFD, CFD, PFCI, Tom Simmons AIFD, CFD, Ann Jordan AIFD, CFD, Jackie Lacey AIFD, CFD, PFCI, Marie Ackerman AIFD, CFD, PFCI, Janet Black AIFD, CFD, PFCI, Ted Bruehl AIFD, CFD, PFCI, Kevin Coble AIFD, CFD, BJ Dyer AIFD, CFD, Mike Hollenbeck AIFD, CFD, Bill McKinley AIFD, CFD, Ron Mulray AIFD, CFD, Kim Oldis AIFD, CFD** (also present as the President-Elect of the NW Regional Chapter), **Michael Quesada AIFD, CFD, Jim Rauch AIFD, CFD, Frank Feysa AIFD, CFD, PFCI, Kristen Philips, IOM and Tom Shaner**. Also present were: Incoming Chapter Presidents-Elects: **Theresa Colucci AIFD, CFD (NE), Russ Barley AIFD, CFD (S), Laura Parker AIFD, CFD (NC), Eva Riter AIFD, CFD (SC), Ken Snauwaert AIFD, CFD (SW)**; and incoming National Committee Chairpersons: **Loann Burke AIFD, CFD, PFCI (Certification), Janet Gallagher AIFD, CFD (Education), David Kesler AIFD, CFD (Education Partners) and Leanne Kesler AIFD, CFD (Marketing)**; and AIFD Foundation Representative **Eddie Payne AIFD, CFD**. This group of dedicated AIFD leaders had many important issues to address and did so as they included their weekend’s work with a meeting of the Board.

Here’s a highlight of the many items addressed and actions that were taken:

Support for College Floral Design Programs - AIFD continues to lobby for the continuance of floral design education programs offered by several of SAIFD Chapters as well as for high school level programs in such states as Tennessee.

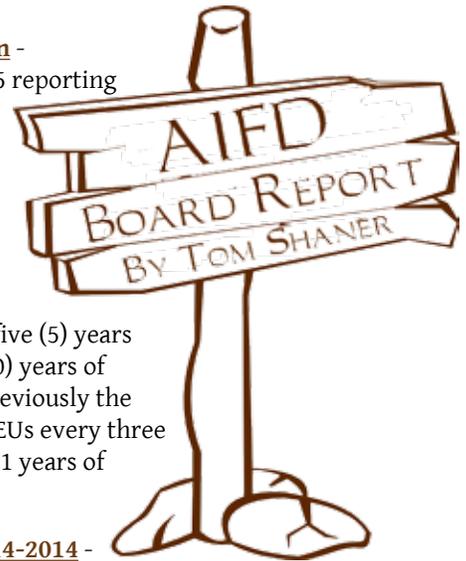
Texas State Florists Association (TSFA) - Noting that TSFA will celebrate its 100th Anniversary in July 2014, a Resolution was adopted to honor the association. The resolution will be presented to TSFA during its celebration event this July.

Trademark Violations - Two cases in which individuals or an entity are illegally using the AIFD trademark were reviewed and the Board was advised of the legal actions (cease and desist) that had been taken.

Recognizing and Encouraging Students - To encourage more students to seek to earn their Certified Floral Designer (CFD) designation and to become an Accredited member of AIFD, effective with the July 2014 SAIFD Student Competition, AIFD will congratulate competition participants and provide them a \$250 certificate to use toward payment into a Professional Floral Design Evaluation program.

Continuing Education -

Effective with the 2015 reporting cycle, the continuing education reporting requirement for AIFD members (not CFD designers) will be modified so that members will need to report 30 CEUs every five (5) years for the first twenty (20) years of their membership. (Previously the requirement was 25 CEUs every three (3) years for the first 21 years of membership.)



Proposed Budget 2014-2014 -

On behalf of the Finance Committee, the budget and recommendations were presented and approved. Included was a recommendation to slightly increase membership fees for the first time since 2001 by \$24 for the 2015-16 year. Also recommended was that a new Life Contributors recognition category be established for Life Members to be able to continue to support AIFD, and that a task force be appointed by Incoming President **Tim Farrell AIFD, CFD, PFCI** to develop programs to expand the number of Certified Floral Designers and to expand the delivery by the Institute of floral design education programs to the industry.

Web Updates - Director of Communications **Molly Baldwin-Abbott** presented a report on the cost of adding a language translation tool to the Institute’s website. It was agreed to purchase and begin utilizing the language translation tool but to also ask various members to review its accuracy. Mrs. Baldwin-Abbott also reported on a tool that could provide a Floral Industry Events Calendar. There were a few questions relative to comparing the tool suggested to others and no action was taken at this time.

The White House - Mr. Farrell reported on conversations he has had with the official florist of The White House and how AIFD may be able to assist in providing talent to help with the creation of floral designs for specific social events to be held in The White House. He was given permission to continue to pursue such a program of opportunity.

Membership - An amendment to AIFD policy was adopted. It added the Executive Committee to the group that gives final review to PFDE evaluation scores on-site thus allowing AIFD to inform candidates of their results immediately afterwards (presently they have to wait until mid- to late-August).

PFDE Scoring - Mrs. Philips presented a proposal on how AIFD could convert its present PFDE Evaluation scoring system to one in which evaluators would use an electronic tool instead of pencil and paper. It was agreed to direct staff to continue to pursue implementation of electronic data scoring for PFDE.

continued on next page

Board Report

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Elections - Past President Jordan presented the report of the Tellers Committee which has met to tabulate the votes of members for the election of representatives to the National Board of Directors and for the various regional chapter officers and directors. She reported that **Frank Feysa AIFD, CFD, PFCI** and **Anthony Vigliotta AIFD, CFD** had been elected to three-year terms as Directors-at-Large and that **David Shover AIFD, CFD, PFCI** and **Wil Gonzalez AIFD, CFD** had been elected to three-year terms as the representative from the Southern and North West Regional Chapters, respectively. She also reported the results of the Regional Chapter elections so that the respective regional chapter director could so notify his/her chapter. A listing of all election results is in a related article in this issue of *Focal Points*.

Symposium - Policies were amended so that the National Symposium Committee will now meet in August in conjunction with the summer meeting of the Executive Committee (normally held at a future or potential future site of Symposium) instead of with the Fall meeting of the Board.

Symposium 2018 - The board asked staff to investigate Boston and Washington, D.C. as possible host sites for the 2018 National Symposium.

Symposium 2019 - The board asked staff to initiate negotiations with the Paris Hotel in Las Vegas for the 2019 National Symposium.

Awards - The Board received, discussed and made final decisions on the Award Committee's recommendations for awards to be presented during the 2014 National Symposium.

PFDE Education Requirement - After several meetings of discussion and with a desire to reduce administrative expenses and to eliminate perceived obstacles for candidates seeking to enroll in PFDE process, it was agreed to amend all appropriate Membership Policies relative to the PFDE so that educational pathways are strongly encouraged in lieu of required. The new policies will not take effect until 2015.

Random Acts of Flowers - AIFD will endorse and promote to its members the Random Acts of Flowers organization and its program to promote effective re-use of floral products. Mr. Lacey was asked to so notify Random Acts of Flowers and to provide information for distribution to the members of AIFD.

AIFD Board Modifies Member CE Requirement - Wanting to stress the need for continuing education yet realizing how advanced AIFD members are in their learning of floral design, the Board of Directors of AIFD voted to modify the requirement for members to report their CE units. Effective July 1, AIFD members will need to report that 30 units of continuing education/leadership have been attained every five years for the first 20 years of their membership. This new requirement replaced the previous one which required 25 hours of units every three years for the first 21 years of membership. The change does not affect Certified Floral Designers (CFD) who must still report 25 education units every three years.

AIFD members are reminded that of the 30 units required every five years, five of them must be in the area of leadership/service. These units are easy to obtain in that AIFD counts not only leadership/service within the floral industry, but also in a member's business and/or personal community, i.e., volunteer for Chamber of Commerce, community organization, church.

For members inducted prior to 1998, they are now considered to have fulfilled their CE requirement. Members inducted 1998-2000 will only have to report one more time in 2018. A new reporting schedule will be posted on aifd.org.

If any member has questions or needs assistance in reporting his/her continuing education/leadership/service, he or she should contact the AIFD office.

AIFD Adds Language Translation Feature to Website



There's never been a question that AIFD is a diverse organization composed of members and candidates from around the world. Now, floral designers interested in learning more about AIFD - everything from how to become a member or a Certified Floral Designer to registering for a National Symposium - can access information on AIFD's website in their respective language.

"We all live in a global economy today," said AIFD President **John Kittinger AIFD, CFD**. "AIFD wants to welcome as many floral designers as it can so that they can help with our mission to advance the art of professional floral design through education. We hope this new translation tool helps us help them."

AIFD's new language translator is a "plug in" from Google. Many industry-specific terms may not translate perfectly, but the general content will.

AIFD already has a strong presence in several Asian countries including China, Japan and Korea and in the past several years more and more Spanish-speaking floral designers are striving to attain a CFD designation or become an Accredited Member of AIFD.

"It's going to be a tool that will be extremely helpful to so many designers," said Kittinger.

Visit aifd.org and check out the new feature!

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:

National Directors At Large: Frank Feysa AIFD, CFD, PFCI and Anthony Vigliotta AIFD, CFD

Southern Regional Dir. to Nat'l Board: David Shover AIFD, CFD, PFCI

North West Regional Dir. to Nat'l Board: Wil Gonzalez AIFD, CFD

North East Regional Chapter

President - Theresa Colucci AIFD, CFD

President-Elect - Janet Black AIFD, CFD, PFCI

Vice President - Bill Murphy AIFD, CFD

Secretary - Dot Chenevert AIFD, CFD

Treasurer - Ken Norman AIFD, CFD, PFCI

Directors - Dan Firth AIFD, CFD, Laurie Lemek AIFD, CFD, PFCI, Chris Ondraka AIFD, CFD

Southern Regional Chapter

President - Russ Barley AIFD, CFD

President-Elect - Robyn Arnold AIFD, CFD

Vice President - Randy Wooten AIFD, CFD, PFCI

Secretary - Kevin Hinton AIFD, CFD

Treasurer - Carol Inskeep AIFD, CFD

Directors - Carol Dowd AIFD, CFD, Tim Lawing AIFD, CFD, Adrienne Summers AIFD, CFD

North Central Regional Chapter

President - Laura Parker AIFD, CFD

President-Elect - Rae Roberts-Griffith AIFD, CFD

Vice President - Pete Samek AIFD, CFD

Secretary - Carolyn Clark Kurek AIFD, CFD

Treasurer - Craig Theimer AIFD, CFD

Directors - Janet Gallagher AIFD, CFD, Laurel Hollopeter AIFD, CFD, Patience Pickner AIFD, CFD, PFCI

South Central Regional Chapter

President - Eva Riter AIFD, CFD

President-Elect - Frankie Peltiere AIFD, CFD

Vice President - BJ Dyer AIFD, CFD

Secretary - Sandi Yoshihara-Sniff AIFD, CFD

Treasurer - Lisa Weddel AIFD, CFD, PFCI

Directors - Rhonda Lynn-Moeckel AIFD, CFD, Ken Senter AIFD, CFD, Cherrie Silverman AIFD, CFD

Northwest Regional Chapter

President - Kim Oldis AIFD, CFD

President-Elect - Rachele Nyswonger AIFD, CFD

Vice President - Sharrai Morgan AIFD, CFD

Secretary - Wendy Pine AIFD, CFD

Treasurer - Karen Schubert Genoud AIFD, CFD

Directors - Heather de Kok AIFD, CFD, PFCI,

Jon Robert Throne AIFD, CFD, Emil Yanos AIFD, CFD

Southwest Regional Chapter

President - Kenneth Snauwaert AIFD, CFD

President-Elect - Pam Null AIFD, CFD

Vice President - Derrick Vasquez AIFD, CFD

Secretary - Martin Flores AIFD, CFD

Treasurer - Mary Rimmer AIFD, CFD

Directors - Susan Ayala AIFD, CFD, PFCI, Susan Bean AIFD, CFD, Cathy Hickman-Frost AIFD, CFD



AIFD Members "Fleurish"

Several AIFD members participated in "Fleurish," The Northeast Floral Expo 2014, that took place March 8-9, 2014 at the Mystic Marriott in Groton, Conn. The members shared their knowledge and creativity through main stage programs and hands-on workshops. Take a look at photos from the event!



Focal Points 8





Bits and Pieces

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

North Central Chapter and the Chicago Flower & Garden Show

The North Central Chapter held its mid year meeting this March in conjunction with the Chicago Flower & Garden Show (CFGS) themed "Do Green, Do Good" bringing industry education and public awareness together for members and consumers. On March 15 and 16, members from six states came together at Chicago's Navy Pier to participate in a weekend that included a bounty of floral design activity!

The Chapter created one of the CFGS feature Gardens with its "Design Reclaimed" exhibit featuring eleven designers including: **Laura Daluga CFD** (Exhibit Coordinator), **Alice Waterous AIFD, CFD, PFCI**, **Carolyn Minutillo AIFD, CFD**, **Laura Parker AIFD, CFD**, **Brent Leach AIFD, CFD**, **Stacey Carlton AIFD, CFD**, **Kathy Cunningham CFD**, **Polly Klien CFD**, **Deborah Strand CFD**, **Luz Cardenas CFD**, and **Jeanna Furst AIFD, CFD**.

Designers were required to select an element that had a positive effect on the environment either through recycling or sustainable growing practices, and one element that had a positive social impact through avenues like fair trade, child labor protection, and sustainable economic practices. The result was beautifully creative and diverse!

Deborah De La Flor AIFD, CFD presented on one of the show's main stages a floral design program entitled "Design Reclaimed" featuring product from UCI, Smithers Oasis, Passion Growers, Green Choice Flowers, Blooming of Beloit, Alpha Fern and FernTrust.

The "Bobbi Cup" annual design competition was presented on the shows main stage as well, honoring long time Chicago resident, our own **Bobbi Ecker-Blatchford AIFD, CFD, PFCI**. The 2014 winner was **Derrick Woodruff AIFD, CFD**.

The action packed weekend also included Sunday morning education programs for the members of North Central presented by **Sholomo Danieli** of Blooming of Beloit and the Chicago Perishables Center, and by **Bruce Ecker** of Floralife/Smithers Oasis. The Chapter was pleased to host special guest AIFD National President **John Kittinger AIFD, CFD**. The chapter gathered Saturday evening to share a meal together and hold its membership meetings.

- **Theresa Colucci AIFD, CFD** of Meadowscent in Gardiner, N.Y. was recently interviewed for a podcast that focused on small business and brick and mortar retail. The podcast can be found at <http://brickandmortarreporter.libsyn.com/rss>. Scroll down to the March 6 interview with Theresa.

- In the Bobbie Cup Competition that took place March 15 during the Chicago Flower & Garden Show, **Sandy Schroeck AIFD, CFD, PFCI** took second place and **Laurel Hollopetter AIFD, CFD** took third. Mentioned in the article to the left, **Derek Woodruff AIFD, CFD** was the first place winner.

- The Michigan Floral Association has chosen **Alice E. Waterous, AIFD, CFD, PFCI** as the 2014 Certified Florist of the Year. The award was presented at the Great Lakes Floral Expo held at the Amway Grand Plaza Hotel in Grand Rapids, Mich. The criteria for this award is as follows: "This individual was nominated by their peers and selected via a secret ballot vote by the certified florist committee under the guidance of the Michigan Floral Association board of directors. This is the highest award presented to a certified florist."

- This year Bouquets to Art celebrated their 30th Anniversary. The exhibition included a one-night showing of Floral Fashions designed by the City College of San Francisco Floristry Students. View photos from the event at <http://jennytabarracci.blogspot.com/2014/04/bouquets-to-art-celebrates-30-years.html?spref=fb>.

- Students and volunteers of Future Farmers of America gathered at their annual event testing the students' knowledge and abilities. These students came from all over the State of Florida. AIFD Southern each year provides volunteers each year to facilitate testing and then evaluate each students design ability. The AIFD volunteers this year were **Robin Arnold AIFD, CFD**, **Eddie Payne AIFD, CFD**, **Kathy Whalen AIFD, CFD**, **Jane Myers AIFD, CFD**, **Gary Snow AIFD, CFD**, and **Len Beckett AIFD, CFD**.

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: Easy App to Create Video Content with Your Phone

By Lisa Green AIFD, CFD, PFCI

One of the trends in marketing currently is to create videos that teach or showcase your work. I recently came across an app for the iPhone that makes video creation easy for everyone. The app is called Directr. Everything you need (including music, titles and more) is in one simple app. Currently it is only available on iPhone but after you view the video you could send a question and ask if it's available yet for Android. For details on how this app works please visit <http://blog.directr.co/blog/2014/1/9/directr-for-business-video-walkthrough-with-lots-of-detail>.

Our industry is a visually driven and anything that can be done that incorporates different forms of media such as pictures, video clips, etc. can make blog posts, websites and other social media posts more interesting. Beyond making your postwar interest interesting, using video actually helps in ranking and conversion.

- Bing, Google, Yahoo! and other search engines look for video are factored into their formula when it comes to ranking your site.
- If you use YouTube or another video hosting site with analytics you can get useful information on the people viewing your videos. You can then use that information to market to them.
- Other retail businesses such as Amazon.com have published articles sharing their statistics showing that video can increase the chances of turning a shopper into a buyer by about 35%.
- Social media makes it very easy to share video. If you've noticed, Facebook has started playing videos as you scroll through your feed.

This tool can also be used to create a memento or video scrapbook of a special event such as Symposium. I hope you have fun using this program unfortunately I don't have an iPhone but when it's ready for Android you will see some video from me.

For more information on the app visit <https://business.directr.co/>.



Several AIFD members took part in "Bouquets to Art" that took place March 18 - 23 at the Fine Arts Museum of San Francisco. Pictured is one of the featured designs.



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/>.

Floral Designer (Full or Part-time)
Petal & Vine – Belleair Bluffs, Fla.

Petal & Vine is a boutique floral, garden and gift shop in an upscale coastal community in Belleair Bluffs Florida (Tampa Bay area). Looking for part time or full time floral designer who is creative and enjoys working with the public. Our designs include our garden flowers and orchid arrangement, as well as floral designs. Feel free to Google Petal & Vine and take a virtual tour. Please forward resume or contact information to pquinn@petalandvinegarden.com.

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AIFD Travels Down Memory Lane

By Janet C. Black AIFD, CFD, PFCI

It was my pleasure to interview one of our cherished members, **George L. Mitchell AIFD, CFD**, an AIFD fellow. He graciously took time away from his busy business day as the phone was ringing off the hook.

George remembers when... "the organization was so small, everyone knew each other personally. There was truly a bond between each and every member. Today, the American Institute of Floral Designers is fascinating and we have grown to be a force that is recognized throughout the industry. The Society of American Florist recognized us to help with Presidential Inaugurations."

One of George's favorite fond memories was... "taking the 'European Floral Masters Class.' Traveling to Europe was a huge undertaking. If you were an AIFD member you automatically were placed in the advanced class. **Gregor Lersch** was in attendance as well as **Tom Powell AIFD, CFD** who, on the off hours, would play the piano. Classes were taught in an old castle and there was also lodging right next door. Extra activities included traveling by bus to Budapest for the symphony or the opera."

What changes have been significant? "Early symposiums' hospitality was more interactive. In 1982 in Chicago with coordinators **Nick Galatte AIFD, CFD** and **Betty Deprez AIFD, CFD** at the Westin Hotel there was a masked ball theme and attendees road by horse and carriage to the Ritz Carlton for the celebration. George remembers the San Antonio Symposium chaired by **Frankie Shelton AIFD, CFD** and **Ute Schnetzinger AIFD, CFD** in 1985 where there was a parade of boats decorated by each regional chapter."

As Goerge explained, testing for induction was a portfolio of fourteen pictures; he received them back in the mail right before

Easter weekend of 1984. His cherished induction was in Kansas City where they assembled in an old theater and had box lunches. The day was extremely warm,



the theme was roaring 20's with most men wearing wool gangster suits in hundred degree weather. Creative Candle hosted a reception for the group.

What has changed... "well it's a bit less personal as it is hard to know all the members now but we still have the same ideals. AIFD has become more refined, and we have the National Board and the Shaner Company to thank for keeping us moving forward."

George continues to excite prospective members and mentors and those that want to achieve the AIFD accreditation. He has nurtured eight to ten individuals to become members. Thank you George!

George's Accolades

- He was inducted into AIFD in 1984.
- In 2004 he received the Award for Distinguished Service to AIFD and was given the exclusive title of AIFD Fellow.
- He served as AIFD President from 1997-98.
- In 1995 and in 2001, George, along with **Howard Silver AIFD, CFD**, hosted the 1995 Symposium and the 2001 Symposium, where both took place in Chicago.
- He has been a continuous donor contributor to the AIFD foundation.
- He is recognized as an AIFD Laureate.



AIFD Certified Floral Evaluator/Judge Program

Twenty-six AIFD members have been recognized as an AIFD Certified Floral Evaluator/Judge. This certification will be recognized by AIFD and the Floral Industry and the recipient can henceforth use this title with their name. They can now evaluate at the AIFD Professional Floral Design Evaluation (PFDE) program if asked by the AIFD Membership Committee and they can judge local, state, regional and national floral design competitions as an AIFD Certified Floral Evaluator/Judge.

Congratulations to the following professionals: **Marie Ackerman AIFD, CFD, PFCI; Tom Bowling AIFD, CFD, PFCI; Jamie Chae AIFD, CFD; Carol Chapple AIFD, CFD; Jose Davila AIFD, CFD; Rocio Davila AIFD, CFD; Tim Farrell AIFD, CFD, PFCI; Teresa (Terry) Godfrey AIFD, CFD; Ikuko Hashimoto AIFD, CFD; Mary Linda Horn AIFD, CFD, PFCI; Wendy Infanger AIFD, CFD; Sharon Ivey AIFD, CFD; J. Paul Jaras AIFD, CFD; Karen Kent AIFD, CFD; Leanne Kesler AIFD, CFD; Dov Kupfer AIFD, CFD; Louisa Lam AIFD, CFD; Carolyn Minuttillo AIFD, CFD; Crescentia Motzi AIFD, CFD; Ken Norman AIFD, CFD, PFCI; Wendy Pine AIFD, CFD; Linda Robbins AIFD, CFD; Iris Salmon AIFD, CFD; Rich Salvaggio AIFD, CFD; D. Damon Samuel AIFD, CFD, PFCI; Ken Senter AIFD, CFD; Samuel Vanwert AIFD, CFD.**

This recognition is presented to those who demonstrate willingness to dedicate their knowledge and be of service to the floral industry and maintain integrity, respect and professionalism at all times. These individuals stood out by being impartial and consistent in their decisions at all times, being able to validate all of their decisions and having the ability to give competent feedback and praise. These are all qualities any judge or evaluator should possess.

Purpose of the Certified Floral Evaluator/Judge Program

- Provide a service for AIFD Members
- Train proficient evaluators and judges
- Provide opportunities for personal educational enhancement
- Raise the level of professional expertise
- Provide opportunities for leadership development

Any American Institute of Floral Designers Accredited member is able to become an AIFD Certified Floral Evaluator/Judge. Becoming a certified evaluator and judge takes dedication, time and possibly monetary investments. Members must be knowledgeable about floral design according to the AIFD Guide to Floral Design and must be able to establish judgment based on the requirements necessary for the testing process or competition. Since all AIFD members have gone through the testing process in one form or another, they are somewhat familiar with the PFDE process, but it is crucial to stay current with the PFDE process and understand the requirements of any competition. Obtaining this certification is not about gaining recognition. Being an Evaluator and a Judge is about:

- your willingness to share your knowledge and be of service to the floral industry
- having the generosity to help others succeed

- being impartial and consistent in your decisions at all times
- being able to validate all of your decisions
- having the ability to give competent feedback and praise
- maintaining integrity, respect and professionalism at all times
- upholding the AIFD Certified Evaluator and Judge standards

Requirements

The initial certification process is at no charge to AIFD Members in good standing. Interested members must complete all of the requirements stated by the Membership Committee and approved by the AIFD National Board of Directors. The following requirements are in the recommended order of completion:

- Participate and complete the entire required curriculum (one online course broken up into three segments: Elements of Design, Principles of Design, and Objectivity/Subjectivity). This course is a continuing education for AIFD members and are available at no cost. One CEU can be obtained per segment completed.
- Pass the On-line Evaluator Test with an 80% or higher. This test can be taken at any time prior to completing the process. One CEU can be obtained for completion.
- Complete an in-person design evaluation workshop and assessment. This evaluation will require the identification of certain elements, principles, techniques and applications. Each Evaluator must receive an 80% or higher on this evaluation to receive their certification. Two CEUs can be obtained per class completed.

Important Session Dates

May 19-23, 2014

**Please note the deadline to sign up is the Thursday before the start of each session.*

To start the process, please e-mail AIFD's Meeting Registrar **Rachel Schley** at rachelschley@assnhqtrs.com. Please make sure you clarify WHICH session you want to sign up for.

Deadlines

The certified floral evaluator/judge test will be held each year at Symposium. Dates will vary according to Symposium locations and the PFDE testing process. It is required that you register for this testing process with your Symposium registration. This will be a separate registration and is free to all AIFD members in good standing. Please make sure you have completed all of the needed requirements before arriving at the testing site.

Questions?

For questions please contact **Joyce Mason-Monheim AIFD, CFD, PFCI** at jmmonheim@yahoo.com. For complete program details please visit aifd.org/membership/certified-evaluator-program/.

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Everything You Need to Know:

The Ginkgo Leaf has a long history in the City of Chicago and with Frank Lloyd Wright. In fact, there is a huge tree that Frank Lloyd Wright planted in Oak Park, a suburb of Chicago, right next to his house. The North Central AIFD region uses the Ginkgo Leaf in their Chapter logo and as a nod to the city where the 2014 AIFD Symposium is being held, this month's "feature flower" will focus on the Ginkgo Leaf.

The leaves are unique among seed plants, being fan-shaped with veins radiating out into the leaf blade, sometimes bifurcating (splitting). The leaves are usually 5–10 cm (2–4 in), but sometimes up to 15 cm (6 in) long. The old popular name "maidenhair tree" is because the leaves resemble some of the pinnae of the maidenhair fern, *Adiantum capillus-veneris*. Ginkgos are prized for their autumn foliage, which is a deep saffron yellow.

Leaves of long shoots are usually notched or lobed, but only from the outer surface, between the veins. They are borne both on the more rapidly growing branch tips, where they are alternate and spaced out, and also on the short, stubby spur shoots, where they are clustered at the tips.

The ginkgo is a living fossil, recognizably similar to fossils dating back 270 million years. Native to China, the tree is widely cultivated and was introduced early to human history. It has various uses in traditional medicine and as a source of food.

Ginkgo has long been cultivated in China; some planted trees at temples are believed to be over 1,500 years old. The first record of Europeans encountering it is in 1690 in Japanese temple gardens, where the tree was seen by the German botanist Engelbert Kaempfer. Because of its status in Buddhism and Confucianism, the ginkgo is also widely planted in Korea and parts of Japan; in both areas, some naturalization has occurred, with ginkgos seeding into natural forests.

Ginkgos adapt well to the urban environment, tolerating pollution and confined soil spaces. They rarely suffer disease problems, even in urban conditions, and are attacked by few insects. For this reason, and for their general beauty, ginkgos are excellent urban and shade trees, and are widely planted along many streets.

The ginkgo leaf is the symbol of the Urasenke school of Japanese tea ceremony. The tree is the national tree of China, and is the official tree of the Japanese capital of Tokyo, and the symbol of Tokyo is a ginkgo leaf.

Use in Decorating

Ginkgo Place Setting: Make the most of bright fall color by keeping the surrounding table neutral. White plates and linen napkins become the perfect background for yellow ginkgo leaves. A touch of burlap dresses up each plate.

Sources: http://en.wikipedia.org/wiki/Ginkgo_biloba#Leaves, www.bhg.com/decorating/seasonal/autumn/ways-to-decorate-a-harvest-table/#page=5



It's All About the ROR...

By Linda Adams, chief operations officer, Florida Nursery, Growers & Landscape Association



I wish to thank the AIFD Board of Directors and AIFD for once again partnering with TPIE (Tropical Plant Industry Exhibition) and FNGLA (Florida Nursery, Growers & Landscape Association) to offer exceptional educational programs to the attendees of TPIE. Plant producers are realizing the days of growing a plant and selling it in a nursery pot to a consumer are passing. Creating relevant and beautiful applications for plants to increase appeal and value is becoming more and more mainstream and no one does it better than the professionals who wear the AIFD credentials.

With the encouragement, solid ideas and very hard work of **Janet Black AIFD, CFD, PFCI**, we were able to offer the AIFD/TPIE Program as the central program of the Create Theater, a special space on the show floor which attracted people during and even in between the workshops, due to the exciting product displays put together by AIFD members.

I wish to recognize Janet for the truly amazing and tireless efforts she put into the entire program. From conception to tear down, Janet was the one who made everything come together in a beautiful and beneficial way for all who participated. She lined up the program, lined up the team, found the plants and props, the bride, the dress, spent hours with her team making the foliage creations including corsages and floral awards to give away, loaded and unloaded supplies (as did her husband, Jet) and did three of the presentations herself, all the time remembering to promote the suppliers, sponsors and AIFD. No doubt, you already know this about Janet, but she is a tremendous advocate and cheerleader for AIFD, its members and Symposium. As someone who has been in association management for 30 years, I know you can't buy that kind of service. It truly comes from the heart. So thank you, AIFD, for sharing Janet with us. She is a treasure and I look forward to working with her again.

TPIE will once again be participating in the Partner Expo at the AIFD Symposium. I hope to get some of our Florida companies to join forces with me this year. It will be my pleasure to see you in Chicago this summer. Again, thanks for not only the partnership we have, but the friendship we share as well. I'm learning more and more it's the ROR – return on relationships – that makes associations so vital and valuable!

Focal Points 16

Joliet Junior College Hosts Artist in Residence Program

By Donna Theimer AIFD, CFD

On March 6 Joliet Junior College (JJC) held a wonderful Artist in Residence (AIR) program presented by **Ivone Da Silva AIFD, CFD**. Ivone presented a timely lecture on creating wedding and event work. She talked about several of her experiences and answered student's questions regarding this line of design work. Ivone runs a very successful business in Bolingbrook, Ill. After her presentation, many students wanted to work with her creating some of her spectacular creations.

Ivone created a gorgeous table display that she transported to JJC. She set up the display in the classroom to show students how large pieces are transported and reassembled at the site. She brought along many candles and crystals to complete the look of the design. It was gorgeous!

She also created several bridal bouquet samples. Students were instructed on how to create a high styled bouquet using orchids and roses. The generosity of AIFD helped make this presentation possible. The students loved the bouquet and learned a new way to use Oasis wire in a design. We are very grateful she shared her knowledge with all of us. These types of presentations help keep all of us excited about the floral industry and the new materials we can use in our creations.



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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 **Lisa Weddell AIFD, CFD, PFCI**.

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

Lisa: I own LWeddel Floral Design in Highlands Ranch, Colo. I am primarily a wedding and event floral designer.

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

Lisa: I currently hold the Regional Treasurer position for the South Central chapter of AIFD. I am also the Chairman of the Board of Trustees for PFCI and sit on the board of the Floral Association of the Rockies.

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

Lisa: I will always try to help educate and encourage the younger generation of floral designers. I volunteer when I can and I try to invite prospective designers to come join in Symposium to see who we are.

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

Lisa: Actually, my first cousin inspired me to pursue a career in floriculture. She owned a shop in my small home town. I began my senior year of high school helping her with prom. As far as a mentor, I have to say **Bobbi Ecker Blatchford AIFD, CFD** has to be the one! She took me under her wing and included me in my first program experiences. She has always given me opportunities and encouragement.

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

Lisa: My instructor in college was the first to introduce me to AIFD. **Linette Giesler AIFD, CFD** taught me in Iowa. When I owned my own shop, she visited to review how my intern was doing from the college. When she was there, she explained to me what AIFD was and about the upcoming symposium in Chicago; that's all it took!

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

Lisa: I believe I just love the life of a floral artist. I've been the gopher, bucket washer, delivery driver and the owner. I think that my strong suit is in wedding work. A favorite job? Believe it or not, I love the planning process of a large wedding event. I love the searching, sketching and ordering the perfect blooms to make it "just right."

AIFD: What issues are most important to you professionally?

Lisa: Florists getting education! Education in what they are doing, how they are doing it and how to care for the flowers they are using.

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

Lisa: Traveling with my family. If I could go on a trip every other month, I'd be there!

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

Lisa: Keep your eyes open and your ears listening. Take in all you can from those around you and go for it. AIFD is something you do for yourself, not anyone else.

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

SAIFD Trillium Chapter Celebrated "Green Collage and Beyond"

By Marianne Suess AIFD, CFD, Floral Design Program coordinator at Seneca College

The SAIFD Trillium Chapter at Seneca College in Toronto, Canada hosted the annual Air Program "Green Collage and Beyond" in February of this year with guest designer **Maija Asaris AIFD, CFD**.

Maija 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. Maija 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 a variety of green materials. Manipulating grasses and leaves was the main focus of the seminar.

Maija stressed that using traditional greens and foliage in non-traditional ways

challenges the designer to expand his/her notions of what constitutes a good design. Maija demonstrated some very innovative and contemporary floral techniques, such as weaving and binding grasses. She showed the students how to



bring extra colour into these weaving components with small flowers like Heather and Waxflower 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 Maija was demonstrating.

Students experimented with grasses, seeded Eucalyptus and a selection of foliage and created their own concepts. Maija's workshop was a great success and every student was filled with new inspiration.

On March 11, the Trillium Chapter invited a guest speaker **Joe De Large**, who graduated from the Floral Design Program in 2009, and since then

established his own company "Eco|stems," in the very robust downtown core of the city. He was invited to talk to the group about his journey in establishing his own company. He spoke to the students about



some of the many challenges they were facing before he was able to open the doors of the new business. Everyone was very curious and excited to ask all of these important questions in regards to the many details we need to consider in our industry.

On April 9 our Chapter participated in a Floral Exhibit which took place at the Japanese Cultural Centre and is part of our Department's Year End Fashion Show. Preparations for the Student Competition in Chicago are in progress which promises to be another exciting event.



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Eldon Haab AIFD, CFD

In spite of our weather, things are "blooming" in the North Central region. The chapter met in Chicago for our spring meeting on March 15 and 16. Held at Navy Pier, in conjunction with the Chicago Flower and Garden Show, our meeting of over 75 AIFD members, CFD members, and guests gathered for a great weekend of interaction, education, competition, and public awareness. Hats off to **Laura Parker AIFD, CFD** for her coordination of the weekend's events.

Central stage featured a design show by **Deborah De La Flor AIFD, CFD** delighting an audience of members and garden show guests. The Bobbi Cup competition followed on center stage, commented by **Alice Waterous AIFD, CFD, PFCI** and **Bobbi Ecker Blanchford AIFD, CFD, PFCI**, the "Bobbi" of the cup! **Derek Woodruff AIFD, CFD** was named the winner of the 3rd annual Bobbi Cup receiving a crystal cup and \$500.00. **Laura Daluga CFD** coordinated our "Art of Floral Awareness Exhibit." This design gallery was a part of the garden show for the entire two weeks. Twelve AIFD and CFD designers created dynamic fresh arrangements with the central theme being "Things Repurposed." Each design featured one category of repurposed (recycled) item, some of them being photograph records, paper, cardboard, magazines, pop bottles and cans, keys, stained glass, and old wood.

Sunday's key note speaker was **Shlomo Daniele** of Blooming of Beloit speaking on varieties and specialty flowers available and gave a "visual tour" of his 110 acre specialty farm supplying unique flowers to our markets. **Bruce Ecker** of Floralife/Smithers Oasis updated us on care and handling research and changes for our industry. Mentoring information was discussed as we move forward to the PFDE competition at the Chicago Symposium. We were honored to host AIFD President **John Kittinger AIFD, CFD** for the entire weekend.

Frank Feysa AIFD, CFD, PFCI, chair of this year's Symposium "Transition Transformation," updated Symposium plans and reviewed our Symposium involvement. There are still opportunities for volunteering at Symposium, this being open to members of any region. Interested? Contact **Laura Parker AIFD, CFD** or **Carolyn Clark Kurek AIFD, CFD**, symposium volunteer chairs.

Two other public awareness actives are occurring in our North Central region in the coming month. "Art in Bloom," coordinated by **Amanda Strassburg AIFD, CFD**, will be presented at the Milwaukee Art Museum.

Approximately 20 AIFD members are presenting art

interpretations at the 22nd annual Petals and Paintings weekend at Kranert Art Museum on the University of Illinois campus. **Rick Orr AIFD, CFD** is the guest curator coordinating this event.

As we experience great activity in North Central, we look forward to hosting a great opportunity for all of you. Join us for "Transition Transformation" July 3 – July 7 at the Chicago Hilton.

South Central Chapter

President's Letter

Todd Sweeden AIFD, CFD

Happy Spring, South Central Region! Finally – no snow and spring has arrived. It has been a long, hard winter, and we are ready for that change in seasons. Beautiful spring flowers, warm weather, and sunshine...it only gets better!

Our next big event will be AIFD National Symposium in Chicago, July 3-7. Have you registered? Don't wait too long because this is bound to be another huge success, just like Las Vegas. Great lineup and a great time to catch up will all your AIFD friends. The hospitality party on the final night will be the responsibility of the South Central Region. I have appointed **Ken Senter AIFD, CFD** and **Chris Collum AIFD, CFD**, to head up this project. If you are interested in helping, please contact them and find out what you can do. This is really important because our region is the host for Denver, Colo. in 2015.

Help support our region with your continued involvement. Our success depends on each one of us working together to make South Central the best region.

North East Chapter

President's Letter

Polly Berginc AIFD, CFD

A welcome spring to all North East Members! Spring has finally arrived here in the North East Region, and our members have been very active in the floral world with a very busy schedule of events these past few weeks. Well-deserved congratulations to our Philadelphia Flower Show team this year for winning 'Best of Show Floral' from the Pennsylvania Horticultural Society. For pictures of the entire exhibit, please visit our Facebook page at AIFD Northeast Chapter.

The North East Chapter was also well represented at the North East Floral Expo at the Mystic Marriott Hotel in Mystic, Conn. on March 8 and 9. **Theresa Colucci AIFD, CFD** and **Michael Derouin AIFD, CFD, PFCI** coordinated this venture, along with the support of many members from our chapter. An on-stage

educational design program with designers **Bev McClure AIFD, CFD**, **Al De Luca AIFD, CFD**, and **Tim Walker AIFD, CFD** was beautifully presented and well-received by those attending. We also participated in the show's trade fair, representing AIFD with a unique floral display at our NERC booth, the display beautifully designed by **Deryck de Matas AIFD, CFD**, **Janet Black AIFD, CFD, PFCI**, **Patricia Patrick AIFD, CFD**, and **Mary Robinson AIFD, CFD**, as well as others, talked to many attendees about membership in AIFD, and our goal to educate, mentor and encourage florists and students to seek membership in our organization, offering information and support as needed. I very much enjoyed meeting many new people and regional AIFD members, and sincerely want to express my appreciation to the Connecticut Florists Association for hosting this wonderful event and for their hospitality and helpfulness during the Expo. My sincere thanks to all of our NERC members who helped in any way to make this such a successful event.

As we look forward to warmer weather, our SAIFD chapters will be having their year-end programs. We appreciate our student chapter advisors and teachers for their training, mentoring and dedication to better preparing these students for their careers in the floral design world. We will be looking forward to seeing many of them compete in the student competitions at "Transition Transformation" in Chicago.

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 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.

This year, the participation and volunteering of our region's members has been overwhelming; your passion and dedication to AIFD and the floral industry is truly inspiring. If you are attending symposium in Chicago, and have some time to volunteer in some way, contact the Symposium volunteer coordinator **Laura Parker AIFD, CFD** at laura_parker821@yahoo.com. It is a rewarding experience and a new way to help with the different aspects of Symposium. I look forward to seeing many of your in Chicago!

Northwest Chapter

President's Letter

Lily Chan AIFD, CFD

We're ready for Spring! New growth and new ideas springs from the North West!

Many of our AIFD members participated at the 30th Annual "Bouquets To Art" design show at the De Young Museum

March 17-23. Designers were given several choices of artwork to depict their design. They decided on one piece to interpret to create a floral design. They can be any size; you will find lots of structural designs from grand scales that are suspended from the ceiling to small table designs. Designers included: **Steven Brown AIFD, CFD** with his students from City College of San Francisco, **Holly Money-Collins AIFD, CFD**, **Jenny Tabarracci AIFD, CFD**, **Emil Yanos AIFD, CFD**, **Katherine Zhang AIFD, CFD**, **Nona Tai AIFD, CFD**, **Katharina Stuart AIFD, CFD**, **Svenja Brotz AIFD, CFD**, **Greg Lum AIFD, CFD**, **Lily Chan AIFD, CFD**, **Krens Rasmussen AIFD, CFD**, **Michael Merritt AIFD, CFD**, **Amy Kee AIFD, CFD**, **Hiromi Nomura AIFD, CFD**, **Kaori Imaizumi AIFD, CFD**, **Constance Oakson AIFD, CFD**, **Cheryl McGuire AIFD, CFD**, **Jennifer Lato AIFD, CFD**, **Yoko Ishii Klingebiel AIFD, CFD**, **Naoko Suzuki AIFD, CFD**, **Yoko Williams AIFD, CFD** and **Soho Sakai AIFD, CFD** who presented a Demonstration "Ikebana: Floral Art of the Moment." There were so many designers that represented our organizations it's great to be represented from all over the Bay Area, including Carmel.

"Reboot Your Creativity," our fundraiser with **Tomas De Bruyne** from Belgium, took place on Sunday, April 13. This was Tomas's first time in the San Francisco and Bay Area with many more to come. The Program and Workshop Chairperson was **Wil Gonzales AIFD, CFD** and his committee included **Wendy Pine AIFD, CFD**, **Susan Ishkanian AIFD, CFD**, **Eliza Wong AIFD, CFD**, **Emil Yanos AIFD, CFD**, **Greg Lum AIFD, CFD**, and **Katherine Zhang AIFD, CFD**. These individuals helped make this fundraiser a success.

Scholarships are one of the main purposes for our fundraiser, we need to support our SAIFD chapter. Our goal is to educate, promote, and support students coming into the floral industry. By mentoring and inspiring our goal oriented students in this industry, some eventually will continue the momentum of becoming a member of AIFD and this is what we want. It's through inspiration from schools such as City College of San Francisco – Retail Floristry Department and Leanne & David Kesslers' Floral Design Institute that this will happen.

Just a note to remind all to sign up for our National Symposium in Chicago "Transition Transformation" July 3 -7, 2014. Be there to support both **Michael Hollenbeck AIFD, CFD** and **Rachelle Nyswonger AIFD, CFD** as they will co-present a program "Gender Factor." Register today and make sure you book a room at the Hilton Chicago where AIFD National Symposium will be held...it's going to be "Hot!"

See you in Chicago!

Southwest Chapter

President's Letter

Lorraine Cooper AIFD, CFD

The annual SWAIFD Wedding Extravaganza was an enormous success! Our hands-on class on Saturday, March 8 was a huge success. Each designer created three bridal bouquets that were

all sellable with that AIFD twist. On Sunday, we had over 100 guests for a day long program of wedding how-to's, tips and tricks, trends and the art of selling and making a profit with wedding work.

Ikuko Hashimoto AIFD, CFD took us to the Far East and her native Japan and shared many cultural customs that are unique and inspirational. **Martin Flores AIFD, CFD** designed a gorgeous Tuscan wedding and shared many ideas on working with vendors and brides for destination weddings and events. **Brian Vetter AIFD, CFD, PFCI** took us all to the American Southwest and presented an amazing program using fresh flowers combined with permanent botanicals. **Sylvia Bird AIFD, CFD, PFCI** finished our design programs by taking us to her homeland and presented a great program centered on a traditional wedding in the United Kingdom.

All of the presenters did an extraordinary job and shared countless ideas for selling and designing profitable and practical flowers and accessories. More pictures of our absolutely fabulous day and all of the festivities are available at www.designinlinemagazine.blogspot.com and www.facebook.com/swaifd.

A special thank you goes to **Martin Flores AIFD, CFD** and the crew at Inland Wholesale for procuring our hard goods from our very generous sponsors. **Michael Quesada AIFD, CFD** and **Lori Novak AIFD, CFD** and her staff at Archibald Flowers did an amazing job at procuring and delivering all of the gorgeous fresh flowers from our sponsors. Thank you for all of your generosity and commitment to SWAIFD!

Southern Chapter

President's Letter

Sylvia Bird AIFD, CFD

After such a brutal winter season let us hope that spring will be kinder. Of course in South West Florida, with the temperature an average 80 degrees, winter never seems so strong. I hope that it's getting milder for you all. TPIE in January was well supported, by wholesalers and growers and delegates.

Valentine's Day has come and gone, hopefully you all had the best of sales etc. It seems to be the consensus that things are improving in retail sales.

Robyn Arnold AIFD, CFD headed a great team of Southern members at the recent FFA Career Development Event in Orlando, Fla. There were approximately 175 FFA students attending, both juniors and seniors in High School. This is more than in previous years. I thank **Jayne Myers AIFD, CFD**, **Len Beckett AIFD, CFD**, **Eddie Payne AIFD, CFD**, **Gary Snow AIFD, CFD**, **Kathy Whalen AIFD, CFD** and of course Robyn for their input and help with this program. We were totally sponsored with product. Elite Flowers donated all of the floral product, Syndicate Sales donated bud vases, Lion/Offray and Robyn donated ribbons. I thank everyone for their assistance

with the smooth running of this event.

In Maryland, **Jeanne Ha AIFD, CFD** and **Terry Godfrey AIFD, CFD** continue to operate the Washington Flower school – they are in the process of applying to be an Education Pathway for the PFDE.

Social Media is a good way to stay in touch with everyone and everything. **Tim Lawing AIFD, CFD**, **Janet Frye AIFD, CFD** and **Carol Inskeep AIFD, CFD** are continually keeping everything updated, we thank them for this.

AIFD MARKETPLACE

The spring season is officially here! Celebrate its return with some fun AIFD gear!

Show your pride around the shop and to your customers, all while looking stylish, in the black designer apron.

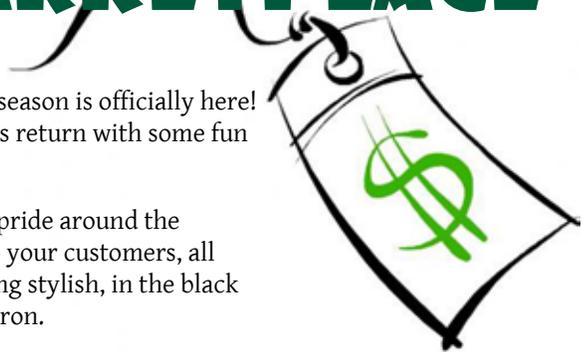
Look your professional best and carry your business cards with pride in the Leather Business Card Holder (pictured right).

Help raise awareness concerning your professionalism and your status as an AIFD designer by displaying the "Accredited in Floral Design" decals in your business's window or in the windows of your company vehicles. Let everybody know you are an AIFD accredited designer!

Travel a lot? Take the attractive green AIFD Flight Bag with you on your travels to Symposium and everywhere else!

All of these items and more are waiting for you at the AIFD Member Marketplace online. Visit the AIFD member marketplace at aifd.org and order your AIFD goodies today.

**Please remember these products are available to AIFD Members Only. Online ordering is for domestic orders only. For International Orders please use an order form and either mail or fax it to AIFD headquarters.*



fresh PICKS



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Crystal, Vintage Amber, Blue, Purple, Green & Pink



syndicatesales.com

AIFD News & Notes

Communication Center

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



April 2, 2014 - AIFD's Floral Food for Thought - April 2014

April 1, 2014 - Important News from AIFD's Platinum Elite Partner Teleflora

March 27, 2014 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!

March 26, 2014 - AIFD Foundation Newsletter Spring 2014

March 21, 2014 - Last Chance, You Don't Want To Miss This Great Educational Opportunity!

March 20, 2014 - Important News from AIFD's Platinum Elite Partner FTD

March 5, 2014 - AIFD's Floral Food for Thought - March 2014

Feb. 27, 2014 - AIFD Focal Points is Hot off the Desktop!

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.

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.

Focal Points 24

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.

April 2014

<https://phillyfunguide.com/kids/pafa-in-bloom-floral-design-with-valerie-mclaughlin>

AIFD member featured

<http://goo.gl/os6OJC>

AIFD member featured

March 2014

www.perishablenews.com/index.php?article=0035452

AIFD member featured

http://billingsgazette.com/business/deelynn-designs-floral-art/article_b94311bd-91f9-5e80-918f-07015fc29565.html

AIFD member featured

www.ukiahdailyjournal.com/blogs/ci_25337388/hey-flower-guy-garden-club-woes

AIFD member featured

February 2014

www.delcotimes.com/arts-and-entertainment/20140301/delco-exhibitors-score-top-honors-at-flower-show

AIFD at the Philadelphia Flower Show mentioned

www.florist20.com/community/threads/floral-designers-to-gather-in-the-windy-city-this-summer.37685/

2014 Symposium mentioned

AIFD Board Hard at Work



Scene and Heard:

The AIFD Board met in Baltimore at the end of March for the Institute's annual leadership gathering.

2014 AIFD Symposium "Transition Transformation"



AMERICAN INSTITUTE
OF FLORAL DESIGNERS
aifd.org/2014sympregistration

HANDS ON CLASSES!

Presented by Fitz Design

Schedule of Classes

Saturday July 5

6:45am - 7:30am WOW! Designs

Sunday July 6

7:00am - 7:45am Bouquet Magic
7:00pm - 8:30pm Marketing Strategies

Monday July 7

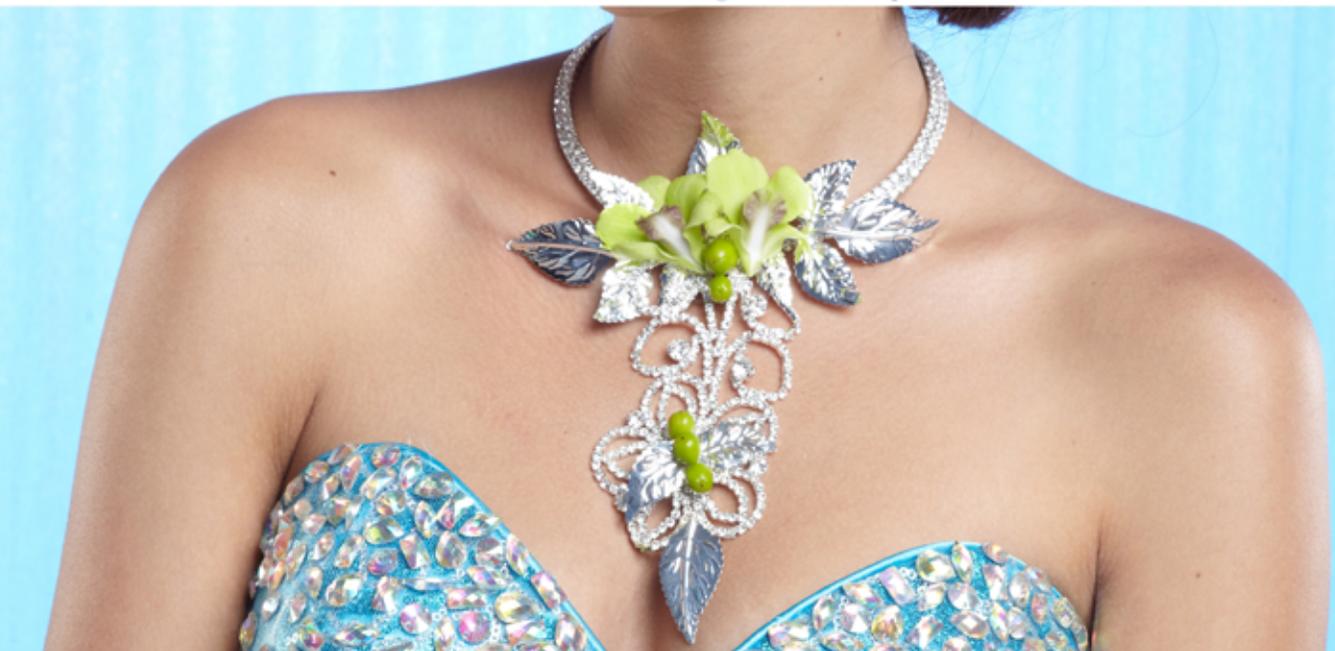
7:00am - 7:45am Beyond Boutonnieres
11:30am - 12:15pm Floral Jewelry

Register Now!

Only the first 30 to register for a class will be able to participate. Room for more to watch.

Rapid Fire Workshops

Join Fitz Design as we present our Rapid Fire Workshops! Attendees will have the opportunity to learn from the industries leading experts as they inspire you to create your own lovely and innovative designs using the most popular Fitz products. Workshops are **FREE** and available on a first come basis. Overflow seating to observe the workshops will be available. You must be a General or Premium AIFD Symposium registrant to take part in these classes.



<-Sign up for the class here!

Or browse here creationsbyfitzdesign.com/signup.html

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Fitz Design

AIFD Member Celebrates March Madness His Own Way!

Derek Woodruff AIFD, CFD Wins "MFA Designer Of The Year" At Great Lakes Floral Expo, Bobbi Cup at the Chicago Flower and Garden Show

Traverse City resident and Jackson, Mich. native **Derek Woodruff AIFD, CFD** took top prize at The Great Lakes Floral Expo on March 8, 2014. Woodruff repeats his success from 2011, securing his title as the distinguished "MFA Designer of the Year."

To be considered eligible, contestants must be a floral professional with a minimum of three years in the industry and must enter all four professional division categories. Five individuals with the highest cumulative points from three design categories are selected as finalists to earn the chance to compete in a spontaneous surprise package competition. This energetic live contest is viewed by show attendees on the main stage. Woodruff achieved the highest score during the surprise package competition and was crowned winner at the Recognition Dinner on Saturday, March 8, 2014.



Several days later, he showcased his design talent again in the Bobbi Cup Competition that took place Saturday, March 15 at the Navy Pier in downtown Chicago as part of the Chicago Flower & Garden Show. Derek took first place in the competition.

Named in honor of Chicago's own **Bobbi Ecker-Blatchford AIFD, CFD, PFCI**, this annual live design competition showcases the talents of some of the finest floral designers in the industry. The AIFD North Central Chapter instituted the competition in honor of Bobbi's immeasurable dedication to the institute, the floral industry, and to the countless lives she touches. The competition is open to eligible accredited members of the North Central Chapter of AIFD who will be selected at random just moments prior to the competition. Commentated by Bobbi herself, who was joined by this year by **Alice Waterous AIFD, CFD, PFCI**, this live floral design competition was a certain crowd pleaser.

(Pictured above is Derek, holding the Bobbi Cup, alongside Bobbi.)

Industry News

Mayesh Wholesale Florist, Inc. Acquires Portland-Based Billingsley Wholesale Florist

On Friday, March 14, 2014, Mayesh Wholesale Florist of Los Angeles, Calif. and Billingsley Wholesale Florist of Portland, Ore. announced that Mayesh will acquire the business operations and certain assets of Billingsley, effective March 31, 2014. The Portland unit will begin operating under the Mayesh name on March 31 and will be its 17th branch.

"Billingsley has long been recognized as a terrific operation with a passion for quality flowers and great customer service," said **Pat Dahlson**, CEO of Mayesh. "We are absolutely thrilled to partner with the Eichorn and Billingsley families in this transition and believe that the culture and values of our two companies are aligned and a great fit with one another. We are anticipating a smooth transition and look forward to working with the Billingsley ownership, management and employees in the coming months to ensure a successful integration." **Joe Eichorn** of Billingsley commented, "I am very pleased to welcome Mayesh to the Portland market. Mayesh brings an exciting blend of new ideas and product lines that will impact our Portland market in a very positive way. Their passion for the industry and commitment to excellence make this transition an amazing fit and we are confident that our customers will continue to enjoy superb service and exemplary product."

Save this Date!

AIFD's South Central Region Design Forum:

In Loving Memory ...Funeral Tributes for Today

A once in lifetime program featuring trends in sympathy expressions created by AIFD Designers from eight states in the South Central Region. Learn what things you can add to your shop's offerings to increase sales and profits.

When: October 26, 2014

Time: 9 am to 5 pm Lunch is included!!

Location: DWF Wholesale, Denver, CO

For more information Contact:

Lisa Weddel AIFD at lweddeldesign@q.com

Sandi Yoshihara- Sniff AIFD at ssniff6956@msn.com



AIFD: A Glimpse from the Inside

By Laura Downey and James M. DelPrince, Ph.D., AIFD, CFD, PFCI, College of Agriculture and Life Sciences, Mississippi State University

In 2013, a survey was conducted with members of the American Institute of Floral Designers (AIFD). The purpose of the survey was to better understand the organization's membership and help to identify member demographics, information such as our age, income, type of work we do and what is on our minds. Like so many other AIFD endeavors, this survey idea began with a discussion among a few people at the National Symposium. Some highlights of the survey follow in this report.

Results

Participants in the survey were primarily female, around 55 years of age, with some college preparation, including a two year degree. The income of participants varied:

- 32% had an income \$20,000-\$39,000
- 26% had an income between \$40,000-\$59,000
- 18% had an income of \$19,999 or less

The survey respondents are primarily traditional retail florists with brick and mortar stores. Not surprisingly, these florists as well as others (freelance designers, teachers) work more than 40 hours per week. When asked how many years they had been a professional floral designer:

- 17% reported 35-39 years
- 16% reported 40-44 years
- 16% reported 30-34 years
- 13% reported 25-29 years

An important part of this survey was to find out the educational needs of respondents. This information could be of use for SAIFD faculty as well as schools of floral design affiliated with AIFD. Many students aspire to AIFD membership after graduation, thus if we understand characteristics of AIFD members, we may be able to anticipate professional needs before students enter the workforce and AIFD membership.

Survey participants chose from a list of 45 professional development topics, from specific types of floral design (wedding, sympathy, corsages, events), marketing topics

(advertising, social media) and management topics (delivery routing, bookkeeping practices). Designing floral arrangements for photography in magazines and publications generated the most interest, followed by advertising strategies and social media marketing. Other topics of interest included display/visual merchandising, public speaking methods and techniques and teaching methods and techniques in floral design education. When invited to identify additional areas of interest, several respondents suggested business-oriented topics dealing with running a profitable retail shop.

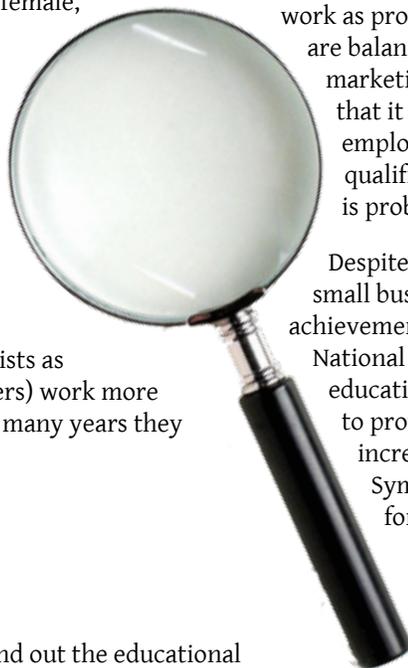
AIFD members feel that there are many challenges in their work as professional floral designers. The greatest problems are balancing professional and private life and social media marketing. Similarly, many felt their salaries are too low, that it is difficult to find/offer benefits, there are limited employment opportunities to match their personal qualifications and finding and retaining customers is problematic.

Despite difficult obstacles of running a profitable small business, AIFD members have attained economic achievements enabling them to travel and participate in the National Symposium. Respondents feel it is the most valuable educational outlet they possess. They rely on the Institute to provide helpful educational information in order to increase their market differentiation. The National Symposium continues to be the most important venue for information for AIFD members.

Summary

AIFD members value the art of floral design and are dedicated, hard-working, professional florists who continually create their very best work. They look to and trust AIFD as the best means for increasing the recognition of floristry as a professional and advancing their professional expertise.

The researchers would like to acknowledge the following individuals for their assistance with this study: **Ann Jordan AIFD, CFD, John Kittinger AIFD, CFD, Joyce Mason-Monheim AIFD, CFD, PFCI and Thomas Shaner.**





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www.jhc.com

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Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

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

Institut de Artflor
www.idartflor.com

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

Instituto Mexicano Tecnico Floral Plantel Monterrey
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International Florist Academy and School
www.interfloristschool.com

Judith Blacklock Flower School
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Koehler & Dramm Wholesale Florist
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Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers

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

Southern California School of Floral Design
www.philrulloda.com

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

Teleflora Education Center
www.myteleflora.com

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

Tokyo Flower Design Center
www.hanaju.co.jp

Yola Guz AIFD School of Floral Design

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www.californiacertifiedflorist.org

Certified Professional Florist (Colorado)
www.coloradoflorists.org

Georgia State Florists' Association
www.georgiastateflorist.com

Green Academy Belgium
www.greenacademybelgium.com

Illinois Certified Professional Florist (ICPF)
www.isfaflorists.com

Illinois State Florist Association (ISFA)
www.isfaflorists.com

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire Certified Floral Designer
www.nhsfa.com

North Carolina Certified Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdfloists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

3rd Annual AIFD South Central Region Design Forum Delivers Trend Design and Business Knowledge

By Garrett Fairbanks of floral.today

Nothing is better than being able to educate yourself from any type of floral presentation, and all those that were lucky to be able to attend the 3rd Annual AIFD South Central Design Forum got two for the price of one this year at the Baisch and Skinner Linda Kay Center in St. Louis, Mo. The design forum this year was titled "Wedding Magic" and was presented by renowned designer **Jackie Lacey AIFD, CFD, PFCI**, and he did not disappoint.

The show was organized into a two part day, with Jackie presenting on how to be more business smart with your company and events. The second part of the day had a wonderful design focusing on a combination of trend forecasts. With the assistance of many different AIFD South Central members, he was able to complete four full tablescapes, with a plethora of bouquets in many different styles and technical levels.

Before we got to experience the wonderful Mr. Lacey, we were introduced to the present AIFD South Central board and an introduction to the current American Institute of Floral Design President, **John Kittinger AIFD, CFD**. This was followed by Mr. Kittinger being given an honor by the City of St. Louis and the AIFD South Central Region.

A great focus of the business session leaned toward consultations and selling. Not being an event business, we were pleasantly surprised how some of the business practices Jackie uses in his consultations and sales applied perfectly to almost any type of company. Some that we liked the most were to educate yourself on the proper names and terms, sell style and design not the list of flowers in the arrangement, lead and direct your consultation, you are the expert and where you confidently lead them, they will usually follow. What we took away was to always be realistic about the cost of everything, never

ballpark because this where you lose money or words get crossed, be educated and confident so you can educate and make sure that whomever you are consulting knows you are the expert and you are going to make everything work perfectly, know the traffic to your site and always have it very clearly stated what it is that you do since 60% of consumers will visit your website before ever taking a step into your door and be the interest that sells your company 100% of the time by wearing flowers, always having your business cards on hand and being confident, along with educated, in every situation.

Jackie had sent sketches and concepts to the Forum days before and had them interpreted and designed by AIFD South Central professional designers. The tables were designed to the four trend forecasts Aqua Culture, Expressive Confetti, Romantic Revival, and Natures Couture. Before the designs started getting brought out Jackie took a second to educate us about fads versus trends with the difference being fads only last two to four years where a trend will last four years and more.

Floral.today wants to thank all of the time and effort put into this great educational opportunity by the AIFD South Central Chapter and all the amazing designs and helpers who donated all their time and effort. Some of the other incredible vendors we want to make sure to thank are Connie Duglin Linens for the beautiful linens, Fitz Designs, Inc for all the amazing product and bringing the fabulous Jackie Lacey AIFD, CFD, PFCI to us, Baisch and Skinner for the use of their Linda Kay Learning Center, Accent Decor for their great containers, Acolyte and all the fun lights they provided and Milton Adler for all their supplies and products.





AIFD Foundation Notes

AIFD Foundation Symposium Events!



Make plans to join us at the 2014 AIFD Symposium in Chicago and get ready for "The Art of the Pump"! AIFD members are asked to create or adorn a pair of shoes for the silent auction to benefit the AIFD Foundation. Some lucky pairs will even be selected to be auctioned off LIVE during the AIFD Foundation luncheon. Additional items will be auctioned off during the "Couture and Creative" silent auction.

You also won't want to miss the AIFD Foundation's "It's All in the Details: Bouts to Bouquets" Workshop featuring Joyce Mason-Monheim AIFD and Carol Caggiano AIFD. This hands-on workshop gives you the opportunity to revive already learned mechanics as well as to modify and create new and more efficient methods.

Student Sponsorships Needed!

The 2014 AIFD National Symposium is just around the corner and we need your help in assuring that our students from our SAIFD Chapters will be sponsored to help with their expenses to Chicago! Download a Student Scholarship donation form from the AIFD Foundation website and help make a difference in the life of a student. Donations to the Symposium Student Sponsorship are divided amongst all registered student attendees who are competing in the Student Competition.

Frankie Shelton AIFD Fund

This scholarship fund was recently started by one of Frankie's former students. Many have contributed, however, we must reach \$25,000 for the fund to be totally vested. **We need your support.** Any amount will help us reach our goal. The scholarship will help an aspiring student to become better educated in the floral industry. Frankie has supported and been a member of the AIFD Foundation for 25 years. She has taught floral design across America, Canada and South Africa; and has inspired many students to become members of AIFD, become active in the floral industry, become shop owners and employees. She would like her legacy to be remembered by helping others to achieve their goals.

Donations are requested to assist with growing the Frankie Shelton AIFD Scholarship Fund to its vested amount. Please download a donation form from the AIFD Foundation website or mail in checks can be made payable to the AIFD Foundation with Frankie Shelton AIFD Fund in the memo line.

AIFD Foundation

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