

Focal Point

Cultivating a Floral Consumer

By Marisa Guerrero AIFD, CFD, newsletter editor

Lace doilies, white wicker patio furniture, and silver spoons hanging on the wall. Can you picture the lady who lives in this house? Now juxtapose this image with one of a woman with ombre colored locks and tasteful piercings, carrying a diaper bag. What do these two women have in common? They are both called "Mom." Old or young, modern or traditional, there are as many types of mothers as there are flowers and it is up to the florist to create a design that will "wow" any mom.

Spring brings with it warm winds, Mother's Day, and prom. It's the perfect season for florists to develop relationships with the future generations of flower consumers. There is abundant data showing that young consumers have plenty of disposable income and are willing to spend but flowers are not their first thought as a gift or for home décor. The festive atmosphere of the spring season gives florists a chance to showcase their design chops in order to lure those consumers to the floral market place.

When a young mom receives a beautiful floral arrangement that compliments her personality, she may be likely to think of flowers as a future gift. And a trendy prom corsage that matches her dress and her style is sure to make any young woman excited about the possibilities of floral design. Enjoy the design process and bring beauty to the everyday tasks this spring so that the floral industry has customers looking for beautiful floral designs for years to come.

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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.

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Calendar

March 4-6, 2016

2016 AIFD Southern Conference
"Southern Traditions"

Galt House Hotel
Louisville, KY

March 12, 2016

2016 Bobbi Cup
Chicago Flower and Garden Show
Chicago, IL

March 13, 2016

2 Weddings & a Funeral Design Show
National Orange Show & Events Center
San Bernadino, CA

March 13 - 15, 2016

3-Day Principles and Elements of Design
Greenleaf Wholesale
Dallas, TX

May 9-27, 2016

Advanced Wedding Floral Specialist
Floral Design Institute
Portland, OR

July 1, 2016

2016 AIFD Professional Floral Design Evaluation Session
Anaheim Marriott
Anaheim, CA

July 3 - 7, 2016

AIFD 2016 Symposium: "Inspiration"
Anaheim Marriott
Anaheim, CA

Many more events are posted online!

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

**This list is not all inclusive.
Please visit the AIFD website
for a full list of events.*

President's Message



"Are you that one person who can make a difference in their life, are you a MENTOR?"

Joyce Mason-Monheim

Joyce Mason-Monheim AIFD, CFD, PFCI
AIFD National President 2015-2016

We all remember the beginning of our AIFD journey, when and how we applied for AIFD, the actual testing and that moment of results. How many of you can remember "the letter," waiting anxiously for the post man to come each day, truly being annoyed and finally it's in your hand and now you can't open it...pondering the results.

Today the results of the PFDE are delivered via e-mail for the most part. You receive an e-mail saying the results will be sent to you tomorrow and the anxiety begins, sleepless night (kind of just like testing) and the vigil of waiting for those results. When the e-mail arrives do you open it instantly or ponder the outcome?

Over the years it seems we all have faced the same dilemma...pondering the outcome. But let's think back on how we really got to this point. Who most influenced your process? Who stepped up to encourage you and escort you through your training sessions? Did you have a mentor? That one person that when you look back at the process stands out, was there through good and bad, but made you a better designer? I think we can always come up with the special person or people who helped you through your experience and of which we are eternally grateful.

Have you returned the favor? In our Code of Ethics as a member of the American Institute of Floral Designers we promise to:

- "encourage individuals whom demonstrate excellence in floral design"
- "work for the furtherance...of education and cooperation"
- "give assistance, supervision and encouragement to novices"
- "support and promote...the advancement of creative floral design"

Now is the time that individuals are thinking about the PFDE process, are signing up and yes, the panic of their capabilities begin. Are you that one person who can make a difference in their life, are you a MENTOR? If so, what does this mean and how do we do this to our best ability?

Being a mentor is to be a positive role model, be a friend, become a coach and advisor, the job is to help develop self-esteem and to be an advocate. Some of our members have spent many hours already doing this and I applaud you. The Membership Committee has done this for years and today, with the social media presence, our assistance is even stronger. With the help of our Mentoring Chairperson **Dov Kupfer AIFD, CFD** and the Facebook page "PFDE Candidates for Symposium," the committee, AIFD, and CFD members are reaching out to participants who need the support and encouragement. AIFD's Social Media members from the Marketing Committee, who include **Rachelle Nyswonger AIFD, CFD**, **Joe Guggia AIFD, CFD**, **Paul Jaras AIFD, CFD** and **Kenneth Snauwaert AIFD, CFD** are all about this too.

You can be a Mentor and you can begin one of your careers most rewarding and fulfilling experiences. Finding a floral designer in whom you recognize the floral design talent can catapult you into choosing to work with them to your fullest ability and agree to hold the highest of

ethical standards at all times.

Your role as a mentor has to start slow, so be patient. It takes time to build a positive, respectful relationship. Leave your ego at the door, be sincere and be their friend. The development of trust is vital and let them get to know the real you. Providing the best contact means that best suits you and your encouragement to use that contact source establishes your connection.

Know your information, brush up on the principles and elements of design. Know the definitions and examples of how they are best shown. All this information is in the *AIFD Guide to Floral Design*, take it off your shelf, blow the dust off and you become the student again. Once you have reviewed the P & E's then go to the chapter on Design Applications. This chapter provides that "creative emphasis" to apply to a good sound design. If they have signed up for the PFDE then they already have this book so know your stuff, if you need a new book go to aifd.org and order one at the member rate!

Don't try to be a disciplinarian or therapist, just be a dependable consistent friend. Present accurate information, listen carefully to their needs and offer possible solutions. Know your limitations and maybe team up with other AIFD members in your area or AIFD region if you feel you need support. Providing constructive criticism is all part of this learning process. It is always best to point out the positive points of the design or discussion and then proceed with the ways to problem solve together on other issues. If you need more assistance reach out to AIFD members who are our Certified Evaluators. They have been trained to observe and to point out the qualities needed to succeed.

Set realistic expectations and goals. This time of year with the spring holidays approaching it is important not to demand too much of their time, but this is part of the learning curve and the learning process is always different with each individual. Remember there is a big difference between encouraging and demanding. Encourage them to practice, discuss their progress and help them achieve their goals and dreams. Sometimes this is done with baby steps.

Your success is measured when your mentee realizes for the first time that they have the potential and qualities needed to be part of the AIFD family. You have helped them build their confidence and self-assurance. You have demonstrated the value of education and how important the learning process is and will continue to be. And most of all you have given them a game plan for success.

The essence of mentoring is to build a one-on-one relationship with a fellow designer. Value has been created not just for the mentee, but for the AIFD family and the floral industry. Think about your journey with AIFD and make sure you return the favor!

AIFD: Be It Resolved

Okay, it's a tad late for New Year's resolutions, but what the heck, as they say, better late than never. Besides, the first issue of *Focal Points* for 2016 comes out in February, so I was sort of stuck.

AIFD member "Inspiration"-al resolutions for the coming year should include a commitment to attend the National Symposium which will take place July 3-7 in Orange County (Anaheim), Calif. Coordinated by the fantastic team that also brought us the "Passion" Symposium (2013) in Las Vegas - **Lori Novak AIFD, CFD** and **Tom Simmons AIFD, CFD**, "Inspiration" is set to offer creative floral design inspirations like no other program you will see this year.

In addition to you resolving to attend, why not also resolve to inspire another designer to attend; particularly an aspiring new artist who should have an opportunity to see first-hand the excitement and motivation that are a part of the AIFD Symposium.

Let's resolve, too, to motivate another designer to seek to join you in your commitment to elevate the art of professional floral design by becoming an Accredited Member of AIFD. At least resolve to motivate a designer to seek out his or her status as a Certified Floral Designer (CFD®). These aspirations can help lead our industry to provide more creative art to the consumer and thus strengthen our profession.

Speaking of membership, why not resolve to make your re-commitment to AIFD as a member with your renewal notice. You not only save a few dollars of your own, you help AIFD reduce administrative costs necessary for follow-up invoicing and coordination with chapter leaders. Remember, every dollar saved is a dollar that can go toward promoting AIFD and you.

Another resolution for an AIFD member should be that of voting for the new members of the National and Regional Chapter Boards of Directors. Last year, we started a program so that you can easily vote electronically online. Again, a great money-saver, but we need to work on getting more members to vote; afterall, it is your Institute and the leaders you help select are the ones that will set the directions for our future. Ballots were electronically distributed Feb. 22.

How about this for another easy-to-do resolution: join in promoting AIFD via your Facebook, LinkedIn or Twitter accounts. Brag about your status as a member or as a CFD and pass on information about attending Symposium or enrolling as a candidate for the Professional Floral Design Evaluation session in Orange County. Brag about being inducted; or salute someone you know who will be inducted into AIFD this July.

For the final resolution - and this may be the hardest - resolve to get involved in AIFD. Membership is more than achieving the mark and paying dues, its about helping to set goals and directions for the future. From the chapters to the national committee structure (or simple one-goal task forces), there are places for you to be a more active part of AIFD. Maybe it's just attending a chapter event or reaching out to motivate another designer to go for his or her AIFD or CFD designation.

Whatever it is, keep AIFD in the forefront of your commitment to professionalism and floral industry leadership.

Maybe there's one more easy resolution... Be the best you can be! As such, 2016 will be a great year for you.

Best wishes for a wonderful 2016. I hope to see you in Orange County at the "Inspiration" Symposium.



SAIFD Students Learn Ikebana

On Wednesday, Nov. 18, 2015, approximately 20 students met at the College of Southern Nevada (CSN) Summerlin Campus to attend the Fall 2015 Artist in Residence Program for the CSN Elaine Wynn SAIFD Chapter. The presenting artist was CSN Floral Design Department Chair **Chieko Fukushima AIFD, CFD**.



Ms. Fukushima presented a



Ikebana, An Introductory Free Style Curriculum.

workshop on the freestyle forms of the Japanese art of floral arranging, Ikebana. She recently returned from Japan where she attended an Ikebana workshop and had a lot of exciting new ideas to share with students. Ms. Fukushima began the workshop by reviewing with students select passages from the book *Ikenobo*

After the presentation, students proceeded to let their creative juices flow and create several different free style Ikebana arrangements. The photos show the featured designs.



AIFD Shines at Tropical Plant Industry Exhibition (TPIE)

By Janet Black AIFD, CFD, PFCI

It has been my pleasure to represent the Marketing Committee and the American Institute of Floral Designers by coordinating programs with our industry partner Florida Nursery, Growers and Landscape Association (FNGLA). This year, our design theme focus was interior trends; modern, repurposed/reclaimed, mid-century modern (1950-60's) and children's spaces. Our mission was to provide ideas and inspiration to connect foliage and floral designs relating to these themes.

Jenny Thomasson AIFD, CFD created a jaw dropping presentation that showcased deep fuchsia and purple vanda orchids, donated by Silver Vase Orchids, that traipsed across silver Oasis wire to create a canopy of color and texture that danced across the stage. Cylinder vases of different heights, filled with large, white egg-shaped stones, were layered with air plants and topped with soft gray tillandsias, donated by Russell's Bromeliads, to capture the modern sleekness of the hard surfaces. A sculpture of sorts was formed out of a dried palm flower and accented with miniature orchids of different tints, tones, and shades, and single tillandsia petals were placed to accent the branches. Ficus branches supported an additional arrangement made of dried palm fronds filled with sheet moss and bird nest ferns. The structure stood on Oasis foam, covered with natural brown paper and tied with Oasis Bind Wire to add stability. The design was grounded with an accent of black river rocks at the base.



Ruben Consa AIFD, CFD, PFCI and **Yola Guz AIFD, CFD** presented an artistic interpretation of reclaimed items artfully displayed on a rebar form that framed the elegant back drop of white orchids. Palm fronds sprayed white with Design Master paint made the perfect vessel for succulents and air plants. Wide copper Oasis wire swirled and glistened, encasing grouped vanda orchids. The exposed roots added a natural earthy texture to the design.



Mike Hollenbeck AIFD, CFD's sweet angular shaped terrariums were filled with textural miniature cacti, succulents and air plants created strong groupings. This mid-century modern themed arrangement had a whimsical twist using a vintage lampshade as the container with lush ferns that spilled

out of the top and was accented with gold spiked orbs. A floor lamp was the base of an additional design filled with core board fashioned into geometric shapes, scored with texture. Oasis wire, Spanish moss and orchids filled in the voids making a pleasing, unexpected design. A collection of pastel oval shaped vases on hand-crafted bamboo bases were filled with philodendron, African violets, cacti and begonias representing the plants most popular during the 1950-60's.

I made stylized arrangements for children from infants to teenagers. A pitcher plant was encased in an orb arrangement made of hula hoops with festive lights that swung from an arched metal base. A deflated football was used as the inspiration for a young boy's room filled with succulents in small clay pots wrapped with burlap for rustic texture. A growth stick was planted with a philodendron plant that would grow with the child. Fitz Design Vase Enhancers made a simple plant elegant with small crystal flowers glued to the leaves of an easy care fern. Venus Fly traps were demonstrated as a party favor along with seed packets. Crayons were a welcome accent to a bright colored bromeliad. The outside party theme had a topiary with a dapper goggle-eyed topiary, bow tie and cap. A clear glass vase filled with white birch and topped with moss, pine cones and fern rounded out the life of a child to become our newest customers.



Deborah De La Flor AIFD, CFD, Eileen Cheng AIFD, CFD and Mike Hollenbeck AIFD, CFD demonstrated the true meaning of trash to treasure, an iron chef of plants and props commented by **Ann Jordan AIFD, CFD** and myself.

Photo Captions

Top photo: Repurposed Plant

Designs by Ruben Consa AIFD, CFD, PFCI and Yola Guz AIFD, CFD

Photo on left: Eileen Cheng AIFD, CFD

Photo on right: Vanda Orchids and philodendron moss balls design by Jenny Thomasson AIFD, CFD at TPIE

Bottom photo: Mike Hollenbeck AIFD, CFD - Designing out of the box, a trash to treasure program at TPIE



Eye on the Designers - A look at who's who at "Inspiration"

"Remembering the Magic" - Jacob McCall AIFD, CFD

Nothing is more wonderful than the imagination, for in a moment you can experience a beautiful fantasy or an exciting adventure. But BEWARE, nothing is more powerful than the imagination, for it can also expand your greatest fears into an overwhelming nightmare. Are the powers of Jacob's incredible imagination strong enough and bright enough to withstand the evil forces that invade Jacob's dream? You are about to find out as he takes you back in time with floral interpretations of classic Disney films!



"Three Points of View" - Gerry Gregg AIFD, CFD, Greg Lum AIFD, CFD, and Jeremy Trentleman AIFD, CFD

Balance is not something you find, it is something you create. Come experience balance as understood by three different perspectives with unique inspirations.

Gerry Gregg AIFD, CFD with Art & Nature, **Greg Lum AIFD, CFD** with Asian Influences, and **Jeremy Trentelman AIFD, CFD** with Architecture. By using these themes, you will discover how balance is created through a variety of media to give you inspiration for your designs.



"Burgeoning from My Roots" - Eunice Teo Khee Choo AIFD, CFD

Be mesmerized as our design artist, drawing from the essence of the Chinese, Malay and the Indian culture, creates permanent botanicals of which, are a lighted hand crafted zink sculpture, Wau frames used as a modern decorative form of armature, and the colors of influence from the rich background of each culture presented in deferent layers of hanging deco as a wall piece. Pieces mimicking the bone china motive on semi cylinder stands; hot glue created standing modern piece and etc.

"Flowers with Soul II" - Julia Kim AIFD, CFD

It will surprise you to see how beautiful and artistic compositions the sphere and quadrangle can create. Be inspired to turn nature into art after seeing the mystical and creative combinations of the flower and natural materials. Perhaps such inspirations evolved by chance when you see



the morning sun come up through the small rectangular window in the bed. Then night brings you the mystic halo of a bright moon hung distantly over the same window. The sun and moon imply the circle. The window means quadrangle. Our artist shows us contrasts in shape and structural aspects.

Visit <http://aifd.org/aifd-2016-symposium-inspiration> for event details.

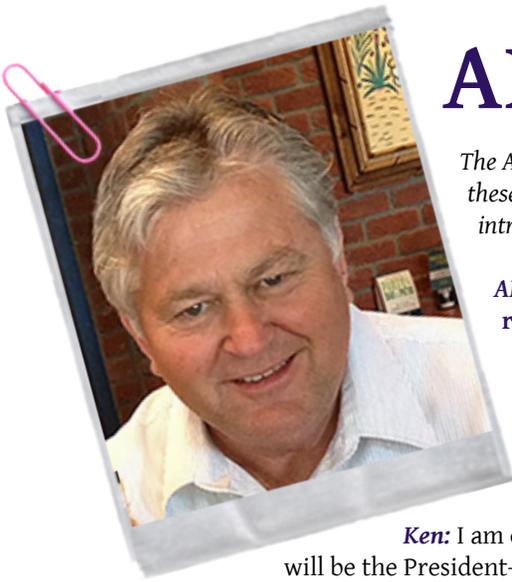
COTTAGE CHARM

sentimental and sweet



Neal  #545- Cottage Lane Ombré Asst.
featured: 4120 Optic Trumpet Vase
View full collection online or pg. 100 in the 2016 catalog!

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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 **Ken Senter AIFD, CFD**.

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

Ken: My wife, **Donna Senter AIFD, CFD** and I own The Senterpiece, a wedding and event company in Houston, Texas. My main responsibilities are the fresh flower buying and all of the design.

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

Ken: I am currently the Vice President of the AIFD South Central Chapter and this coming year will be the President-Elect. In the past I have served as Vice President of the AIFD South West Chapter and have served on the boards of Texas State Floral Association and The Allied Florist of Houston.

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

Ken: As the incoming President-Elect, I would like to see a push to create AIFD awareness in all of our eight states. As an AIFD member, I would strive to create a better understanding of the principles and elements of floral design. It all starts with the basics. The stronger that our membership in AIFD can become, the stronger our industry can become.

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

Ken: There are so many. I'll never forget the day I saw **Gary Schott** present a program. Mind Blowing! As for mentors, once I started designing, there are four who became close friends and mentors. **Buddy Benz** was the first who helped teach me that floral design was a career. Also, **Jim Johnson AIFD, CFD**, **Gregor Lersch**, and **Phil Rulloda AIFD, CFD, PFCI**.

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

Ken: **Jim Johnson AIFD, CFD** and **Phil Rulloda AIFD, CFD, PFCI** have always been there as a friend and mentor.

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

Ken: I love to share my knowledge of floral design with anyone who would like to listen. I have been blessed to have so many wonderful people guide me; I feel a responsibility to give back.

AIFD: What issues are most important to you professionally?

Ken: That the designers of today, study the designers of yesterday. Those designers have set the ground work. That you completely understand the Principles and Elements of floral design in order to break the rules and move us forward.

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

Ken: I didn't know there was anything else! Honestly, I am a complete sports fanatic.

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

Ken: Make sure you love what you're doing. That you study the Principles and Elements, and always give your best.

AIFD: What are some things no one knows about you?

Ken: That I supported myself my junior and senior year of high school by working in a flower shop and living in the back of the shop at night, sleeping in a California Cut Flower Box. Also, I have a Floriculture degree from Texas A&M University.

AIFD and Social Media



http://Instagram/aifd_hq

NEW!



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

AIFD Looking for New Laureate Members to Recognize

AIFD seeks to recognize more of its loyal, longtime members and Symposium attendees.

In 2012, AIFD introduced a new Laureate status to recognize members with 21 years or more of membership and who have also attended a minimum of ten (10) National Symposia. The Laureate status was designed to express AIFD's appreciation and recognition of members for their long-term membership, as well as their support of the annual National Symposium. It is a way to say "thank you" and to salute these members so that others may aspire to the same level of dedication to AIFD as they have demonstrated!

During last year's annual Symposium held in Denver, 7 out of 12 new Laureates were honored and recognized during the Annual AIFD Members Meeting. In addition, AIFD Laureate Members are saluted in the annual membership directory and on the AIFD website, and will be recognized at all future symposia they may attend.

The Laureate status does not affect annual membership fees. If you believe that you meet the qualifications to become an AIFD Laureate, download the application at <http://aifd.org/membership/recognizing-laureates/> and return the completed form to AIFD Headquarters prior to this year's AIFD Symposium "Inspiration" being held July 3-7 in Orange County, Calif. All new and current Laureate members will be recognized with a special ceremony during the Annual Members Meeting. Don't miss out on the opportunity to be recognized for being a loyal, dedicated member of AIFD. After all, you have earned it!

With Great Thanks...

from George and Nancy Mitchell AIFD, CFD

We were so overwhelmed by the flowers, cards, and notes sent to our family during the funeral of our grandson Jack. We wanted to acknowledge our member/friends' thoughtfulness. We have received over 100 cards, donations, notes, and calls. We are still getting e-mails and calls. This has been a very difficult time for our family. The flowers from AIFD, made by **Brent Leech AIFD, CFD**, were beautiful! They meant a lot to our family. We were very touched that **Dwight Laramer** and **Drew Grunenberg** both flew in to attend the funeral. When someone questions "What are the benefits to being AIFD" I think I can add the love shown to us as a personal benefit. Thank you to everyone.



Bits and Pieces

Compiled by Molly Baldwin-Abbott and Marisa Guerrero AIFD, CFD

- AIFD recently learned of the passing of former member **Gene Harbaugh** who many of you may have known. Gene passed away in October.
 - **David Siders AIFD, CFD** is the Stage Manager this year in OC and is looking for anyone that might be interested in volunteering. Get involved and enjoy a great experience. If you are interested, please contact David at exprd@aol.com or 518-374-6885.
 - **Jerome Raska AIFD, CFD, PFCI** is headlining SAF's 1-Day Profit Blast in Austin, Texas on Feb. 27. Raska's presentation "Successful Events: From Concept to Completion" will feature the design and business practices that have contributed to his shop's steady growth in event work at Blumz...by JR Designs in Detroit and Ferndale, Michigan, where events comprise about 40 percent of total sales.
 - The 2016 international flower trade show World Floral Expo (WFE) will be returning to Los Angeles, Calif. at the LA Convention Center March 9-11. Details posted at <http://www.cafgs.org/world-floral-exposition-2016>.
 - Know your newsletter themes! Themes for each issue of Focal Points have been assigned. Please reference these when submitting articles, pictures, etc. for the newsletter. We would love to have feature articles, accolades and other interesting submissions for every issue.
- December/January issue: Valentine's Day
February/March issue: Mother's Day/prom
April/May issue: Weddings/special events
June/July issue: Pre-Symposium
August/September issue: Fall, Symposium recap
October/November issue: Christmas

Please send all submissions to **Molly Baldwin-Abbott**, publications coordinator, at mollybaldwin@assnhqtrs.com or **Marisa Guerrero AIFD, CFD**, newsletter editor, at debbies_bloomers@msn.com. Images must be high resolution, print quality.

Got News?

E-mail your tips, ideas, articles and images to **Molly Baldwin-Abbott**, publications coordinator, at mollybaldwin@assnhqtrs.com or **Marisa Guerrero AIFD, CFD**, newsletter editor, at debbies_bloomers@msn.com.



Join the Best, Be the Best

**Professional Floral Design Evaluation
Application Deadline Friday, April 15**

Floral design artists seeking to be recognized with the floral industry's coveted Certified Floral Designer (CFD®) designation or to achieve the ultimate goal of becoming an Accredited member of the American Institute of Floral Designers are being advised that the deadline to submit an application for the 2016 Professional Floral Design Evaluation (PFDE) is **April 15, 2016**.

AIFD's PFDE is a two-stage process in which floral designers have their creative artistry evaluated by a panel of AIFD Certified Evaluator/Judges.

Part one of the PFDE is an online test based on educational objectives and knowledge derived from *The AIFD Guide to Floral Design: Terms, Techniques and Traditions*. This reference tool is provided to everyone who pays to participate in a PFDE. Candidates must successfully complete the online test with an 80% or better by May 1, 2016.

After scoring 80 percent or better on the online test, the candidate is then fully eligible to participate in the second part of the PFDE - a live design session in which he or she demonstrates his or her design proficiencies. The PFDE will be held July 1, 2016 in Orange County, Calif. immediately prior to the AIFD National Symposium "Inspiration."

Candidates have four hours to create five specified designs which are then reviewed and evaluated by seven AIFD Certified Evaluator/Judges. AIFD provides the Candidates all the flowers and hard goods necessary to complete the designs.

To participate in the 2016 AIFD PFDE, floral design artists must complete the application and become an official Candidate and submit the Application to Participate in the PFDE prior to April 15, 2016.

It is strongly recommended (but not required) that before the PFDE the floral design artist obtain additional education or work experience in the floral industry, such as having three years or more in floral industry, completion of courses that meet learning objectives as established by AIFD and are offered by approved AIFD Education Partners or state floral association certification programs, completion of a series of online courses offered by AIFD, or completion of undergraduate degree or studies at a SAIFD chapter.

To enroll as an AIFD PFDE Candidate or to learn more about the process of becoming a CFD® or member of AIFD, visit <http://aifd.org/membership/become-cfd-and-aifd>.



The 2016 PHS Philadelphia Flower Show, "Explore America," will be a grand adventure, taking place March 5 - March 13, 2016 at The Pennsylvania Convention Center.

Through "Explore America," PHS and the Park Service are engaging those who know and love the parks, and inviting a new generation to discover the special places that belong to us all. Now in its 188th year, this year's Flower Show is celebrating the centennial anniversary of the National Park Service. From Yellowstone to Yosemite to our own local Valley Forge, "Explore America" will take visitors through acres of displays inspired by iconic parks.

Be sure to check out the AIFD Northeast chapter's exhibit which was inspired by the Redwood National Park.

Read more at <http://www.visitphilly.com/events/philadelphia/philadelphia-international-flower-show/>.

Announcing the NEW 2016

uBloom Trend Synthesis®

Featuring the 4 New Trends: Hammock, Distraction, Animal Instinct & Wild Horses

The uBloom Trend Synthesis is published annually by J Schwanke Productions, featuring Four NEW trends in flowers and foliage for the coming year. The Trend Reports have been available in printed in format since 2012 and available in the uBloom store at uBloom.com or at J Schwanke's live events.

In 2016, uBloom is proud to announce that the 2016 uBloom Trend Synthesis is available for FREE via download. Each trend features a description, details and ideas, along with favored flowers and foliage, a color palette, and ribbon collection.

J Schwanke AIFD, CFD - Author of the uBloom Trend Synthesis® - scours the Flower Industry, Markets, Fashion, Entertainment to create this independent Trend Report that features flowers, foliage and products readily available and active in today's market place. This Trend report is specific to the flower and foliage industry and encourages users to use the information to translate trend and color with flowers and foliage to create memorable events, arrangements, and concepts.

To download your free copy of the NEW 2016 uBloom Trend Synthesis® visit <http://www.uBloom.com/Trends2016>.

J Schwanke AIFD, CFD is the host of "Fun with Flowers" and J on uBloom.com, flower arranging expert, and author. For more information visit www.uBloom.com or www.jschwanke.com.



Susan Ayala AFD, PFC



Tom Bowling AFD, PFC



Tim Farrell AIFD, AAF, PFC



Jim Ganger AFD



Hilomi Gilliam AFD

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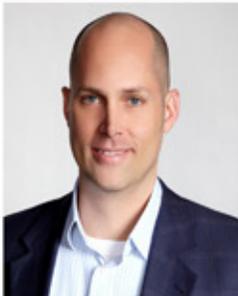
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John Hosen AFD, PFC, CF, CAFA



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Vonda LaFever AFD, PFC



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Helen Miller AFD, CF, CAFA



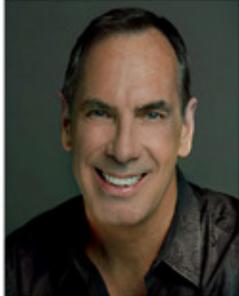
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Julie Poettler AFD, PFC, IMF, CAFA



Jerome Raska AFD, AAF, PFC, CF



Tom Simmons AFD, CCF



Gerard Toh AFD, CCF



Cindy Tole



Kevin Yivisaker AFD, PFC, CAFA



Prom 2016 Dress Trends Include Floral Patterns, Long Gowns, and Bright Neons

Prom is right around the corner. To get your creative juices flowing, below are a few trends of what the teenagers will be wearing this year.

This year's biggest looks include full-length and two-piece gowns, bright neons, lots of floral and black, according to Nolan Wells, celebrity stylist.

"I think at one point, black used to be too plain and too informal, but this season it's more of that stand-out look." Wells said. "I think, now more than ever, prom dresses are really looking at what's trending on runways and trying to make that into a piece for prom."

This year's looks include some really unique, flattering, and unexpected details, all keeping current with youth culture. From crop tops to cutouts, you'll love all of the fun elements in this upcoming season.

Top 2016 Prom Trends:

1. Cutouts
2. Sequins
3. Crop Tops and Two-Piece Dresses
4. Floral Prints
5. Unique Beading
6. Backless styles
7. High necklines
8. Sheer illusion
9. Off-the-shoulder sleeves
10. Geometric features
11. High slits
12. Mermaid silhouettes
13. High-low and split skirt hemlines
14. Pastel colors

Sources: http://blog.masslive.com/prom/2016/02/2016_prom_dress_trends.html, <http://www.weddingshoppeinc.com/blog/index.php/2016/01/12/prom-dress-trends-2016/>



The Society of American Florists asked some of the country's top florists and floral designers to describe what's in style for flowers this Mother's Day, from popular flowers and color combinations to trendy flower design styles and flower delivery advice. Here is a compilation of their Mother's Day flower trends and ordering tips.

Popular Mother's Day Flowers

Tulips, Callas, Freesia, Gerberas, Hydrangeas, Irises, Lilies, Orchids, Roses, and Tulips.

Mother's Day Flower Colors

Pink is the traditional favorite for Mother's Day flowers. Other colors to wow Mom on Mother's Day include:

- Monochromatic (flowers in the same color)
- Blush pink, antique ivory and cream tones
- Hot pink and berry tones combined with shades of red

Bold, vibrant and exciting color combinations also wow Mom:

- Hot pink and orange
- Citron and purple
- Shades of orange hues - tangerine to peach
- Purple accented with bright green
- Purple and lime green and magenta
- Pink, coral and turquoise together

Popular Mother's Day Floral Designs

- Monochromatic floral arrangements
- Floral arrangements designed in baskets
- Strong botanical or color groupings surrounded by beautiful smaller flowers and foliage
- Natural, earthy and garden-style arrangements in vintage style glassware
- Soft and feminine mixed flower combinations
- Simple, monobotanical (one flower variety) designs in clear glass vessels

Popular Mother's Day Plants

Azaleas, Chrysanthemums, Dish gardens, Gerberas, Hydrangea, Kalanchoe, and Orchids.

Source: <http://www.aboutflowers.com/flower-holidays-occasions-a-parties/mothers-day/mothers-day-flowers-colors-floral-design-trends.htm>



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New Member Benefit Just Announced!

AIFD is excited to announce the release of a new member benefit! Accredited AIFD members may now extend to their employees the ability to enroll in AIFD online floral design courses at the member rate. This benefit is only for AIFD members to offer to their employees.

AIFD's online education courses are an excellent resource for floral designers to learn more about the elements and principles of design, and the floral industry in general, and learn design techniques and applications for arrangements, sympathy designs, and flowers to wear and carry. They are a fantastic resource for beginner designers, but just as beneficial for floral designer veterans who want to brush up on the basics!

The next set of online courses begin in March (March 22- April 5) and the registration deadline is March 17. Get a head start and contact AIFD today (aifd@assnhqtrs.com) to receive the *promotional code you can share with your shop employees. For an updated online course schedule visit <http://aifd.org/online-education/online-class-schedule/>.

We hope you take advantage of this wonderful benefit!

**This promotional code may only be given out by Accredited AIFD members to employees who work for or with said accredited member.*

Marketing Tip: Accentuate the Trivial

By Lee Gallison AIFD, CFD

Mother's Day, prom time and event follow-ups keep florists busy in the spring. I do a number of bridal shows per year, and this last one hit me with a moment I'm still pondering. It was a larger show, with about 10 floral companies represented. No problem, as I could see how we all brought something different to the table - styles, colors, floral preferences and level of craft. Then as I watched those attending, listening to their conversations, it suddenly hit me, in their eyes all the florists were exactly the same. The room was then flooded with "What are your packages?" and "How much do you cost?"

That's not a place I want to camp out or even park my car. To be clear, I don't think "packages" are wrong, I just don't think they should be the first line of conversation or the last word either. That reduces us to selling a commodity, not providing a service.

The truth is, we do not sell flowers, bouquets, or corsages. We listen to dreams. And then we look into our training, our knowledge, our creativity, and our business sense to see if we can make that particular dream come true. That is what we really do.

Yet in the eyes of many customers, and prom goers we exist in an industry of lookalikes. What does that mean to us? It means the more two services look alike to a customer, the more important each tiny difference becomes. Unable to see the real differences, customers search for small, seemingly trivial differences - the decor of the shop, the color of your business card, how your promotional material feels in their hand, eye contact. Smiles, and listening to dreams! Read next issue's column for ideas that will set you apart.

The Elite Flower *a touch of class*
by Hannagord

Happy Mother's Day!

"IN A WORLD OF INFINITE POSSIBILITIES ONLY THE ELITE STAND OUT"

THE ELITE BOUQUET

Feeling Nostalgic? Reminisce with 2015 Symposium DVDs!

There are still plenty of DVDs of the 2015 Symposium "Journey" that was held in Denver, Colo. this past summer. Floral designers across the world can enjoy the industry's most dynamic floral design education event whether they are seeing it for the first time or reliving the memories they made there.



Whether it's a DVD of one special program or the complete set of all 14, AIFD has produced a limited quantity for distribution to the industry. A single DVD is only \$15 and the full set is available for \$100.

AIFD members or Certified Floral Designers (CFD) can earn the ten (10) continuing education credits needed to maintain the professional design designations by investing in the complete DVD set. A short test is required to demonstrate that the DVDs were watched.

Easy to order online, the AIFD 2015 Symposium DVD information can be found at <http://aifd.org/2015/07/order-2015-symposium-dvds/>.

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AIFD HISTORICAL PICTURE TRIVIA

By Janet Black AIFD, CFD, PFCI, AIFD 2015-2016 national historian

In the photos below can you guess who, where and when? Look for the answers in the next issue of the newsletter!



Photo 1

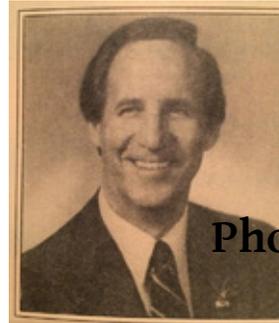
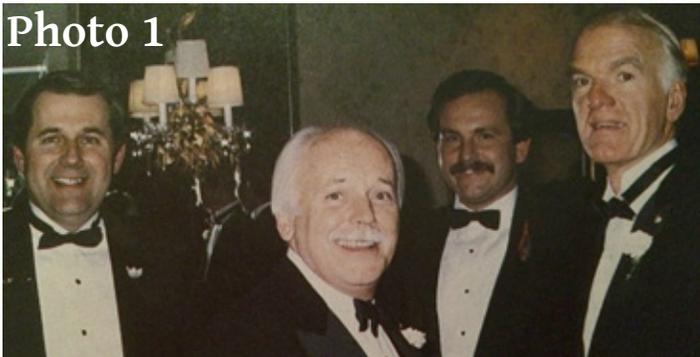


Photo 3



Photo 4

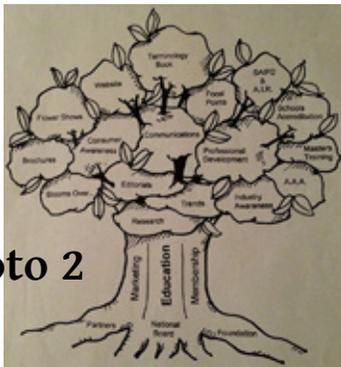


Photo 2

**BEING
A FLORAL DESIGNER
IS NOT EASY!**

- SWOLLEN FEET
- EARLY MORNINGS
- LONG HOURS
- PECULIAR BRIDES
- WEEKEND WORK

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WE FEEL YOUR PAIN!**

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American Institute Of Floral Designers Foundation, Inc.



Building a stronger industry with Education Funding

**The AIFD Foundation Wishes to Congratulate Andreia Muller
The Recipient of the Southern Chapter Conference Scholarship!**

2016 Southern Conference | March 4-6, 2016 | Louisville, Kentucky

Andreia Muller brings twenty years of floral design experience to the industry. Originally from Brazil, she managed a flower shop prior to moving to the states in 2000. She received the designation of Florida State Master Designer in 2015. With a desire to learn all that she can her journey continues with this opportunity towards the goal of membership in AIFD.



Andreia Muller, FSMD
Florida State Master Designer at The
Flower Studio

“During my time at the Southern Chapter Conference, what I’m looking forward to the most is learning. We always learn something from someone. We meet new people, we catch up with old friends, and we learn. Education is a priority. I want to be the best that I can. And learn, and learn some more, and then give it back to the next generation. It is an honor for me - a Brazilian Girl living the American Dream - being able to attend my first AIFD conference. When I meet AIFD members, I am like “one day I will be one too”. I am not in a rush. Attending the Southern Conference for the first time is the beginning of my journey to one day becoming a AIFD accredited member. It is a personal goal. Opportunities are out there. We have to go after them.”

**The AIFD Foundation brings international
designer Leopoldo Gomez to the
2016 AIFD Symposium in OC!**

Sources of Inspiration

Thursday, July 7, 2016 11:15AM -12:15PM

This collaboration with Leopoldo Gomez will provide an opportunity to expand your *Sources of Inspiration*.

Influence that Inspires

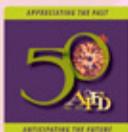
Friday, July 8, 2016 9:00AM - 3:00PM

AIFD Design Experience with the net proceeds to benefit the AIFD Foundation highlights the brilliance of Leopoldo Gomez as he presents extraordinary designs and inspirational techniques hands on.

For more information about these events and other ways that you can support the AIFD Foundation at Symposium, please visit

http://www.aifdfoundation.org/images/stories/AIFD_Symposium.pdf

**Give the gift of love &
support the AIFD Foundation!**



The 50th Club Fund needs your support to complete the funding that will give back to the regions. It’s not too late to join! For more information or to make a contribution, please contact the AIFD Foundation staff.

**AIFD
Memorial
Fund**

The AIFD Foundation established the AIFD Memorial Fund as a way to remember and to honor the loss of AIFD members. For more information, contact the AIFD Foundation staff.

6919 Vista Drive | West Des Moines, Iowa 50266 | www.aifdfoundation.org

Everything You Need to Know:

As Mother's Day approaches and we start to reflect upon our own mothers, perhaps the word "admiration" comes to mind. If so, Scabiosa or Pincushion Flower could be the perfect flower to send to mom this year as this delicate flower means "admiration."

Common Names: Scabiosa, Pincushion Flower

Botanical Name: Scabiosa, (skab-ee-OH-sah)

Season: Spring, Fall, Summer, Winter

Availability: June through October

Vase Life: 5 to 7 days

Storage Temperature: 36 - 38 F

Ethylene Sensitive: Yes. These flowers are not too sensitive to ethylene, but produce a lot, so it is suggested they are placed away from ethylene sensitive plants.

Description: Round single flowers, 2 to 3 inches across, with overlapping papery petals.

Colors: Blue, lavender, white, and pink. Colors range from delicate lavender-blue to salmon-pink.

Design Notes: These light and airy blossoms add a delicate touch to mixed arrangements. They are useful as a mass flower or in garden style arrangements. Suitable for drying.

Purchasing Hints: Purchase fully opened flowers in full color.

Care and Handling: Scabiosas take in a lot of water. Keep an eye on water levels in containers or floral foam. Heat sensitive. Keep away from heat sources.

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.

Other Notes: This member of the dipsacaceae family is very fairly hardy. Check that flowers are not shedding or shattering, although they should be quite open. Flowers that are cut too tight and are still green will not open very well. Foliage should be cleaned from the lower parts of the stem, and then the flowers should be cut and hydrated in a low sugar holding solution. Florists use annual and perennial cultivars of scabiosa; the better-known Caucasica is a perennial, and the denser, double variety, Scabiosa atropurpurea, is an annual.

Sources: <http://floraldesigninstitute.com/page004.06.096.htm>, <http://www.mayesh.com/FlowerDirectory.aspx?pr=1840>, <http://www.cfc.org/component/flower/details?pid=1963>



"Find Your Adventure" Rose Parade 2016

By Katie McCormick AIFD, CFD

Every year, around the October, the anxiety and excitement truly takes hold. The countdown begins among floral designers and volunteers as we await the days of decorating at Fiesta Parade Floats. Members of the floral design team come from near and far, some for their first year and some who got hooked their first year and have continue to return.

Fiesta Parade Floats, led by the very talented **Jim Hynd AIFD, CFD**, brings on a floral design team, 20 plus of them being AIFD. Experiencing the long and rigorous hours of decorating week can truly not be explained, but the passion and drive for the event ignites a fire within us. We are working day-in and day-out for an entire week to complete the floats in time for the amazing televised event on January 1. And that doesn't even begin to explain the work done prior by engineers, artists and staff on the entire float structure. The final addition of botanicals is merely a small part of what it takes to put the floats together.

This year's parade theme, "Find Your Adventure," inspired creativity galore. So much so that Fiesta Parade Floats took home eight top awards for the 2016 Rose Parade. Float winners were City of Torrance, Kaiser Permanente, The Bachelor, Miracle-Gro, Dole Packaged Food, California Milk Advisory Board, Kiehl's Since 1851, and Northwestern Mutual. Fiesta Parade Floats maintains the highest award win rate in the Rose Parade Industry.

Listed below are the awards and their descriptions that Fiesta Parade Floats received:

- City of Torrance: "What A Purr-fectly Paw-ful Adventure" - Princesses' Trophy for Most Beautiful Float 35' And Under
- Kaiser Permanente: "Helping Mother Nature Thrive" - Grand Marshal's Trophy for Excellence in Creative Concept & Design
- The Bachelor: "Love is the Greatest Journey" - President's Trophy for Most Effective Floral Use and Presentation

- Miracle-Gro: "Life Starts Here" - Governor's Trophy for Best Depiction of Life in California
- Dole Packaged Foods: "Soaring Over Paradise" - Director's Trophy for Outstanding Artistic Merit in Design and Floral Presentation
- California Milk Advisory Board: "Adventures in Real Food" - Tournament Special Trophy for Exceptional Merit in Multiple Classifications
- Kiehl's Since 1851: "The Beauty of Adventure" - Crown City Innovation Trophy for Best Use of Imagination & Innovation to Advance the Art of Float Design
- Northwestern Mutual: "Dancing Into Adventure" - Past Presidents' Trophy for Most Creative Design and Use of Both Floral and Non-Floral Materials



What an experience and what a week that resulted in a tremendous win for Fiesta Parade Floats. Being a part of this team is such an honor. In addition to the fabulous decorating week and parade itself, it was so awesome to see one of our own as a judge this year! **Tom Bowling AIFD, CFD, PFCI** was one of three judges granting awards based on creative design, floral craftsmanship, artistic merit, computerized animation, floral presentation and more.

My take: this was different than previous years in that I had my hand in a number of projects/floats. One of my favorite projects was an educational celebration for all to enjoy. Fiesta Parade Floats showcased a float at the new event called "Live On Green." This three day celebration, in the heart of Pasadena, leading up to the Rose Parade was a free event for family and friends to come together and enjoy, explore, and celebrate. Fiesta Parade Floats featured a float which showed the different areas of the building and coming together of a float. This was an educational experience for many people of all ages to truly see the backings and bones, which gradually progressed to the finishing and details, all within one float.

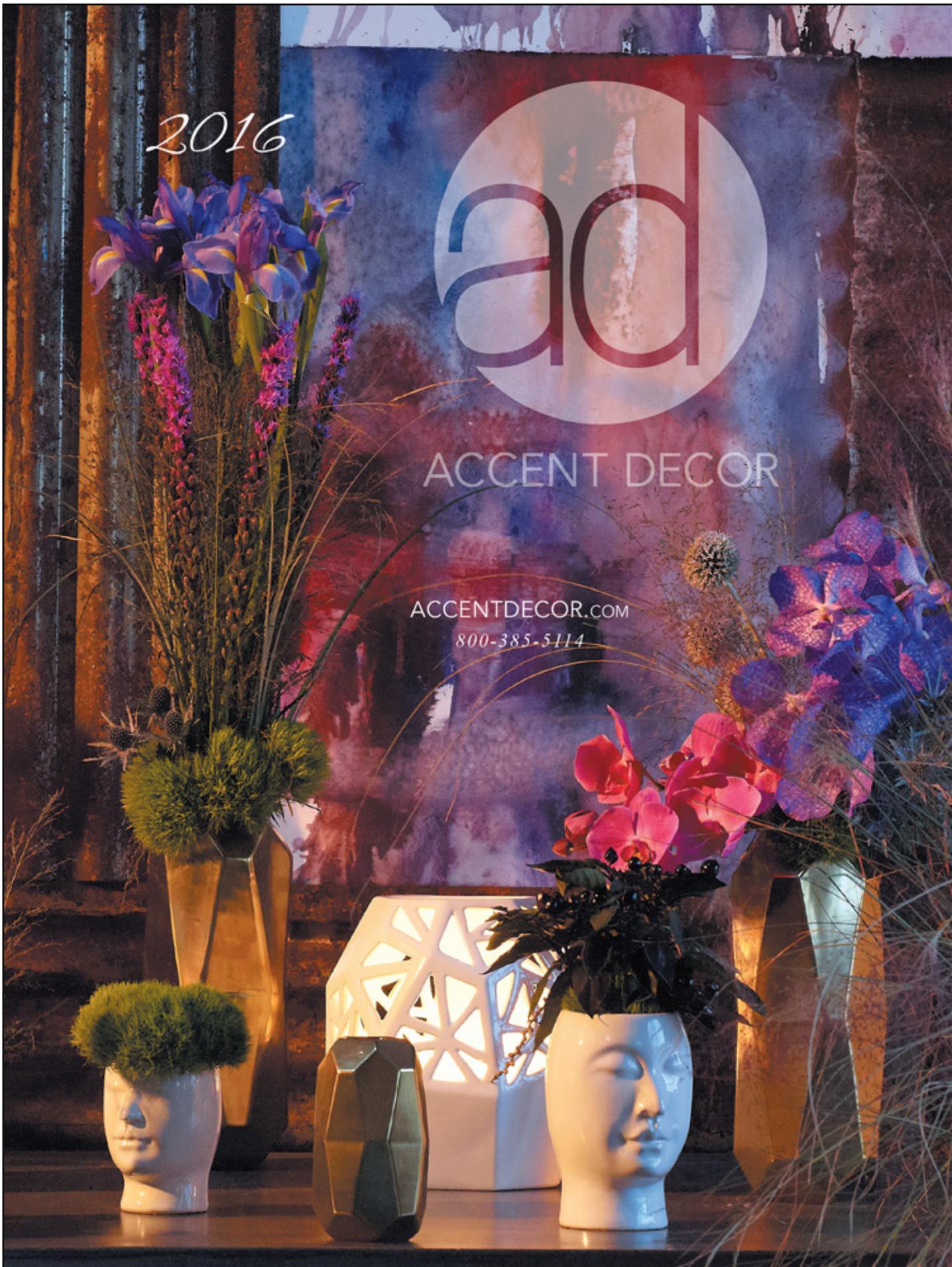
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AIFD Announces Nominations for National Directors and Regional Chapter Board of Directors

The following members of AIFD have been nominated to run in the 2016-2017 elections as National Directors and Regional Chapter Board of Directors:

**Note: Where there is just one nomination listed per category, write-ins are accepted.*

National Directors At Large (Select 2):

Theresa Colucci AIFD, CFD
BJ Dyer AIFD, CFD
Sherry Moon AIFD, CFD
Rachelle Nyswonger AIFD, CFD

North East Regional Director to the National Board (Select 1):

Polly Berginc AIFD, CFD
Ron Mulray AIFD, CFD

Southwest Regional Director to the National Board (Select 1):

Susan Bean AIFD, CFD
Kenneth Snauwaert AIFD, CFD

North East Regional Chapter:

President-Elect – Dan Firth AIFD, CFD
Vice President - Dot Chenevert AIFD, CFD
Secretary (Select 1) - Al DeLuca AIFD, CFD & Laurie Lemek AIFD, CFD
Treasurer (Select 1) - Sue Krabill AIFD, CFD & Suzanne Sampson AIFD, CFD

Directors (Select up to 3) -

Bunnie Hovan AIFD, CFD
Christy King AIFD, CFD
Laurel LeMaistre AIFD, CFD
Jennifer Plasky AIFD, CFD

Southern Regional Chapter:

President-Elect – Kevin Hinton AIFD, CFD
Vice President – Carol Inskip AIFD, CFD
Secretary – Terry Godfrey AIFD, CFD
Treasurer – Adrienne Summers AIFD, CFD

Directors (Select up to 3) -

Aisha Crivens AIFD, CFD
Darenda Darnell-Garbarz AIFD, CFD
Jeanne Ha AIFD, CFD
Angela Tully AIFD, CFD

North Central Regional Chapter:

President-Elect (Select 1) – Brent Leech AIFD, CFD & James Lowe AIFD, CFD
Vice President (Select 1) – Laurel Hollopeter AIFD, CFD & Carolyn Minutillo AIFD, CFD
Secretary – Carolyn Kurek AIFD, CFD
Treasurer – Craig Theimer AIFD, CFD

Directors (Select up to 3) -

Laura Daluga AIFD, CFD
Jeanna Furst AIFD, CFD
Jennifer Hunt AIFD, CFD
Deb Strand AIFD, CFD

South Central Regional Chapter:

President-Elect – Ken Senter AIFD, CFD
Vice President – Lisa Weddel AIFD, CFD

Secretary – Damon Samuel AIFD, CFD
Treasurer – Rhonda Lynn-Moeckel AIFD, CFD

Directors (Select up to 3) –

Ace Berry AIFD, CFD
Adrianna Duran-Leon AIFD, CFD
Nicola Gail Parker AIFD, CFD
Sandi Yoshihara Sniff AIFD, CFD

Northwest Regional Chapter:

President-Elect – Callie DeWolf AIFD, CFD
Vice President – Louisa Lam AIFD, CFD
Secretary – Robin Phillips AIFD, CFD
Treasurer – Emil Yanos AIFD, CFD

Directors (Select up to 3) –

Constance Oakson AIFD, CFD
Iris Salmon AIFD, CFD
Brian K. Smith AIFD, CFD
Erik Witcraft AIFD, CFD
Jamie Hindley AIFD, CFD
Linda Marshall Robbins AIFD, CFD

Southwest Regional Chapter:

President-Elect – Susan Ayala AIFD, CFD
Vice President (Select 1) – Katie McCormick Kharrat AIFD, CFD & Azheny Zdeb AIFD, CFD
Secretary – Mary Rimmer AIFD, CFD
Treasurer (Select 1) – Jim Blythe AIFD, CFD & Martin Flores AIFD, CFD

Directors (Select up to 3) –

Conni Jo Casey-Harris AIFD, CFD
Therese Dryer AIFD, CFD
Bob Gordon AIFD, CFD
Beth O'Reilly AIFD, CFD
Cindy Pham AIFD, CFD
Julie Reed AIFD, CFD

REMINDER: AIFD Balloting Sent Electronically

AIFD Accredited Members (Active, Fellow and Life Members) should have received their electronic ballot for voting on Feb. 22. Members received a link to the appropriate regional ballot. They should then vote on each office position, go to the bottom or top of that page and click on "save." The next office will then display and they should vote again in the same manner until they have completed voting for all positions. If a member does not wish to vote for a specific officer or wishes to write-in another candidate, he or she may easily do so. After completing all votes, there is an opportunity to review the ballot and edit a vote if appropriate. Voters will then receive a confirmation that their ballot has been cast. For the AIFD members who do not have an e-mail address, AIFD will be prepared to allow them to vote by calling the headquarters office and having a proxy ballot cast for them. This option will only be open to those who do not have an e-mail address. Please keep an eye out for this important e-mail. If you did not receive an e-mail with a link to your ballot, please contact AIFD Headquarters immediately. Results will be announced in April.

"Southern Traditions" - 2016 Southern Conference

March 4-6 • Galt House Hotel • Louisville, Ky.

Schedule of Events:

Thursday, March 3

7:00 p.m. - Board Meeting: Jasmine Room, 2nd Floor, Revue Tower

Friday, March 4

9:00 a.m. - 12:00 p.m. - Student Competition: Azalea Room, 2nd Floor, Revue Tower

1:00 p.m. - 4:00 p.m. - Student Competition Evaluation: Azalea Room, 2nd Floor Revue Tower

Saturday, March 5

7:30 a.m. - 10:00 a.m. Registration: 3rd Floor, Revue Tower

8:00 a.m. - 9:00 a.m. - "Jubilation" with Randy Wooten AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

9:30 a.m. - 11:00 a.m. - "Perfectly Profitable Proms" with Suzie Kostick AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

11:00 a.m. - 12:00 p.m. - "Take-out!" with Kathy Whalen AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

12:00 p.m. - 2:00 p.m. - Lunch on your own

2:30 p.m. - 3:30 p.m. - "A Twist on Tradition" with Jessica Morris AIFD, CFD and Shawn Michael Foley: Cochran Ballroom, 3rd Floor, Revue Tower

4:00 p.m. - 5:00 p.m. - "Tables by Frank" with Frank Laning AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

7:30 p.m. - Dinner and Awards: Fountain Room, 2nd Floor, Revue Tower *Décor by Mississippi State University SAIFD Chapter

Sunday, March 6

9:00 a.m. - 10:00 a.m. - "Sweet Tea" with Ben Lee AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

10:30 a.m. - 1:00 p.m. - Brunch "Southern Bouquets" with Brooke Raulson AIFD, CFD: Fountain Room, 2nd Floor, Revue Tower *Décor by Tammy Gibson AIFD, CFD and Chris Branham AIFD, CFD

Location:

Galt House Hotel
140 N Fourth Street
Louisville, KY 40202
800-843-4858

Refer to American Institute of Floral Designers for room block.

Registration:

Full Registration Rates

AIFD members - \$199.00
Non-members - \$210.00

Education Only Rates (no meals)

AIFD members - \$169.00
Non-members - \$179.00

Student SAIFD rate - \$150.00

Single Event Registration Rates

Saturday programs only -
AIFD members - \$100.00
Non-members - \$125.00

President's dinner only -
AIFD members - \$75.00
Non-members - \$98.00

Sunday programs and lunch -
AIFD members - \$125.00
Non-members - \$155.00

Register on the AIFD website at <http://aifd.org/2015/12/southern-traditions-aifd-southern-conference-2016/>.

*Special Thanks for Lobby Décor by Aisha Givens AIFD, CFD



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Rae Roberts Griffith AIFD, CFD

North Central has a very busy spring around the corner. Once we get past Valentine's Day it's full tilt boogie!

The Chicago Flower and Garden Show March 12-20, will be the location of our Annual "Bobbi Cup" competition. Named after our own "Babaloo" **Bobbi Ecker Blatchford AIFD, CFD, PFCI**, it will take place Saturday, March 12. Five designers were chosen from a drawing of all entrants and those who are competing are: **Laura Daluga AIFD, CFD, Laurel Hallopeter AIFD, CFD, Sue Huelsman AIFD, CFD, Casey Murdough AIFD, CFD, Toni Piccolo AIFD, CFD and John Windish AIFD, CFD.**

We will be partnering with a local Chicago business Aquascape in a main floor exhibit. Four of our members, **Tina Davis AIFD, CFD, Adam Havrilla AIFD, CFD, Katy Selmi-Downs AIFD, CFD and Debbie Strand AIFD, CFD**, will interpret through flowers, what Chicago is to them.

March 12-20 is also the Indianapolis Flower and Patio Show. Our involvement will continue throughout the week as we present stage presentations and hands on workshops and sell fresh flowers in the "Flower Shop." We ask that any members in our chapter that could volunteer a few hours or a day or two contact **Carolyn Kurek AIFD, CFD** at coralcay2@aol.com to schedule a time to help.

Spring also brings state floral conventions fast and furious, starting with the Michigan: Great Lakes Floral Exposition in Grand Rapids, Mich. "Together We Bloom" will take place March 4-6. Following is the Illinois State Floral Association's "Hollywood," March 18-20 in Decatur, Ill. The Wisconsin/Upper Michigan WUMFA is hosting "Adventures in Wonderland" April 1-3 in Green Bay, Wisc.

To our members: PLEASE SUPPORT YOUR STATE FLORAL ASSOCIATION with your presence.

Hurry up spring!

South Central Chapter

President's Letter

BJ Dyer AIFD, CFD

At our last board meeting, the trustees of your South Central region spent much time talking about the ways that we can help financially to support floral education in each of our eight states. **Lisa Weddel AIFD, CFD, PFCI** stated it best, "Most members don't even know to ask their region for help. They don't know that we have resources available."

That's why I want you to know we want your ideas. We have allocated funds in this year's budget to financially support your education projects. Let us help you do what you've always dreamed about. Let us help you to encourage qualified designers in your home area to become PFDE candidates. Propose the educational idea and let us consider it for funding.

We have financial resources to help sponsor designers and educators. We can help with the cost of promotion and marketing. We can build impressive booths to communicate to the designers in your states all about what AIFD is. These are potential CFD candidates. We want the region to have a big presence at state floral conventions and at colleges in the SC region, with the ultimate purpose of encouraging more qualified florists in our region to become PFDE candidates.

I am collecting ideas and proposals. It could be a stage presentation, a design class or a hands-on seminar. It could be at a state convention, a school, or a wholesale house.

So please contact me at bj@bouquets.org with your best ideas. If you are personally involved with the planning of a local convention, you should get in touch with me or anyone on the board.

North East Chapter

President's Letter

Janet Black AIFD, CFD

You don't luck into things...you build step by step, whether its friendship or opportunities. - Barbara Bush

Happy New Year and Welcome 2016! I hope that everyone had a prosperous Holiday Season and Valentine's Day and the creative floral artistry continues to flow.

Participation is the key to our success! The Northeast Chapter is excited to embark on some amazing projects. **Laurie Lemek AIFD, CFD, PFCI** will be chairing the "Floral Couture" runway show with members of the Northeast Chapter at the Northeast Floral Expo, Sheraton Springfield Monarch Place Hotel in Springfield, Mass. on March 4-5. Laurie has been very diligent preparing dresses, jackets, vests, and so much more. If you haven't signed up to lend a helping hand, please contact Laurie as additional volunteers are welcomed. Workshops by Northeast members will include: **Michele Miracle Feld AIFD, CFD, Catherine Epright AIFD, CFD, James Watson AIFD, CFD, Rebecca Carter AIFD, CFD and Laurel Le Maistre AIFD, CFD.** The Northeast Designer of the Year Competition will also be awarded and a Symposium registration is waiting to be won. **Adriene Presti AIFD, CFD** is chairing the Philadelphia Flower Show exhibit, which is well underway. Want to participate? Contact **Adriene or Ron Mulray AIFD, CFD**, you don't have

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to be from our region, everyone is welcome. If this has been on your bucket list, then by all means, come and have some fun with fellow designers. The magnitude of the project is huge and the rewards are many working with such talented designers. This year the theme is National Parks, 100th Anniversary. We will guide you on our journey through the Redwood Forest!

Up and coming events include the possibilities of a spring show. **Dan Firth AIFD, CFD** will chair and is looking into the possibilities of having an international designer share some new and innovative designs and techniques.

As we look ahead to Symposium in OC, the Northeast Region will host the opening reception, July 4 chaired by **Rob DeBellis AIFD, CFD, PFCI**. We have the honor of welcoming 12 new inductees! In addition, we will host a cocktail reception for Northeast members attending symposium, details to follow.

What a great year it will be thank you all for your support!

Northwest Chapter

President's Letter

Rachelle Nyswonger AIFD, CFD

Hello from the AIFD Northwest Region! This has been a much needed, wet winter! I know that California is grateful for all the rain! Fall of 2015 brought two wonderful programs and this spring we are looking forward to two more!

We are excited to be sharing a designer with Teleflora for a hands-on program the day after the Teleflora program in Lent, Wash. at DWF on March 13-14. Details for this program are still being ironed out but keep your eyes and ears open for more details, it's going to be a great one! **Sharrai Morgan AIFD, CFD**, our incoming Northwest Regional President, will be in charge of this program, if you would like more information, please do not hesitate to contact her!

The Northwest Region will be heading to Anchorage, Alaska! We are so thrilled to be able to have a program in that area. Details are also still being completed on this program but we do know that our very own AIFD National President, **Joyce Mason-Monheim AIFD, CFD, PFCI**, will be the designer for this one! Alaska Wholesale Flower Market is hosting this program for us and we know it will be a full house. If you are in the area contact the Alaska Wholesale Flower Market to sign up today!

I hope all of our AIFD and CFD members that worked on the Rose Parade have recovered by now. They were all beautiful, the time and talent in those magnificent creations are breathtaking. There were too many members working on the floats to name them all, but know that you are all appreciated!

Half way through this presidency and I couldn't be more proud of the members, both AIFD and CFD's. When we have a program, in any area, so many of you show up to help and be a part of this wonderful organization. Thank you for your volunteerism, keep it up, that's what helps to give us these wonderful programs to

help educate everyone! Have a happy spring!

Southwest Chapter Report

President's Letter

Pam Null AIFD, CFD

Here in southern California we are enjoying the first taste of spring. We are excited to have an El Niño year and we may hopefully get the rain that we so desperately need to the fields. As I sit here thinking of what to send out this issue I am reminded of how we develop as young designers. Our creativity, motivation, and the desire to "make a name for ourselves," are all in the mix of a pot that is filled with pride, adventure, fear, a take chance attitude, hope, and at times, trepidation.

I am reading a book that was given to us by our Past SW President as his parting gift to the board, *Steal Like an Artist* by **Austin Kleon**. I thought to myself, being a good Christian woman, "I don't like to steal," but it is exactly right. As artists we use those things around us; the colors, texture of the landscape, the things we surround ourselves with, the sounds we listen to, the designers we follow, and those that mentor us.

To start out, you copy good design, learning the skill of the trade. We copy and we repeat the principles. It's like raising children, sometimes they get it, sometimes it's just not right, but nothing is new under the sun. We strive to achieve our best.

As I reflect on what AIFD has given me over my design career I feel a sense of corporate accomplishment. Those that encouraged me to do competitions and put myself to the test taught me that you have to be willing to fail and work on weaknesses. Educate, go the extra mile, ask questions, and explore. We wish to give the best to those just starting their adventure toward developing their CFD and AIFD goal.

Our 6th annual wedding program, "Two Weddings and a Funeral," will again bring the best and the brightest to the Inland Empire, March 13 at the National Orange Show Events Center. Our National President **Joyce Mason Monheim AIFD, CFD, PFCI** along with **Phillip Rice AIFD, CFD, Michelle Frost AIFD, CFD, Shonda Cunningham AIFD, CFD** and **Bob Gordon AIFD, CFD** will be presenting.

We have been listening to you and are providing two workshops and a program all in the same day. Advanced wedding and beginning sympathy workshops, trade show and a fabulous design program are all planned. Please spread the word for us.

We need your participation, our unit funds are very low and in order to continue to provide the caliber of program we do, we ask for you to send someone or sponsor your shop and take advantage of the education they will glean. Be that mentor and they will grow. We are also combining this event and honoring our new inductees to the region, so please join us in welcoming them March 13 at this program.

We will not be having a member's brunch this year for two

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reasons. First, we will be seeing you all at Symposium and second, we just don't have the funds to spend. We are also offering a fundraiser to help, details will be explained in an e-mail letter.

With an incredible Symposium just around the corner we hope to see you and welcome you to participate to get the most out of your Symposium experience. Our Symposium Chairs have been gracious to us and you will not want to miss out.

I will also be looking for future enthusiastic SW board members to bring us into our next generation of AIFD.

Southern Chapter

President's Letter

Robyn Arnold AIFD, CFD

I want to personally invite you to attend Southern Conference "Southern Traditions," March 5-6 in Louisville Ky. at the Galt House Hotel. **John Kittenger AIFD, CFD** and **Roger Dennis AIFD, CFD, PFCI** are working hard to make this conference one that you won't forget. From lobby décor and meal functions to wonderful programs, we have a fabulous lineup of designers and presenters ready to do what they do best, just for you. So if you haven't made your reservation, hurry up and do so, you don't want to miss this great conference.

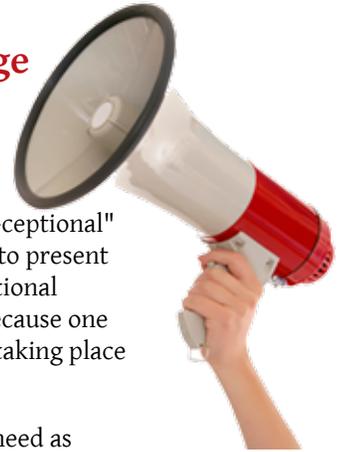
April 7-9 2016, we will once again be in Raleigh, N.C. for Art and Blooms. If you are interested in participating, please contact **Carol Dowd AIFD, CFD** and she will be happy to put you to work. Remember this event is open to the public, so this is a great opportunity to let the public see what AIFD is all about.

Well, Mother's Day is right around the corner. I don't know about you, but at our shop Mother's Day is the biggest holiday of the year, so I hope you are getting ready. While you are making plans to make all your customers' moms feel loved, make sure to take time out to celebrate with your mom. Happy Mother's Day to all of you.

Wow, time is flying by. In just a few months we will be in sunny California at National Symposium. Make sure to plan on attending the Southern Chapter members meeting so that you can welcome our newest inductees to Southern Chapter. I look forward to seeing you there.

As always, I am available if you have any questions or just have some new ideas for Southern Chapter, please don't hesitate to contact me at flowergirl091764@aol.com.

Calling All "X-cellent" Designers: AIFD Wants YOU to Present a Main Stage Program at the 2017 Symposium



Do you have "X-citing" and "X-ceptional" ideas to share? Then you need to present a program at the 2017 AIFD National Symposium, "Symposium X: Because one word just doesn't describe it," taking place July 1 - 5, 2017 in Seattle!

To consider your proposal we need as much information as possible. For the best consideration complete all questions on the application with as much detail as you can. We request a detailed outline of your program, including what principles or elements you plan to cover, sketches or pictures and/or a video clip.

Send completed proposals to **Wil Gonzalez AIFD, CFD** at wil@dragonridge.net or **Cindy Anderson AIFD, CFD, PFCI** at canderson.aifd@hotmail.com. The deadline to submit your proposal is March 15, 2016.

Download a proposal form and read more details at <http://aifd.org/call-for-2017-symposium-programs/>.



In anticipation of the 2016 Symposium, we will be highlighting a hands-on workshop teacher in every issue of the newsletter.

Armatures - Frank Feysa AIFD, CFD, PFCI

The art of armature construction opens a whole new world of floral design possibilities with a wide variety of natural and man-made materials available all around us. Armatures can add texture, contrast, movement and dramatic flair to a floral composition; conceiving and constructing an armature structure allows the floral artist to tap into a creative and artistic side that we as floral professionals often do not take the time to explore. Armatures can be the simplest of structures formed out of twigs or branches, or large grandiose decorative works of art that speak to the designer, options are endless. We can explore the many possibilities with natural and man-made materials that have great armature potential, including tips and techniques on how many of these materials work together to create the perfect armature.

This class will broaden your horizons and push the boundaries of what can be done with armatures, the construction, and the uses in both fresh design work as well as art pieces all on their own. Don't miss this inspirational workshop.

The Southwest region AIFD Presents the Sixth Annual
2 Weddings & A Funeral

DESIGN SHOW

Featuring



National AIFD President **Joyce Mason Monheim AIFD**
Phillip Rice AIFD & Michelle Frost AIFD

WORKSHOPS

Bob Gordon AIFD Back to basics Sympathy Designs
Shonda Cunningham AIFD Advanced Bridal work

March 13 2016

Registration 8 am
Workshops 9-12
Lunch 12- 1
Design Show 1-4
Live Auction 4

National Orange Show
& Events Center
Gate 9
690 S Arrowhead Avenue
San Bernardino, CA 92404

Register before March 6

Choice of 1 workshop, lunch & design show ——— \$99.00

Design show and lunch ————— \$49.00

Purchased at the door

Design show lunch *not* included ————— \$60.00

For registration online go to
For information go to



www.allabouttheflowers.com
Kenneth Snauwaert 702-521-1018
kennethaifd@gmail.com

www.allabouttheflowers.com

AIFD News & Notes

Call for Volunteers

Submitted by Anthony J. Vigliotta AIFD, CFD
AIFD President-Elect



One of the responsibilities I have as President-Elect is to make sure that the National Committees for 2016-2017 are fully staffed and have the proper chairperson and vice-chairperson in place to operate in their important function they fill in the running of our organization.

There are approximately 140 people (some members are on more than one committee concurrently) on 17 committees, so there are many members needed to do such an important job. There are always openings every year.

So, I am encouraging anyone that would like to volunteer time and energy to help run this organization to please contact me (my contact information is in both the online and paper directory) and let me know that you would like to serve. I would be delighted to talk to you and to try my best to place you on a committee that resonates with you, if possible. Please let me know if you would like to step up into a leadership role with our organization. I'd love to talk to you!

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 <http://aifd.org/2015/07/aifd-2015-press-clippings/> for website links to view them.

February 2016

<http://www.sheboyganpress.com/story/news/2016/02/08/christian-high-plans-open-house-community-notes/80009514/>

<http://www.perishablenews.com/index.php?article=0050279>

January 2016

<http://www.businesswire.com/news/home/20160101005032/en/Fiesta-Parade-Floats-Wins-8-Top-Rose>

December 2015

[home/20151225005001/en/Adventure-Parade-Fiesta-Parade-Floats-Unveils-Exciting](http://www.businesswire.com/news/home/20151225005001/en/Adventure-Parade-Fiesta-Parade-Floats-Unveils-Exciting)

<http://www.journal-news.com/news/news/local/fairfield-man-one-of-3-rose-parade-float-judges/nps56/>

AIFD Communication Center

Have you been receiving AIFD e-mails?

Feb. 3 - AIFD's Floral Food for Thought - February 2016

Feb. 1 - Mark Your Calendars For Upcoming Announcements!

Jan. 22 - Beloved AIFD Member Passes Away

Jan. 19 - AIFD's Floral Food for Thought - January 2016

Jan. 18 - Now Accepting 2016 AIFD Awards Nominations

Dec. 30 - AIFD Focal Points is Hot off the Desktop!

Saluting AIFD Life Contributing Members

The following Life Members of AIFD, who are waived of any membership fee requirement, continued to support the Institute with an annual contribution. These are the Chartered Life Contributing Members. AIFD appreciates their many years of membership and their continued financial support.

Orchid (\$1,000+)

Dean O. White AIFD, CFD, PFCI

Peony (\$500-\$999)

Tina M. Coker AIFD, CFD, PFCI
Richard P. Salvaggio AIFD, CFD, PFCI
Tom Simmons AIFD, CFD

Rose (\$250-\$499)

Hugh Link Johnsten Jr. AIFD, CFD
Michael Merritt AIFD, CFD

Tulip (\$100-\$249)

Dian Brown AIFD, CFD
Donald Ray Burdette AIFD, CFD
W. Fred Gray Jr., AIFD, CFD
Louinda H. Jones AIFD, CFD
Wayne Jones AIFD, CFD
Alan Parkhurst AIFD, CFD, PFCI
William C. Plummer AIFD, CFD
Patricia A. Pottle AIFD, CFD

CAL FLOWERS™

California Association of Flower Growers & Shippers

California Association of Flower Growers & Shippers represents the professional needs and interests of the California floral and related industries, offering a variety of cost-saving programs and beneficial services. Our member benefits, transportation programs, events and communications all help increase the flow of products through networking, lower freight costs and information.

Our Membership Currently Consists of:

- **179 Floral Members**
(California Floral Growers & Distributors)
- **16 Ag Buddy Members**
*(Non Floral / Perishable Distributing Companies
& Fresh Produce)*
- **370 Associate Members**
*(Out-of-State Floral Companies, Transportation Carriers
& Industry Partners)*
- **14 Out-of-State Growers**
Out-of-State Growers Are Now Eligible For Membership.

Membership Transportation Benefits:

CalFlowers works hard to bring its members the lowest transportation rates possible, and to get their products to their destinations FRESHER & FASTER! As a member you have the combined volumes that give the Association the power to negotiate exclusive contracts with air and ground carriers which mean big savings! Membership does make a difference.

Below are some of our services:

- **CalFlowers FedEx Program**
The industry standard. Our exclusive program offers member discounts of over 66.5% as well as many custom features designed to lower shipping costs.
- **CalFlowers OnTrac Program**
Our exclusive door to door program offers members discounted rates over 70% off list rates plus many other custom features unique to our membership.
- **Discounted Airline Rates**
CalFlowers members receive the lowest air cargo rates available with the major airline cargo carriers.

For an application to become a member, please contact Chris Johnson, Director of Transportation, at (760) 533-5580 or email chris@cafgs.org. For more information about CalFlowers, visit our website at www.cafgs.org.

1500 41st Avenue, Suite 240, Capitola, California 95010

- www.cafgs.org
- Phone: (831) 479-4912
- Fax: (831) 479-4914



AIFD Thanks Its Partners

INDUSTRY PARTNERS

Accent Decor, Inc.
www.accentdecor.com

Acolyte

Alpha Fern Company
www.alphafern.net

Baisch & Skinner

Ball Horticultural Co.
www.ballsb.com

Berwick Offray, LLC
www.lionribbon.com

Biz One, Inc.
www.ohanamarket.com

Bloom Nation, LLC
www.bloomnation.com

BloomNet

CalFlowers
www.cafgf.org

California Cut Flower Commission

Candle Artisans, Inc.

Connie Duglin Linens

Container Source, Inc.
www.containersource.com

Crystal River Design

David Austin Roses
www.davidaustinrosesusa.com

DESIGN MASTER color tool, inc.
www.dmcolor.com

DWF Wholesale Flowers

Elite Flower Services, Inc.

epicFlowers
www.epicflowers.com

Euforia Flowers

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Florabundance, Inc.
www.florabundance.com

FloraCraft
www.floracraft.com

Floral Supply Syndicate
www.fss.com

Florida Nursery, Growers and Landscape Assoc.
www.fngla.org

FloristWare
www.floristware.com

Flowerbuyers.com/Teleflora LLC

Flowers &

FTD
www.ftdi.com

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Liberty Blooms

Lion Ribbon
www.lionribbon.com
Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Milton Adler Company

Modern Collections Inc

Natural Decorations, Inc

Ocean View Flowers

Passion Growers

Random Acts of Flowers
www.randomactsofflowers.org

Smithers-Oasis/Floralife
www.smithersoasis.com

Strider Online Marketing
Florist20.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

Teters Floral Products/Sage & Co. Floral Gift and Home

The John Henry Company /Multi Packaging Solutions
www.jhc.com

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

TRUE GROWERS INC.
www.truegrowers.com

UFN
www.ufn.com/#pos

Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Valley Floral Company

Virgin Farms Inc.

Wm. F. Puckett, Inc.

EDUCATION PARTNERS

Academy of Floral Arts
www.academyoffloralart.com

Aimi Floral Designers
www.shokubutu-kobo.com

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

Fioriology

Fiorissima Internacional
www.fiorissimainternacional.com

Floral Design Institute
www.FlowerSchool.com

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
www.imtf.com.mx

J-Florist School
www.jflos.com
Judith Blacklock Flower School
www.judithblacklock.com

Korea Garden & Floral Design School

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers

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

Solomon Bloemen
www.solomonbloemen.com

Southern California School of Floral Design
www.philrulloda.com

Teleflora Education Center
www.myteleflora.com

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

The School of Floral Arts LLC

Washington Flower School
<http://washingtongrowerschool.com/>

Yola Guz AIFD School of Floral Design

State Floral Association Education Providers

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.org

Floral Association of the Rockies
www.floralassociationrockies.org

Florida State Florists Workshop and Testing (FSMD)
www.floridastatefloristsassociation.com

Georgia State Florists' Association
www.georgiastateflorist.com

Green Academy Belgium
www.greenacademybelgium.com

Illinois Certified Professional Florist (ICPF)/ Illinois Master Florist (IMF)
www.isfaflorists.com

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire Certified Floral Designer

North Carolina Certified Professional Florist
www.ncflorist.org

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

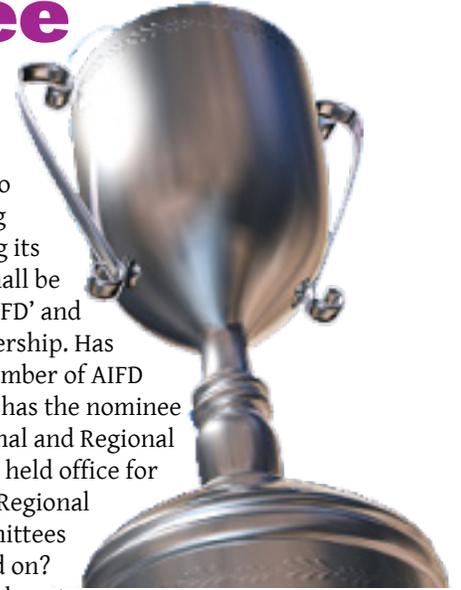
South Dakota Certified Florist
www.sdfloors.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

**Check with your state to see if you have a floral association that offers education.*

AIFD Awards Committee Seeks Nominations



ATTENTION AIFD MEMBERS – While plans are unfolding for the 2016 Symposium "Inspiration," it's time to start thinking about the 2016 AIFD Awards! Nominations are now being accepted through February 26, 2016 for the six awards that AIFD can bestow:

Award of Merit – Non-Industry

This award is presented to individuals outside the floral industry who are selected because of their personal or professional use of fresh flowers in such a manner as to be a credit to the floral profession. In what manner does the nominee use flowers in a public way? Has what the nominee done with flowers brought about a greater awareness of flowers and or floral design? Does the awareness this nominee promotes come about through education?

Award of Merit – Industry

This award is presented to members of the floral industry who are NOT members of AIFD but who are involved in the floral industry. This award can be given to an individual, group or company. Is the nominee an AIFD partner? Has the nominee provided support or contributions to AIFD and if so, in what manner? Is the nominee active and do they further the floral industry in other allied or trade organizations? What specific contribution has the nominee made to the advancement of the floral industry as a whole?

Award of Design Influence

The Award of Design Influence recognizes floral design visionaries whose creative body of work has national influence and constitutes a legacy of innovation. Has the nominee supported or contributed to AIFD in any way? What specific contribution(s) or advancements has the nominee made to the American design style? What impact has the nominee made on the American style of design? How does this person share their design talents? Does this person have the ability or intention to continue to influence American design?

Award of Distinguished Service to the Floral Industry

This award is presented to AIFD members who have made a significant contribution to the floral industry. Has the nominee been a member of AIFD in good standing? How has the nominee served AIFD on a National and Regional level? Has the nominee played an active role in other allied or trade organization? Has the nominee been a leader in industry education, research or product development? Has the nominee been a leader in the promotion of the floral industry and AIFD at the industry and consumer levels?

Award of Distinguished Service to AIFD

This award is given to longstanding members of the American Institute of Floral Designers in grateful recognition of

extraordinary service to the Institute, upholding its goals and supporting its activities. Recipients shall be known as 'Fellows of AIFD' and are granted Life Membership. Has the nominee been a member of AIFD in good standing? How has the nominee served AIFD on a National and Regional level? Has the nominee held office for AIFD at a National and Regional level? What AIFD committees has the nominee served on? What has the nominee done to promote and further AIFD? Has the nominee represented AIFD for or served on other allied or trade organization committees and events?

AIFD Special Award of Recognition

This recipient of this award is chosen by the National Board of AIFD. If you know of someone who might qualify for this award, please contact a member of the National Board with your suggestion. Presented by the Board of Directors in recognition of meritorious and dedicated services to the American Institute of Floral Designers. The National Board may choose to select a person based on many qualities, some being: What specifically has the person done in service to AIFD or the Industry? Has this service impacted AIFD, its members or its mission?

If you would like to nominate someone please send a letter that includes the following:

- The individual or company nominated
- The award for which you are nominating them for
- Why you are nominating them for the award

Please direct your letters to:
Rich Salvaggio AIFD, CFD, PFCI
AIFD Awards Committee Chairperson
E-mail: rsalvaggio@teleflora.com
Fax: 310-966-3610

Mail: Rich Salvaggio AIFD, CFD, PFCI
c/o Teleflora
11444 West Olympic Boulevard
4th floor
Los Angeles, CA 90064

Please note, only the following AIFD members are allowed to nominate: Active (AIFD), Fellows, Life, Retired and Industry Partner members.

Details can be found on the AIFD website at <http://aifd.org/2016-award-nominations/>.

Spring awakens my natural creativity.

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Springtime doesn't always arrive in a blaze of color. It often emerges gracefully. With earth tones and a terrarium feel, my design reflects this raw beauty. This organic look helps me stay on trend with the environmentally conscious and tailor to customers who prefer a subtle styling. Get inspired with design ideas that feel natural to you at oasisfloralproducts.com/inspire.



Inspire florists worldwide!

Clearly floral designer Lori Himes from Walkersville, MD, who inspired this design, is a real natural. Enter our Inspire Design Showcase on Facebook for the chance to have your design featured!