

Focal Point



Making the Most of Symposium

By Molly Baldwin-Abbott, Director of Communications and Marketing

So, you're going to Symposium, Xcellent! If you're a Symposium-going Xpert, you probably have your own list of tried-and-true tactics for making the most of it. But if not, don't worry - AIFD has your back with our best tips for how to do it right.

- 1.) Review the schedule** - Knowing when and where the events you want to attend are located will help you to be able to see it all! Make sure to have the full brochure with you and circle the events you want to go to, then you will know where you need to be and when.
- 2.) Orient yourself** - Familiarize yourself with the space so you can plan accordingly to make it to each event on time. AIFD has created a handy floor plan just for this. Visit <http://aifd.org/2017-symposium/> to download and print out the floor plan.
- 3.) Find out who's going** - The people you'll attend programs and events with are as important as the sessions themselves. There's no better time to network with your peers and meet designers you can exchange ideas, tips and techniques with. Post to your social media that you are going and ask who else is. Make good use of the Symposium hashtag #AIFDX2017. Use this in your social media postings to tell people you are going. It's also a great way to keep track of acquaintances and people you might like to meet.
- 4.) Take advantage of all that is available to you** - Look at what your registration includes and make plans to attend everything you can. There are several events that are open to all attendees including: "Looking at the Principles and Elements of Design" featuring Ken Norman AIFD, CFD and the PFDE Reception (both on June 30), the Partners' Expo (July 2 & 3), Awards & Induction Ceremony (July 3), Steps to the Stage (July 5), and several others.
- 5.) Share what you learned** - Check in with the AIFD Symposium Facebook page often, share some ideas you learned on your social media sites, write a blog post (or an article for this newsletter), use what you learned to do something different in your shop or classroom...the possibilities are endless with what you can do with this newly gained knowledge!

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See You in Seattle!

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.

Upcoming Events

July 16, 2017

Merchandising for Retail Flower Shops
Anne Arundel Community College
Arnold, Maryland

July 29, 2017 – July 30, 2017

Floral Entrepreneur's Weekend,
Advanced Business Seminar
Floral Design Institute
Portland, Oregon

August 10, 2017

Fresh Flower Care and Handling
Anne Arundel Community College
Arnold, Maryland

August 12, 2017

Wedding Ceremony Flowers
Anne Arundel Community College
Arnold, Maryland

August 13, 2017

Advanced Sympathy Floral Design
Anne Arundel Community College
Arnold, Maryland

September 10, 2017 – September 12, 2017

Modern Twist on Everyday Design
Floriology Institute
Jacksonville, Florida

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 Farewell



"I am forever thunderstruck at the dedication, volunteerism, diligence and intelligence members bring to their passion for flowers, design, and this organization."

When I was about to start my year as President last July, many Past Presidents offered me words of congratulations and encouragement.

Most of them mentioned how quickly it would go by, and all of them said, "have fun!" What they should have said was "prepare to be amazed!" For amazing is what it has been. Throughout the year, whether I was traveling to events around the country, emailing or talking with members that had concerns, questions or ideas about AIFD, or meeting face to face with hundreds of members in their regions, I am forever thunderstruck at the dedication, volunteerism, diligence and intelligence members bring to their passion for flowers, design, and this organization.

I have been privileged to lead a TEAM of members on the National Board of Directors who have tirelessly worked at making this organization better, more effective, more approachable, and financially sound. They have listened to my ideas for the future, offered so many even better ones of their own, and joined me enthusiastically in trying to ensure that our future is one of adaptability, foresight and measured growth. I have been blessed by having all of them with me on this journey. I have also been very privileged to have the advice and counsel of many Past Presidents, who never failed to be there if I had a question or puzzle to solve, especially **Tim Farrell AIFD, CFD**, **Joyce Mason-Monheim AIFD, CFD** and **Rich Salvaggio AIFD, CFD**. It was so encouraging to have those cheerleaders and mentors in my corner, and I thank you.

My primary goal this year was to make sure the transfer of our relationship with our new management company went smoothly and seamlessly. After 35 years, we moved from the Shaner Company to the Stringfellow Management Group. When you are dealing with such an impressive staff of people that we have in Baltimore, you realize that it is the people who make it happen, not necessarily the organization. I want to thank **Stephanie, Rachel, Molly, Heather, Lisa, Samantha, Susan, Amy, Pam** and especially **Kristen Philips, CAE**. Working with Kristen on an

almost day-to-day basis was a highlight of my life, not just this past year. She is that extraordinary combination of sharp business sense, brilliant ideas and judgment with leadership and humor and I am convinced she is the perfect Executive Director to guide us in the years ahead. I must commend **Fred Stringfellow, CAE** for having the foresight and great business acumen to retain the entire staff, so as to make the change feel effortless, even though it wasn't always that easy. I have to also commend **Tom Simmons AIFD, CFD** for staying on an extra year past his two terms as Treasurer to make sure the financial details of the transfer segued smoothly. I was so very lucky to have them all to work with.

I have met so many of you in all the regions this past year as I attended the remarkable shows and programs that I was asked to attend. It is so inspirational and gratifying to see what you all accomplish throughout the year to further our mission of education and enlightenment of floral artistry and design. I want to thank you all for the gracious welcomes and warm hospitality you showed me. It is an honor to represent AIFD in all these industry functions, and I will take those memories with me forever. We have such an amazing membership of hard working volunteers. It is heartwarming to see it in person. Volunteerism is at the core of what we do. It makes our organization strong and working, and makes each of us better people and designers.

I hope to see and meet many of you this July in Seattle for our Symposium "X." Although we celebrated 50 years of AIFD in Denver in 2015, there were two early years with no Symposium, so this year marks our 50th Symposium. We have come so far from eight people sitting around a kitchen table in Los Angeles establishing this organization! I am sure **Cindy Anderson AIFD, CFD** and **Wil Gonzalez AIFD, CFD** have an Xtraordinary week in store for us, and I look forward to all that week has to offer.

I am eternally grateful and honored to have been your President this past year. It has made me grow

as a person, and has given me a privileged view into the inner workings of this fantastic family that we call AIFD. Every member contributes his or her portion to this entity called the American Institute of Floral Designers, and that is what makes such a great and rewarding professional experience. We are all parts in a greater sum, and that is what will make us thrive and adapt in the future. My best wishes to all of you for that future to be happy, healthy and rewarding.



Anthony Vigliotta AIFD, CFD
AIFD National President 2016-2017

ATTENTION CANADIAN MEMBERS: Your AIFD Membership Requires an Important Update

Canada has recently implemented new laws that regulate how we can communicate electronically with our members and non-members.

In order for us to comply with the legislation, we need to know if you would like to continue receiving e-mail communications from us. As an AIFD Member, you currently receive e-mail correspondence about your membership dues, continuing education requirements, Symposium registration, in addition to Focal Points and monthly marketing tips. **You should have received an e-mail on May 31 providing a link to reconfirm your e-mail subscription. If you did not receive this e-mail please contact AIFD at info@aifd.org.**

If we do not receive your consent by June 30, 2017, we will need to remove you from our mailing list. If you are removed and wish to be added back on, please contact AIFD Headquarters at info@aifd.org.



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FTD Offers Green Certification Opportunity in Partnership with Green Business Bureau

FTD Member Florists now have the opportunity to identify and implement greening opportunities and initiatives at their shops thanks to a new partnership with the Green Business Bureau.

"In this eco-savvy world, Green Business Bureau certification will help florists both gain environmentally minded customers and trim their business operating costs," said **Heath Mielke**, FTD Senior Vice President of Member Solutions and Quality.

Through the partnership, FTD Member Florists will receive a greatly discounted yearly Green Business Bureau membership rate. Green Business Bureau participants complete an assessment that validates their current sustainability efforts, identifies areas where their businesses could be more environmentally friendly and work toward reaching their goals with assistance from the Green Business Bureau's online library of step-by-step plans, activities and links to vendors. Once their goals are achieved, participants are able to proudly display the Green Business Bureau logo both in their shops and on all their online properties.

"We are excited to be working with FTD as it looks to help their Member Florists obtain the operational and marketing benefits that come from greening their shops," said **Tom Permatteo**, President of the Green Business Bureau. "FTD is making it easy for its members to embrace sustainability as the Green Business Bureau's online certification toolset is cost effective and simple for any busy business owner to use. We are proud they have chosen the Green Business Bureau as a partner to do so."

To learn more, please visit FTDi.com/gbb.

Michigan Floral Association Presents Lifetime Achievement, Service Honors

A 50-year floral industry veteran who has made a lasting mark in both design and special events has received the 2017 Lifetime Achievement Award from the Michigan Floral Association.

Alice Waterous, AIFD, CFD, CF, PFCI, received the honor at this year's Great Lakes Floral Expo. The awards ceremony payed tribute to her long career, which includes experience owning a flower shop and creating a special events company.

Waterous also serves on the MFA board of directors and is a former president of that group. In addition, she is the immediate past chair of the Michigan Floral Foundation.

"Alice dedicates a massive amount of time and energy each and everyday to our Association and always gives 110 percent," Crittenden said. "She is simply one of the best."

In addition, she is a part-time designer at Nordlie's in Grandville, Michigan, and does freelance work for holiday homes, museums, and other shops. Her new business is Alice's Christmas Elves, through which she'll lease holiday decor to corporate clients.

MFA also honored **Ty Dudley, MFA** of Armellini Industries with its 2017 National Service Award for outstanding service to the floral industry.

Dudley began his career in 1974 when he managed A. Rasmussen & Son Wholesale Florist. He spent three years in Louisville, Kentucky, and eight years in Indianapolis, Indiana, managing Hill Floral Products. He has also served as the president of the Kentucky State Florists' Association.

After 17 years working from home and the road visiting his wholesale customers for Armellini Express Lines, he is now in the corporate office in Florida.

Article source: <https://safnow.org/michigan-floral-association-presents-lifetime-achievement-service-honors/>



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

"Outside the Box – Artist in Residence" Featuring Arthur Williams AIFD, CFD

Arthur Williams brings floral art to the people, separating the mass marketers from those passionate enough about our industry to educate themselves. He's never fit in "the box" and has distinguished himself from the beginning as more than a florist. He wants to share his journey, his mentors and how important education is to our industry. His time as the Creative in Residence at the Denver Art Museum has really shown him the public is ready for more. Use your talent to create magic for your clients, challenge their intellect and sensibilities, and take them to the Xtreme. "To work is to charge all things with the breath of your own spirit" - Gibran. Bring that passion that keeps you in this industry and truly share it with the world. You will get to see a glimpse into Arthur's world.



Workshop: "Lights, Camera, Action – One Night Only!"

Instructed by David Kesler AIFD, CFD, PFCI

"The Value of Going Visual" Social Media continues to grow in importance as a content marketing tool for Floral Designers and the single most important strategy in content marketing today is video. In this seminar you will learn the basics of creating great video; equipment, staging, composition, editing, platforms and live streaming. Most, importantly you will learn how easy it is to use this powerful tool to grow your business.



Focal Points 8

"X: The Meaning of Cultural Friendship Through AIFD"

Featuring an exceptional International Design team of Yutaka Jimbo AIFD, CFD, Mayra Agustina de la Garza Cueva AIFD, CFD, Juan Roberto Rivera Almaguer AIFD, CFD, So Hyoung Oh AIFD, CFD, Solomon Leong AIFD, CFD and Ibragim Chupalaev

The "X" Factor: A quality that you cannot describe that makes someone very special; exceptional people, qualities and things. Mr. **Yutaka Jimbo** would like to bring together International AIFD members and share with everyone the "X factor" in our members with exceptional qualities and creativity in floral design. Through the cultural friendship, the beauty and creativity of different cultures are shown, and though different and diverse, there is an unabridged friendship that is created and complete. This program will be translated by **Chizuru Inoue AIFD, CFD.**



Support Those Who Support You!

You will not want to miss the colorful and exciting AIFD Partners' Expo/Book Fair marketplace taking place Sunday, July 2, 1:15 - 5:30 p.m. at the 2017 Symposium. Learn about the latest products and services that are available to help you succeed as a professional floral designer. There are over 35 AIFD Elite and Industry Partners who will be showcasing their goods and services. Don't worry about trying to see everyone in one day, round two of the Partners' Expo is taking place Monday, July 3, 8 - 11 a.m.

Here is a list of who will be there:

Accent Décor, Inc.
AIFD Foundation
Berwick Offray
BloomNet
Chrysal
CWK Designs
Dan's Designzz
Design 358
Design Master color tool. Inc
DWF Seattle
Fitz Design
Fitz Plus
Florabundance, Inc.
Floral Supply Syndicate
FloraLink
Flore Julia
Florists' Review
FTD
Gold Eagle USA
Green Point Nurseries
Instituut du Creatif, Flower School
Japan Flowers & Plants Export Association
Lion Ribbon
Mellano & Co.
Ocean View Flowers
Peace of Mind Nursery, Inc.
Rosaprima
Skyline Flower Growers
Slow Flowers, LLC
Smithers-Oasis
Syndiacte Sales
Teleflora
The Elite Flower
The Sun Valley Group
United Flower Growers
Unlimited Containers, Inc.
Vickerman Company
Washington Floral Service

Create Your Finest Fitz

Show off your talents and creativity and win a FREE General registration to AIFD's 2018 National Symposium "Discover" in Washington, DC, June 30 - July 4, 2018. A prize will be awarded in both the mens and ladies floral adornment categories.

Rules

- Only one entry can be submitted per person. Within your entry, only one "accessory" will be considered for judging. For example, you can submit a corsage but not a corsage and matching necklace.
- All personal body flowers need to prominently feature AT LEAST one Fitz Design item. Other accessories and flowers may be incorporated to accent and complete the entry, however your Fitz Design selections should be clearly noticeable.
- Your floral creation can be made earlier and brought with you to Symposium to be finished on-site or it can be created from scratch in Seattle.
- All entries must be photographed by the AIFD designated photographer prior to the Leadership Gala Dinner on July 5. Our photographer will be located in the Sheraton Grand Ballroom foyer on July 5 from 6 - 7 p.m. AIFD highly encourages you to get your photograph taken early as photos will stop being taken at 7 p.m. sharp. Only officially photographed entries will be accepted.
- Fitz Design items are available at the Body Flower Buffet taking place July 3 in between programs, July 4 from 12-4 p.m. and July 5 from 12-5 p.m. on the 6th floor of the Seattle Convention Center. It is STRONGLY encouraged that you support the Body Flower Buffet by selecting your favorite Fitz Design products and flowers from the Buffet.
- You MUST bring a completed entry form with you and present it to the AIFD staff member when having your picture taken (download a form at <http://aifd.org/2017-symposium/>)
- A panel of distinguished AIFD designers and Fitz Design representatives will review all entries. Ten entries in each category will be selected and then put online for all AIFD members and Symposium registrants to vote for their favorite. A winner will be announced in early September.
- Soliciting votes is strictly prohibited. Only AIFD members and Symposium attendees are eligible to vote. Anyone who solicits votes will be immediately disqualified.
- All photographs will become the property of AIFD and Fitz Design and may be used in future advertising campaigns at the discretion of AIFD and Fitz Design.



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My Romantic Wedding Florals, Thanks to an AIFD Member

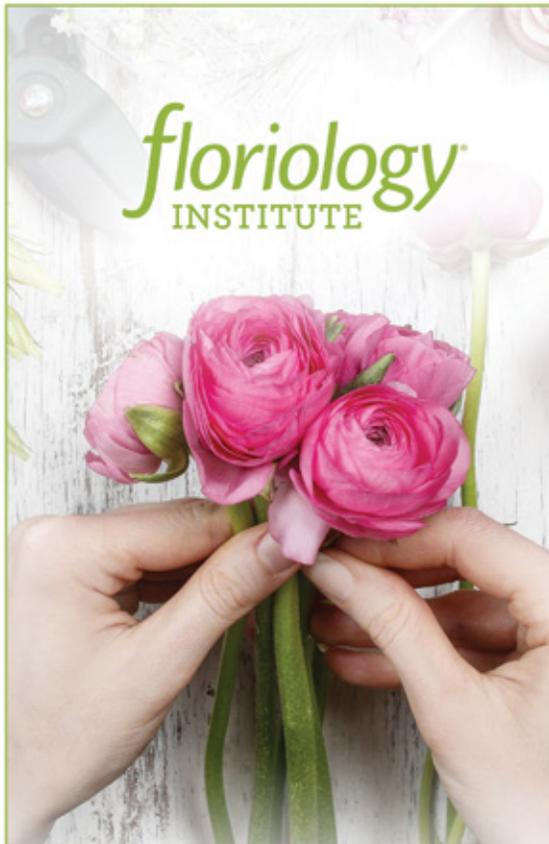
By Stephanie Bruno, Associate Director

I met with **Alison Webb Schweiger AIFD, CFD** on a sunny Spring afternoon at the Rutland Beard Floral Shop in Ruxton, MD, not far from my wedding venue, Padonia Park Club in Cockeysville, Md. Alison asked me how I envisioned my bouquet, and I'm sure, like many other brides, proceeded to show her a number of pictures, each very different from the other. My vision was a loose and dimensional hand-tied bouquet.

Alison was extremely patient in helping me narrow down the bouquet options and once I told her how I wanted to

incorporate Hyacinth in the bouquet (as it's my favorite floral scent), she immediately started putting together a sample bouquet for me. My beautiful bouquet featured white hyacinth, white roses, white lilac, green mini hydrangea, with flat eucalyptus for movement. To further honor my love of Hyacinth, Alison also added two julep cups with white hyacinth to the sweetheart table.

The florals she created for my April 29th wedding added a romantic feel to the entire day. Thanks again Alison!



QUALITY EDUCATION: A COMMUNITY COMMITMENT

UPCOMING COURSE SCHEDULE



Sept 10-12, 2017
Modern Twist on Everyday Design
Donald Yim, AIFD



Oct 22-26, 2017
Celebrating Life Everyday
Jackie Lacey, AIFD, CFD, PFCI



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Renato Cruz Sogueco, VP of Digital Strategy & Education

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So, Just What is a Foundation?

By Janet Black AIFD, CFD and Lynn Lary McLean AIFD, CFD

So, just what is a Foundation? In the simplest sense, a foundation supports something else. For example, in the AIFD foundation, your donations establish endowed funds which permanently support grants and scholarships. Through this support, students and aspiring floral artists pursue their dreams.

So, how did our foundation begin? I must say it is no different than how the funds within our foundation begin today. A group of AIFD members gathered at Southern Chapter in 1979 hoping to honor the memory of their dear friend **Allen Shackelford AIFD**. He had served as the first President of Southern Chapter and was a champion in the early days of AIFD. The decision made to establish a scholarship in his name led to the AIFD Foundation as we know it today.

Established in October, 1985 the AIFD Foundation was developed as a non-profit 501c3 entity. Chosen trustees and officers were named to manage the trust established from the support to set the foundation. Policies were developed to honor members with individual funds designated in their name, as was done for **Allen Shackelford AIFD**. Today, each of these named funds, as well as Regional Funds, and other overall funds are under the umbrella of the AIFD Foundation in perpetuity.

Two funds have been established this year much like was done in 1979. Friends gathered and The North Central Regional Chapter established the **Bobbi Ecker Blatchford AIFD** Endowed Fund. The family of Dee Yeager most recently established the **Dee Yeager AIFD** Endowed Fund. For a complete list of funds and to contribute please visit aifdfoundation.org.

Currently, the Trustees are working tirelessly to restructure and embrace our new administrative company. The Stringfellow Management Group now facilitates AIFD, as well as the AIFD Foundation.

The Foundation asks that each and every member consider a contribution to the operations and to the dedicated works that promote and nurture the future of the AIFD Foundation. Those who attend symposium for the first time will experience the energy and artistry that we all embrace. There is nothing like the AIFD family of passionate people that come together at Symposium to share talents, friendship and dedication to an industry that we cherish. The AIFD Foundation is grateful to be a part of all that we all hold so dear and look to do that for years to come.

Bits and Pieces

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

- AIFD has partnered with Lands' End to create attire and accessories embroidered with the AIFD and CFD logos for AIFD members and CFD's only.

There are instructions on the site. You can buy ANYTHING in the Lands' End catalog and put the AIFD or CFD logo on it and choose whatever color you want for the logos. Brave the slight learning curve for creating the many logo color combinations. You can opt for a single color, or you can combine three colors to create each logo.

To purchase items, login to the AIFD members only area. Once logged in, on the left hand side of the page you will see "Lands' End Clothing Store." Click on the link for instructions on how to order your new attire!

Snap a picture of you wearing your new gear and post it to the AIFD Facebook page to show off your AIFD pride!

- 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** at molly@stringfellowgroup.net or **Marisa Guerrero AIFD, CFD**, at debbies_bloomers@msn.com.



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<http://bit.ly/2017ProgramSchedule>

For information about the Teleflora Scholarship Academy, click this link.

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Or find us on Facebook:

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<http://bit.ly/IndustryRelationsFB>

Teleflora Scholarship Academy

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SCHOLARSHIP

ACADEMY

Learning is in the AIR

SAIFD Chapters Participate in Artist in Residence Programs

City College of San Francisco AIR Program

The Designs in Floristry class at City College of San Francisco were engaged, intrigued and inspired by AIFD designers **Emil Yanos AIFD, CFD** and **Susan Ishkanian AIFD, CFD**. These talented designers are alumni from the Environmental Horticulture and Floristry Department at City College of San Francisco.

The designers gave individual attention

to each student in the class. Students learned techniques to shine as Special Event Designers. The program concluded with large scale group projects which the students constructed and designed.

Emil and Susan discussed their experiences as



students, alumni and industry professionals. They also discussed specialty niches in the industry that match career goals. Steps to become SAIFD/AIFD, National Symposiums and Scholarships were explained to the class.

The program was sponsored by

the Environmental Horticulture and Floristry Department at City College of San Francisco.

Twenty people attended the presentation which included CCSF students, industry professionals and CCSF Instructor **Jenny Tabarracci AIFD, CFD**.

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KC Floral Design AIR Workshop

The Kishwaukee College Floral Design department hosted a guest designer as part of the Artist In Residence (AIR) program offered through the American Institute of Floral Designers (AIFD) on Tuesday, March 21 at the College. Students in Janet Gallagher's Floral Design class watched a demonstration by **Heather Ebl AIFD, CFD**, in the morning and then created pieces with her during the afternoon for a hands-on experience.

Heather is a graduate of University of Illinois and has been in the industry for 25 years. She has been named the Teleflora Illiana Region Designer of the Year and has been the featured designer of several Chicago Flower and Garden Shows with AIFD; the premier designer for Glenbard Floral Symphony Fundraiser for 5 years; and the designer for the Bahai National House of Worship in Wilmette.

She owns and operates Heather Ebl, Wedding and Special Occasion Florals. Learn more about her company on Facebook at www.facebook.com/HeatherEblWeddingFlowers/.

While at Kishwaukee College, Heather presented to the students on creating flowers to wear, including rings, wristlets, hairpieces, ear cuffs, and the more traditional corsages and boutonnieres. The students worked under her supervision in the afternoon session on creating their own unique flowers to wear.

Seneca College, Trillium Chapter SAIFD AIR Program: Contemporary Armature Design

The SAIFD Trillium Chapter hosted the annual Air Program in the spring of this year, with Guest Designer **Derrick H. Foss AIFD, CFD, CAFA**.

Derrick has been a member of the floral industry in Canada for over 30 years. He has been involved in numerous Floral Design shows and panels. He gives workshops at various institutions throughout the city and throughout the country. His design skills are evident in many floral industry showrooms, on catalogue covers, and in publications. Derrick is a Certified Wedding Coordinator and Planner (WPIC) accredited with the Wedding Planning Institute of Canada. The "Flowers for Kids" program is a favored charity that finds his teaching the next generation to develop a love of all things floral.

Designer, teacher and mentor – Derrick has designed for royalty, heads of state, and celebrities with the same flair he uses in consultation at many of Toronto's finest floral shops and event studios. As of 2015, Westbrook Floral in Grimsby, Ontario is where Derrick calls home and Product Development and Innovation is what Derrick now is engaged in and truly enjoys the process of being able to design from concept to production.

His workshop focused on the creation of dynamic, visually exciting floral arrangements with creating a basic wire structure which provided the base for a contemporary Hand-tied bouquet. Before starting with foliage and florals the structure was interwoven with thin Bamboo sticks.

Derrick stressed that using traditional greens and foliages in non-traditional ways challenges the designer to expand his/her notions of what constitutes an "arrangement." He also stated that foliages and other items such as branches, seed pods, and grasses were often less expensive than conventional flowers and their exclusive use in arrangements could result in savings for the florist.

The second part of his presentation included a hands-on workshop with the SAIFD members who were so excited to experiment with the techniques Derrick was demonstrating.

Derrick's workshop was a great success, challenging students to the next level of design and every student was filled with new inspiration. April 12 our Chapter was participating in a Floral Exhibit which takes place at the Japanese Cultural

Centre and is part our Departments Year End Fashion Show.

And very soon we are going to start preparations for the Student Competition in Seattle which promises to be another exciting Event.

The Ohio State University Hosts AIR Program "Floral Jewelry"

Students at The Ohio State University ATI campus capped off a spring semester of contemporary floral design studies with an inspiring Artist-in-Residence program presented by **Rae Roberts Griffith AIFD, CFD**.

During Rae's "Floral Jewelry" workshop, students learned tips and techniques for designing creative alternatives to corsages.

During her March workshop, Rae presented modern ideas for floral necklaces, chokers, bracelets, arm

bands, rings and earrings. She demonstrated the meticulous methods used to achieve professional wire foundations and guided students through the process of selecting and adding flowers, fillers and foliage accents. Students chose projects of individual interest and made coordinated collections of multiple pieces. Rhinestones, gemstones, feathers and other finery were added to the students' creations compliments of a generous donation of Fitz Design products. Flowers for the workshop were provided by Mayesh Wholesale



Florist in Cleveland.

Assisting with the workshop was instructor **Frank Feysa AIFD, CFD** who arranged for Rae's visit. Together, Frank and Rae

provided insights into possible career paths in floristry.

Xclusively in Seattle

Returning again due to popular demand are four amazing new hands-on learning experiences. Designed for everyone, they are especially great for those seeking to gain more experience or perhaps looking to become CFD or AIFD. Registration is limited and will be offered on a first-come/first-served basis. Additional registration tuition is required. In anticipation of the 2017 Symposium, we will be highlighting a hands-on workshop teacher in every issue of the newsletter.



AIFD Hands-On Class #400
Subject: Wire Work
Title: "Xacting in Detail – Floral Jewelry from Decorative Wire"
Instructor: Instructor: Doug Bates AIFD, CFD

Does working with decorative wire Xcite you? If not, it should! And after this hands-on class, you'll be left anxious with anticipation to Xperiment with this fun medium. Join Doug as he shares tips and techniques to create the foundations for unique floral jewelry, perfect for weddings, special events, and Prom. Xplore your creativity, Xpand your sales and increase your profits!



Focal Points Needs You!

Do you enjoy writing? Want to help update your fellow members on important news and entertaining events?

Then sign up to be a content contributor for the newsletter! We are looking for reporters to provide articles for the newsletter and welcome any participation. If you are interested in being a regular contributor of articles and feature stories, please contact Newsletter Editor **Marisa Guerrero AIFD, CFD**, at debbies_bloomers@msn.com and let her know you want in!

Thank You to the 2016-2017 Elite Partners



Everything You Need to Know About...

In honor of the upcoming Symposium, let's feature an "X" flower! *Xerochrysum bracteatum*, commonly known as the golden everlasting or strawflower, is a flowering plant in the family Asteraceae native to Australia. It was known as *Helichrysum bracteatum* for many years before being transferred to a new genus *Xerochrysum* in 1990.

Common Names: Strawflower, Everlasting Flower

Availability: July through September

Vase Life: 7 to 14 days.

Storage Temperature: 36-38F

Description: Daisy shaped two inch blossoms with crisp, papery texture

Colors: Bright reds, yellows, purples and oranges

Design Notes: These bright blossoms add interesting texture and mass to arrangements.

Purchasing Hints: Purchase when half of the buds are open and half still closed.

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.

Sources: https://en.wikipedia.org/wiki/Xerochrysum_bracteatum, <https://www.floraldesigninstitute.com/strawflower.html>



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What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Pete Samek AIFD, CFD

Greetings to all my fellow AIFD and CFD members, welcome to summer time in the Midwest! As the temperature rises into the 80's or 30°C, Echinacea (purple coneflowers), scarlet red Monarda (bee balm) and the Buddleia (butterfly bush) begin to bloom, providing nutrition for the honey bees, butterflies and hummingbirds. While the crops of corn and soy beans push up through the earth in the farmer's fields, I can hardly believe that half of this year, 2017, is gone and my term as President is coming to transition of leadership. These last 12 months have gone by so quickly and our North Central Chapter has accomplished so much. It hasn't been an easy path for us, with its highs and lows throughout the year but we are a stronger, more cohesive group because of the challenges that were presented. North Central Chapter has always been an active group in AIFD and this year was no exception.

When you tally the amount of volunteer hours of dedication this group has given, the number is impressive, reaching into the thousands. Our list of activities includes participation in several state floral association conferences, teaching hands-on classes, involvement and support of the FFA National Convention, flower and garden shows spanning several states, additional public awareness events and even baking a multitude of dozens of cookies to keep the energy levels high. Roles filled by our members include leadership, educators, coordinators, liaisons and volunteers. Can you believe all of this involvement and activity by the chapter on top of surviving 3 major florist holidays and going to market and gift shows? Totally amazing!

Our chapter suffered the loss of our dear, beloved **Bobbi Ecker Blatchford AIFD, CFD** in February. She touched so many lives throughout the floral industry, a true mentor and an ambassador. She will always be remembered for that incredible smile, her fashion forward hats and turbans, her way with words and inspirational quotes and who can forget the glitter spray? The North Central Chapter has put great effort into honoring Bobbi by working towards a goal of achieving a named fund with the AIFD Foundation. She would be so proud of us for helping her pay it forward with

floral education. At the last report, we are very close to reaching the threshold! We will miss her dearly but never forget Bobbi and hold her close in our hearts.

AIFD National Symposium is just around the corner and I look forward to the excitement of viewing the programs and connecting with all our floral friends. I will be handing over the presidency to Brent Leech AIFD, CFD and welcoming in the new North Central Board. A new chapter begins under the guidance and leadership of Brent and the Board. Remember that change is good, it's how we grow and achieve a higher degree of success. Let's wish them all the best success and give them support in achieving their goals through this next year. Congratulations to all of the new inductees and for those who become CFD this year and we welcome you into the AIFD family.

In closing, I have thoroughly enjoyed serving as NC Chapter President and I am very proud of our accomplishments this past year. I will continue to support our chapter board now and in the future as well as our National Board. I am honored to be part of such an amazing group of talented people and friends.

South Central Chapter

President's Letter

Bradley Shane Cranford AIFD, CFD

Here we are! It is time for Symposium "X"...South Central is once again proud to be a Bronze Sponsor of this year's event in Seattle. Where else can you get this much education under one roof! Every year we come together with our AIFD family to celebrate and rejuvenate! This year will not disappoint!

It has been a very exciting year for our region. We have given many education grants out in our region and with the help of our annual design forum this year in Denver we will be able to do even more in the coming years! Many thanks to our designers for making this event a success! I would personally like to give a very special thank you to our design forum chairpersons **Lisa Weddell AIFD, CFD** and **Sandi Sniff AIFD, CFD**! You girls rock!

As I reflect back on my year as President of our region I am very humbled and grateful for the opportunity to serve our region. This year has been

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amazing and extremely rewarding for me, but we could not have accomplished all we have without the love, help, and support of our South Central Region members!

So as we all get ready for our travels to Seattle for Symposium "X," let's remember this will be an Xtremely Xquisite, Xtraordinary, Xciting, Xcellent, Xceptional Xperience! See you in Seattle!

Northwest Chapter

President's Letter

Sharrai Morgan AIFD, CFD

Hi and Hello from the Northwest AIFD Flower Family. Oh how time flies, like sweet summer honey bees! There is a buzz in the air and we are so Xcited to welcome all of you to our neck of the woods soon for an Xceptional, Xciting, Xtraordinary Seattle Symposium Xperience!

This has been an incredible year filled with flowers, friends and fun! Our efforts were focused on providing floral design education, spreading AIFD awareness to the public, and welcoming one and all to Seattle Symposium "X." Our year kicked off in Anaheim with our playful pirate members inviting folks to set sail with us on the horizon to Seattle where X marks the spot. The journey took us on adventures to United Wholesale San Jose, Calif., Montana State Floral Association Helena Mont., Gateway to America's Cup Vancouver, BC, Frank Adams Wholesale Portland, Ore. with **Erik Witcraft AIFD, CFD** and **Frank Blanchard CFD**, 9th Moon Floral Design Showcase Portland, Ore., DWF Wholesale Kent, Wash. with **Anthony Vigliotta AIFD, CFD**, Northwest Flower and Garden Show Seattle, Wash., United Wholesale Vancouver, BC, and City College of San Francisco Calif. with **Leopoldo Gomez**. It took many hands and hearts to make this year a success and I am so truly grateful for my AIFD Northwest Flower Family.

Speaking of AIFD NW flower family, at this time I would like to announce the new AIFD NW Board of Directors for 2017/2018. We invite you to the annual membership meeting and Installation of Officers ceremony taking place at 10 a.m. on July 2, 2017 during Symposium. To be installed are: President **Erik Witcraft AIFD, CFD**, President Elect **Louisa Lam AIFD, CFD**, Vice President **Robin Phillips AIFD, CFD**, Secretary **Nita Robertson AIFD, CFD**, Treasurer **Linda Marshall-Robbins AIFD, CFD**, Regional Rep **Wil Gonzalez AIFD, CFD**, Directors at Large **Mike Sinanovic AIFD, CFD**, **Donald Yim AIFD, CFD**, **Gina Thresher AIFD, CFD**, **Connie Oakson AIFD, CFD**, **Brian Smith AIFD, CFD**, **Brenna**

Quan AIFD, CFD, **Juliana Blanks AIFD, CFD**, **Lindsey Peterson AIFD, CFD** and myself. I am so honored to continue and serve on as your Past President next year. I know that incoming President Erik and his team will do incredible good works and have many great things in store for us!

I would like to extend a very warm thank you to **Rachelle Nyswonger-Neal AIFD, CFD**, **Emil Yanos AIFD, CFD**, **Jon Robert Throne AIFD, CFD** and **Heather DeKok AIFD, CFD** as our four retiring board members for their hard work, dedication and service to our chapter. Sending a sweet shout of thanks to all my committee members and **Karen Genoud AIFD, CFD** for all your help and dedication this year too!

We would like to congratulate and welcome our 13 new Seattle Symposium inductees into the AIFD NW Flower family. To **Su Ja Choi CFD**, **Hidemi Ono CFD**, **Mandie Grunewald CFD**, **Michelle Headrick CFD**, **Joy Hill CFD**, **Frank Blanchard CFD**, **Lynde Disomma CFD**, **Kathy Michele Jones CFD**, **Hee Joo CFD**, **Janet Killian CFD**, **Kyung Yun Kim CFD**, **Wendy Lee Kissack CFD**, and **Fiona Li CFD**, we are so Xcited to see you walk the big stage to receive your pin and become accredited members of AIFD. We know it will be an Xquisite night to remember and we can't wait to share it with you!

We have many NW members presenting this year during Seattle Symposium. Our local featured presenters are **David Kessler AIFD, CFD**, **Erik Witcraft AIFD, CFD**, **Frank Blanchard CFD**, **Aniko Kovacs AIFD, CFD**, **Donald Yim AIFD, CFD**, **Jon Robert Throne AIFD, CFD**, and **Louisa Lam AIFD, CFD**. It warms my heart to see so many home team heroes shining brightly. We know you have some Xceptional things in store for us and remember we are cheering for you all the way! To our Symposium Program Coordinator **Wil Gonzalez AIFD, CFD** and adopted sister Symposium Coordinator **Cindy Anderson AIFD, CFD**, it has been a joy to work with you both these past few years while getting ready for Seattle Symposium "X." Your hard work, dedication, and bright creative lights are getting ready to shine and I know the floral industry is about to be amazed! I thank you for your guidance and friendship, now it's on with the show. This is it and we are so Xcited to see what you have in store for us!

To our amazing past president and incoming National President **Kim Oldis AIFD, CFD**, we send you many, many, congratulations on this new chapter ahead. I know you will bring Xquisite beauty, joy, and grace to our AIFD National goals, hopes and wishes for the future of our thriving

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organization. Please know that we are here to support you when needed and here to cheer you on always!

I would like to extend my sincerest gratitude and thanks to our National President **Anthony Vigliotta AIFD, CFD** and my fellow regional presidents. From day one you have welcomed and encouraged me with warm open arms and for that I am so truly grateful. Being the only lady in our fun bunch felt like I had a room full of awesome brothers and one really cool uncle to help guide and support me along the way ;) Thank you for being my extended flower family this year!

It has been an absolute pleasure, honor, and joy to work alongside all of these people, and as they say "It takes a village to raise a flower family," so for that I can never thank all of you enough! Before the sun sets on this chapter of mine there is still one last great adventure to be had, so with that in mind we invite one and all to the AIFD NW Region Sleepless in Seattle Slumber Party on July 2 at 9 p.m. in the Sheraton Hotel Cirrus Room! Come kick off your Xciting Symposium Xperience with us. Meet with friends while we dance the night away and take full advantage of Seattle Symposium insomnia. Come dressed in your most comfy and cozy pajamas. There will be a prize for the prettiest PJ'S and although we are a colorful bunch that encourages creativity please keep sleepwear options fun, but tasteful. Also, don't forget to visit our NW AIFD fundraiser table when you arrive and check into the Emerald City. There you can grab a cool "X" t-Shirt or a fabulous floral scarf to sport your Seattle Symposium pride. Just like the sweet summer honey bees, the Northwest members and I are still busily buzzing, getting ready in preparation to welcome you all to our Northwest hive, but before I take my leave to go, this queen bee would like to bid you hello, for this is not a goodbye but rather a see you real soon at Seattle Symposium "X!" We promise the "X" will be all a buzz!

Southwest Chapter Report

President's Letter

Derrick Vasquez AIFD, CFD

The year is coming to an end and what a quick year it was. I was fortunate to have such a great group of board members who worked very hard this year to advance our region to promote educational programs. Thank you all for all the support you gave me this year and I must say it was different the second time around as president. My best wishes to Incoming President **Susie Ayala AIFD, CFD** and the new board as they continue to strengthen and grow our region.

I want to give you a recap of the great year and accomplishments we had.

We started with the LA County Fair in September with beautiful display created by **Geri Toh AIFD, CFD** and **Liz Seiji AIFD, CFD**. Then we began preparations for our Big wedding show. This year it featured **Carol Caggiano AIFD, CFD** and **Leopoldo Gomez** at the LA County Fairgrounds on March 5, 2017. We then followed it up with a three-day hands-on workshop with **Leopoldo Gomez** which was very successful. I want to thank **Lori Novak AIFD, CFD** for chairing the show and special thanks to **Katie McCormick AIFD, CFD** and especially to **Cindy Phan AIFD, CFD** along with the entire board for such a great show.

We next did another workshop in Las Vegas under the direction of **Kenneth Snauwaert AIFD, CFD** and featuring **Shonda Cunningham AIFD, CFD**. Special thanks to **Cathy Hickman-Frost AIFD, CFD** and Mellano Co. for their support in this project. It was a great success and very well attended.

As the year flew by you can see we were an active region and quite busy all year as we prepare to meet in Seattle this summer. I am proud of the accomplishments of our members and we must all remember to remain active in some manner as we continue to strengthen our region and our educational programs. I challenge you all to at least attend one event per year and keep in touch. We are never too old or too wise to learn and to share our talents.

This April we also lost a beloved advocate of floral design and commitment, passion and love for what she did. She believed and worked very hard until her death and will be greatly missed **Delores "Dee" Yeager AIFD, CFD**. Her family and friends have established a scholarship fund in her name as a lasting tribute and to further educate designers in our career that she so believed in and cherished. Please make your donation to the fund at www.aifdfoundation.org/.

In closing it was a pleasure and an honor to serve you again and to remain involved in our crazy loving career and to promote AIFD and all it stands for. As a member since 1984, I am as proud to be a member and will continue to serve.

North East Chapter

President's Letter

Robert DeBellis AIFD, CFD

Wow....I can't believe it has been almost a year already since I took over as President of our region and man what a year it has been! Our region is

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definitely one of the hardest working regions of our AIFD organization. It has been a privilege to represent our region. I will pass the gavel to the ever so capable hands of **Dan Firth AIFD, CFD**. Please give him all your support and best wishes.

As I said we have been such a busy region. For my presidential year, we hit the ground running with what we think was one of the most fun hospitality nights at a Symposium in years. Chaired by yours truly and hosted by our own region, Beach Blanket Fireworks was a wild fun night filled with bathing suits, beach balls, tons of balloons and a candy bar too! We received many accolades for our efforts.

As we moved into fall we had our fall fundraiser in October at Sieck Wright Wholesale. It was a wedding extravaganza presented by **Chris Ondrak AIFD, CFD** and **Rick Cuneo AIFD, CFD**. The event involved seven AIFD designers from our region and was extremely well attended. Once again, I was told over and over again what a great night it was from attendees.

As the holidays passed by us, once again we started the new year with a bang. Months of preparing were drawing near for the fabulous Philadelphia Flower Show 2017. Flowering Holland, as the show was called. It was an enormous success. Led by **Cres Motzi AIFD, CFD** and **Ron Mulray AIFD, CFD**, our exhibit took home the bronze medal and the special achievement award from the Garden Club Federation of PA for excellence in education. This effort truly takes a village and I want to thank not only Cres and Ron but all the many designers and volunteers that made it happen.

As if the flower show wasn't enough, just one week before it **Rebecca Carter AIFD, CFD** and **Michael Derouin AIFD, CFD** were busy working with the Connecticut State Florist association to produce The North East Floral Expo (NEFE). If you have never attended this event it should be on your floral bucket list. Packed with education provided by many of our members it is an event that I hope our region will get much more involved with in the future. The event was a tremendous success and many industry professionals benefitted from its programs.

To round out our year we held our spring fundraiser on April 5 at Pennock Floral led by **Laurie Lemek AIFD, CFD**! Assisted by designers **Lisa Greene AIFD, CFD** and **Christy King AIFD, CFD**, PromMania was an overwhelming success with over 70 attendees learning all the newest tricks of the trade for prom and body flowers from

our talented designers. Special thank you's go out to Fitz Designs for donating all the beautiful corsage and body jewelry that was used in the program and each attendee was able to receive a Fitz goody bag to go home and play with!

WHEW! Like I said...what a year! And now this July we will be inducting six new members into our region. We are pleased to welcome **Sun Ja Park CFD, Caroline Crabb CFD, Kathryn Delve CFD, Amanda Randell CFD, Mieko Kawazoe CFD** and **Lori Kunian CFD**. We also welcome three new CFD members, **Shawn Brown CFD**, and **Elizabeth Kim CFD**. I hope you all get involved in our great region and aspire to move up to leadership positions.

OK it is time for me to go. It has been an honor and a privilege to serve and an experience I will never forget. Please support your new board and continue to step up and help with the many events our region is involved in. Have a wonderful summer and a fantastic year.

Southern Chapter

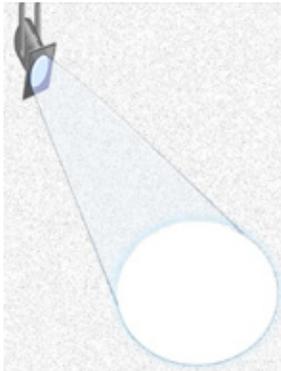
President's Letter

Randy Wooten AIFD, CFD

No report submitted.



AIFD News & Notes



Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! There have been so many we can't list them all here so take a look at the recent AIFD press clippings at <http://aifd.org/2012/01/pressclippings/>.



Floral Designer Wanted

Bob Sass Flowers Inc., Hastings, NE
Some experience or a floral education needed, Knowledge of flowers, plants and floral design expected. Basic computer skills a must. Able to make decisions, communicate effectively, take direction and work unsupervised. Ability to lift at least 25 lbs. or more.

Business Opportunity

East Sandwich Flower Shop, Sandwich, MA
Established floral business for sale in East Sandwich Massachusetts. Situated on 1.33 acres of land. Sale includes three buildings: floral shop, 3 bedroom residential home, and a one bedroom cottage on separate septic systems. Area supports seasonal tourist business, upscale local clientele, and a strong rental market.

Visit <http://aifd.org/about-us/job-bank/> for more details.

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 2017 Life Contributing Members. AIFD appreciates their many years of membership and their continued financial support.

Cumulative Recognition Carnation (\$1,000-\$2,499)

Tina Coker AIFD, PFCI, CFD
Richard Salvaggio AIFD, PFCI, CFD
Dean White AIFD, PFCI, CFD

Peony (\$500-\$999)

Michael Merritt AIFD, CFD
Rich Salvaggio AIFD, CFD

Rose (\$250-\$499)

Lillian Lindergren AIFD, CFD

Tulip (\$100-\$249)

Dian Brown AIFD, CFD
Frank Grau AIFD, CFD
James L. Johnson AIFD, CFD

AIFD and Social Media



http://Instagram/AIFD_Official



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).



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“Xpanding a Floral Legacy Through the Xtraordinary Design Techniques of Phil Rulloda”

Floral instruction by Phil Rulloda
AIFD CFD AAF PFCI

- » Thursday, July 6, 2017
- » 9:00 a.m. – 3:00 p.m.
- » Cost: \$150

The **AIFD Design Xperience** continues to Xpose the brilliance of Phil Rulloda as he instructs Hands-On Xtraordinary Design Techniques. As one of the world’s leading floral artists and an award-winner surpassing all others, his instruction promises to offer an understanding of the style for which he is known. An interactive collaboration of the techniques Xpands the student-instructor Xperience. Upon mastering the techniques, you will have an opportunity to design a floral interpretation of the Rulloda style to call you own.

AIFD NATIONAL SYMPOSIUM SEATTLE 2017 SYMPOSIUM X

To register for this Hands-On Design Experience complete the symposium registration form provided by AIFD. The net proceeds will be contributed to the AIFD Foundation. Limited registration is accepted so Take Time to Register Today!!!



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Florida Nursery, Growers and
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Florists' Review and
SuperFloral Magazines
www.floristsreview.com/

Flower Style

Flowers &

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Florist
www.frankadamswf.com

FTD
www.ftdi.com

Garcia Group

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www.gardensamerica.com

Gems Group Inc.
www.TheGemsGroup.com

Gold Eagle USA
goldeagleusa.azurewebsites.net

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Japan Flowers and Plants
Export Association
www.jfpea.jp

Kennicott Brothers Company
www.kennicott.com

Knud Nielsen Company, Inc.
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Liberty Blooms
[http://libertyblooms.com/
home.php](http://libertyblooms.com/home.php)

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Natural Decorations, Inc
ndi.com

Ocean View Flowers
www.oceanviewflowers.com

Peace of Mind Nursery Inc.
www.peaceofmindnursery.com

Phoenix Decorating Co.
www.phoenixdeco.com

Random Acts of Flowers
www.randomactsofflowers.org

Rosaprima
www.rosaprima.com

Skyline Flower Growers
skylineflowers.com

Slow Flowers
www.slowflowers.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.
www.syndicatesales.com

Teleflora
www.teleflora.com

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

The Queen's Flowers/
Benchmark Growers
www.queensflowers.com

The Sun Valley Group, Inc.
www.thesunvalleygroup.com

UFN
www.ufn.com

United Floral Growers
www.unitedfloral.ca

United Wholesale Flowers
www.unitedwholesaleflowers.com

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Vickerman Company
www.vickerman.com/

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www.washingtonfloral.com

WGV International
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Winward
www.winwardsilks.com/Home.html

Wm. F. Puckett, Inc.
www.puckettfern.com

Education Partners

Academy of Floral Arts
www.academyoffloralart.com

Aimi Floral Designers
www.shokubutu-kobo.com

Anne Arundel Community College
www.aacc.edu/floraldesigner

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

Bucks County Community College
www.bucks.edu

Evergreen City Academy
<http://blog.naver.com/painting99>

Fine Florist Academy

Fioriology
<http://fioriology.com>

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Institut de Artflor
www.idartflor.com

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

Instituto Mexicano Tecnico Floral AC
www.imtf.com.mx

Instituto Mexicano Tecnico Floral Plantel Monterrey
www.imtf.com.mx

International School of Flower Arrangement Limited
www.jameswongflorist.com

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Judith Blacklock Flower School
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LaRose Flower School
www.larose.co.kr/

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers
www.psfed.net

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

Solomon Bloemen
www.solomonbloemen.com

Southern California School of Floral Design
www.philrulloda.com

Teleflora Scholarship Academy
www.myteleflora.com/scholarship_academy.aspx

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

The School of Floral Arts LLC
www.theschooloffloralarts.com

Washington Flower School
<http://parkflorist.us/washington-flower-school>

State Floral Association Education Providers

Arizona State Master Florist
www.azflorists.org

Arkansas Florist Association
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 Master Florist
www.georgiastateflorist.com

Illinois State Florist Association, Illinois Certified Professional Florist
www.isfaflorists.com

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire State Florists Assn.

North Carolina Certified Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdfiorists.org

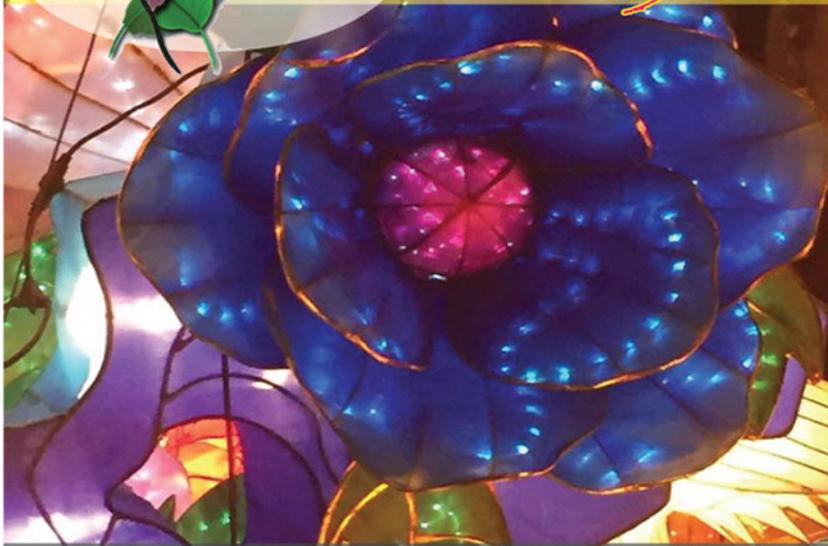
Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org



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DIGITAL MAGAZINE



Rick Cuneo AIFD

The owner of Cherry Hill Flower Barn for 35 years is a bachelor of science from Delaware Valley College in ornamental horticulture. Inducted into AIFD in 2009. This fun loving florist characterizes himself as a snappy dancer and an all around good guy. Thank you Rick for sharing your experience at the lantern festival

Lights and colors in action

The Chinese Lantern Festival is a celebration of light and culture that features artisans from China and the Philadelphia region. For seven weeks, Franklin Square will glow with more than 25 larger-than-life illuminated displays of giant flowers, a three-story pagoda, a huge Chinese dragon and much more, created using traditional Chinese methods with thousands of LED lights in brilliant colors.

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Photo courtesy of American Grown Field to Vase Dinner Tour.

AIFD Silent Auction

XPLORE the *Xtraordinary*

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Simply bring your Silent Auction items to the Symposium!

The AIFD Silent Auction net proceeds benefit the AIFD Foundation.

Red Poppies for Sale

Ralph Null's painting Red Poppies was graciously donated years ago. His incredible talent shared in oil was truly a gift of the heart. Purchased by Allen Beck, the painting graced his home. Always viewed as more than a painting, the art represented an Xpression of oneself gifted to an organization that we all hold dear. To benefit the greater good that can be accomplished through the work of the AIFD Foundation the Red Poppies are for sale. We invite you to join this effort, look within, select something of meaning, and Xperience the joy of giving back so that we may Xplore the Xtraordinary benefit of education.



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