

*Innovate Inspire Impact*

# DIS CO VER



NATIONAL SYMPOSIUM *2018*  
American Institute of Floral Designers  
Washington D.C.~Marriott Wardman Park  
JUNE 30 to JULY 4

# DISCOVER

## AIFD PARTNERS' EXPO

Browse all the new products from industry suppliers, growers and service providers during the annual AIFD Partners' Expo. Featuring more vendors than ever before, this year's action packed Expo guarantees to be filled with networking opportunities and chances to source new products.

In addition to the many shopping opportunities, the 2018 Partners' Expo features live demonstrations and a Product Review Showcase featuring the latest and greatest products supplied by AIFD's Elite Partners.

The Partners' Expo will also play host to the FTD America's Cup preliminary competition where ten outstanding designers will showcase their talents hoping to secure one of the four finalist positions. Enjoy the live competition and cheer on your favorite contestant.

The Expo will also host the AIFD Foundation Silent and Live Auctions with net proceeds to benefit the AIFD Foundation, raising funds for education and scholarships.

Can't attend the entire Symposium? This year we're offering "Expo Only" badges allowing local professionals the opportunity to shop the Expo and view exciting displays created by the industry's leading suppliers. Everyone is invited to discover the fun activities happening only at the 2018 AIFD Partners' Expo. Come prepared to shop, place orders and be inspired!

## ELITE PARTNERS

EDUCATION FUNDING IN PART BY



### PREMIER PARTNERS



SMITHERS-OASIS

### DIAMOND PARTNERS



ACCENT DECOR



California Association of Flower Growers & Shippers

### PLATINUM PARTNERS



teleflora

### GOLD PARTNERS



DAVID AUSTIN®  
WEDDING & GIFT ROSES



VASESOURCE



We Deliver Freshness

### SILVER PARTNERS



FLORIDA NURSERY, GROWERS AND LANDSCAPE ASSOCIATION



Specialty Linen & Chair Cover Rental

florists' review

### BRONZE PARTNER



# SHOW HIGHLIGHTS

## 4 EDUCATIONAL TRACKS



### Traditional Retail Florists

Providing inspirational and informational ideas covering design trends, techniques, the newest and greatest must have products and motivational business trends.



### Mass Market Retailers

Offering unique programming geared to excite and inspire designers and managers who work with the mass market floral segment.



### Wedding & Event Studios

Workshops and programming that will engage those who specialize in the wedding and special event industries.



### Field to Vase Florists

Acknowledging the movement towards sustainability and locally grown, AIFD welcomes industry professionals who share the farmer / floral artist lifestyle.

## 8 Main Stage Events

The Main Stage will feature educational programs spotlighting the industry's leading floral artists sharing their passions on a variety of trendsetting and inspirational topics.

In addition to the education programming, AIFD will host the FTD America's Cup competition where four talented finalists will compete for the title of America's representative to the 2019 FTD-Interflora-Fleurop World Cup Design Competition.

## 9 Innovate Hands-On Workshops

A total of nine hands-on workshops are being offered covering the industry's hottest topics taught by the industry's leading experts.

## 10 Inspire Creative Sessions

Ten inspiring educational breakout programs will provide cutting edge design ideas paired with practical applications.

## 8 Impact Business Sessions

Eight informative and enlightening business sessions all geared to help you cultivate and expand your businesses.

## 3 Early Bird Education Programs

For those who want to arrive early, additional educational opportunities await you starting June 29th.

## 2 In-Step Programs

Interested in becoming an accredited member of AIFD? Maybe you would love to see yourself on the main stage at the next AIFD Symposium. Step into one of our In-Step programs and we will share all the details.

# EVENT INFO

The AIFD National Symposium is the floral industry's five-day premiere floral design education event attracting the industry's leading business owners, floral artists, suppliers and event professionals.

The AIFD National Symposium provides floral and event professionals with world class education, design inspiration, networking, trend research and opportunities for sourcing new products.

AIFD invites everyone to join us in Washington, D.C., June 30 – July 4, 2018 for the 51st annual National Symposium, "Discover."

## TABLE OF CONTENTS

Page 2	Elite Partners and Partners' Expo Details
Page 3	Event Information and Show Highlights
Page 4	Discover Main Stage Programs
Page 5	Innovate Hands-On Workshops
Page 6	Inspire Creative Sessions
Page 7	Impact Business Sessions
Pages 8 - 9	Symposium Schedule at a Glance
Page 10	Early Bird Programming and Volunteer Experience
Page 11	In-Step Programs, FTD America's Cup, Trend Lounge First Timers, Young Professionals Group and Slow Flowers Summit
Page 12	AIFD Foundation Activities
Page 13	Meal Functions and Special Events
Page 14	Hotel and Registration Details
Page 15	Registration Form

# DISCOVER

main stage programs

July 2



## Going to the Chapel

*Presented by Holly Heider Chapple  
Sponsored by Premier Partner Syndicate Sales*

Known for her lush floral stylings and her innovative approach to business, Holly Heider Chapple has carved out a niche in the floral industry that is unique, trendsetting and motivated by the desire to uplift and encourage the floral community. Join Holly for an intimate look at what inspires her, what motivates her and what keeps her on top of the trendsetting ladder during a lavishly designed, widely creative runway bridal show.



## Inspired to Succeed

*Presented by Hitomi Gilliam AIFD, CFD, Tomas de Bruyne, Agna Maerten EMC, Julia Schmitt AIFD, CFD, EMC & Monica De La Torre EMC  
Sponsored by Premier Partner Smithers-Oasis and Platinum Partner Design Master color tool, inc*

This remarkable program can be best described as a floral journey for creative minds. Built on the foundation of the European Masters Certification program, these five immensely talented floral artists will share core skills, inspirational exercises, and insight into what makes the EMC experience so unique and challenging.

July 3



## The Flower Shop of the Future

*Presented by Vonda LaFever AIFD, CFD, PFCI  
Sponsored by Platinum Partner Teleflora*

Join Vonda for a creative look into the future of the floral industry. Vonda's unique professional background provides detailed insight into what the flower shop of the future will look like, how they will conduct business and how this evolution will impact the next generation of floral professionals.

July 4



## Trend Archetypes: Unconscious Motivations

*Presented by Talmage McLaurin AIFD, CFD  
Sponsored by Platinum Partner FloraMart*

Harnessing a trend can revolutionize a product. From the color of the car you buy to the graphics on a tissue box, trends infuse products with relevance that can tip the scale toward impulse purchasing. Join Talmage and explore the unconscious motivators that form today's trends — finding deeper meaning in the basic human needs that change the stories we tell to sell flowers.



## Less is More

*Presented by Alex Choi AIFD, CFD (Interflora World Cup Champion)  
Sponsored by Platinum Partner FTD*

Consider the idea that less is more. By doing less or including less you can actually achieve more — more depth, more texture, more movement, more transparency and more creativity. Known for his complex and dimensional design style, Alex will share his philosophies for creating impactful, intricate floral art through the process of doing less.

July 4



## Discovering the Art of Leadership

*Presented by Jody McLeod AIFD, CFD  
Sponsored by Premier Partner Syndicate Sales*

Not only is Jody a leading floral designer, he's also a leader in his community. This unique perspective has allowed Jody to explore the similarities between creative leadership and professional leadership. In this innovative program, Jody will uncover the characteristics and disciplines that are evident in both beautiful design and in great leadership.



## A Passion For Parties

*Presented by Derrick Vasquez AIFD, CFD  
Sponsored by Diamond Partner CalFlowers & Diamond Partner Accent Decor*

Renowned for his innovative use of products, creative stylings and extravagantly-themed events, Derrick will share his tricks and techniques for over-the-top event decor from development to realization. Throughout his illustrious career, Derrick has become known for pushing the envelope with his event designs and decor. AIFD is excited to bring Derrick to the Symposium main stage for a lively and inspiring look inside what ignites his passion for parties.



## Less is More

*Presented by Alex Choi AIFD, CFD (Interflora World Cup Champion)  
Sponsored by Platinum Partner FTD*

Consider the idea that less is more. By doing less or including less you can actually achieve more — more depth, more texture, more movement, more transparency and more creativity. Known for his complex and dimensional design style, Alex will share his philosophies for creating impactful, intricate floral art through the process of doing less.



# INNOVATE

## hands-on workshops



### Wearable Art: Boutonnieres Rewired

Presented by John Hosek AIFD, CFD, PFCI  
With support from Teleflora and Fitz Design

Breaking the stereotype of what once was considered fashionable, the single blossom boutonniere is transformed into imaginative, wearable floral art.



### East Meets West

Presented by Louisa Lam AIFD, CFD  
With support from Vasesource

Explore the worlds of Japanese and Chinese floral art and how they combine with Western style design to create a beautiful floral aesthetic.



### Tropical Fusion

Presented by Pete Samek AIFD, CFD  
With support from Green Point Nurseries and FTD

Imagine a place where tropical flowers meet everyday botanicals in such a way that customers embrace the beauty, value and versatility of the flora of paradise. Corresponding Creative Session available.



### European Floral Techniques

Presented by Tomas de Bruyne  
With support from Smithers-Oasis

Over three days, in three unique workshops, you will learn the tools that set the foundation for the EMC European Educational Process, with each workshop focusing on a different and interesting topic. You must register for each workshop separately.



### Nature's Bounty

Presented by Caroline Crabb AIFD, CFD  
With support from FNGLA and Syndicate Sales

Let nature inspire you during this creative workshop where participants will explore the botanical world of mosses, lichens, driftwood and plants as they dig in and create living art. Corresponding Creative Session available.



john



louisa



pete



tomas



caroline



shawn



susan



claudia



kevin



### Manic Mechanics

Presented by Shawn Michael Foley AIFD, CFD, PFCI  
With support from Smithers-Oasis and Accent Decor

Young or old, every florist's biggest challenge is figuring out how to "keep it together." Take the manic out of mechanics and face those floral fears head on!



### Lush and Lavish Bouquets

Presented by Susan McLeary  
With support from David Austin Roses

There is a real art to making something look spontaneous and effortless. Learn the art of creating updated wire-free, foam-free cascade bouquets and naturally styled lateral sprawling bouquets.



### The Finishing Touch

Presented by Claudia Saldana AIFD, CFD  
With support from Smithers-Oasis

Discover your signature finishing touch and learn how to finish several unique styles of bouquets using different coverings and techniques to enhance beautiful bridal bouquets. July 2-3 workshops presented in Spanish.

# INNOVATE

## hands-on workshops

Underwritten by the AIFD Foundation



### Fall, Winter & Christmas Trends

Presented by Kevin Ylvisaker AIFD, CFD, PFCI  
With support from Smithers-Oasis

Discover the hottest color and product trends coming your way this holiday season. Learn ways to attract consumers in search of easy-to-use, profitable, design-ready products, all in style for 2018 fall and winter holidays.

### AIFD Hands-On Workshop Q&A

#### What can I expect from the workshop?

The fast-paced 2 hour workshops are a combination of demo, lecture and hands-on experience. Students will have the opportunity to complete at least one design to ensure they've mastered design techniques.

#### What is provided in the workshops?

Flowers, supplies and handouts are provided.

#### Will I miss the other educational opportunities?

No. Workshops are scheduled before main stage and breakout programs take place.

#### Can I take more than one workshop?

Yes, absolutely! Each of the 9 workshops are presented 3 times. Seats are on a first come-first serve basis and limited to 30 students per class.

#### Is there a cost for the workshops?

Yes. \$69.00/pre-register and \$89.00/on site, if available. To participate in the workshops, you must be registered for Symposium.

#### How do I prepare for the workshops?

Bring your own tools — floral knife, scissors and wire cutters are the minimum.

Each workshop earns 2 CEUs for AIFD / CFD.

# INSPIRE

## creative sessions

Underwritten by *Smithers-Oasis and Design Master color tool, inc.*



SMITHERS-OASIS



July 2



### Creating Your Online Home

*Presented by Katie Davis*

Build your audience, expand your business and connect to your community, while balancing beauty with authenticity. Join Katie for an inspirational discussion and visual journey on how to genuinely represent your business and yourself on Social Media.



### Style Shoots to Market, Network and Inspire

*Presented by Audrey Wagner King  
With support from FloraMart*

Take the mystery out of styled photo shoots. Learn how to set up the shoot, pose models, shoot with publications in mind and build your relationship with vendors with the common goal of creating gorgeous images that market your business.



### It's A Wrap

*Presented by Stacey Carlton AIFD, CFD*

Elevate your brand and add value to your art with innovative and inspired product presentation. From fresh artistic bouquet wraps to thoughtful and personalized packaging, join Stacey for design demonstration and discussion on this key element of product success.

July 3



### Inspired Designs

*Presented by Laura Dowling*

Get an insider's look into the sophisticated floral stylings of a White House Chief Floral Designer. Join Laura as she shares her White House experiences, tips and techniques and where she gleans inspiration for her trademark casual-elegant floral creations.



### Growing Structures

*Presented by Jenny Thomasson AIFD, CFD, EMC, PFCI  
With support from ENGLA*

Mastering the art of armatures and structures can seem complicated and intimidating. Jenny simplifies and breaks down the core elements and principles as well as the mechanics behind creative structure building.



### Field to Vase: Connecting grower, florist and consumer.

*Presented by Debra Prinzing*

The field to vase movement is sweeping the country. Consumers want locally grown products, yet many traditional florists haven't completely embraced the farmer florist lifestyle. Join Debra as she guides you through how embracing this culture can enhance your retail offerings.



### In the Details

*Presented by Claudia Saldana AIFD, CFD*

There's more to selling a wedding than showing pictures and quoting prices. Join Claudia as she walks you through a consultation where creating and selling a dream wedding is all in the details. Morning program in Spanish.



### Nature's Bounty

*Presented by Caroline Crabb AIFD, CFD  
With support from ENGLA and Syndicate Sales*

Take a walk through Mother Nature's garden where mosses, lichens, driftwood and other interesting botanical materials merge into living art. Caroline will demonstrate her tricks and share her techniques for creating organically inspired designs. Corresponding Hands-on Workshop available.



katie



audrey



stacey



pete



frankie



laura



jenny



debra



claudia



caroline



### Tropical Fusion

*Presented by Pete Samek AIFD, CFD  
With support from Green Point Nurseries and Vasesource*

Join Pete as he explores a world where tropical flowers blossom alongside everyday botanicals. Discover how to incorporate tropical flowers into your everyday repertoire in such a way that customers embrace their beauty, value and versatility. Corresponding Hands-on Workshop available.



### Go Big or Go Home

*Presented by Frankie Peltier AIFD, CFD  
With support from Vasesource*

Have you seen pictures of magnificent, larger-than-life floral designs and wonder how they were made? Well, wonder no longer. Through demonstration and discussion Frankie will walk you through the process of creating, constructing and installing lavish, large scale floral designs. Corresponding Business Session available.

July 2



## Best Practices: How to be more productive in business.

*Presented by Angela Proffitt*

Join Angela as she demonstrates how using technology and customizing communication practices will help fast track your business in the areas of conducting consultations, finding new clients, closing the sale and dealing with difficult customers.



## Build Your Brand: Win the client.

*Presented by BB Webb*

Learn how brand is much more than just your website or business cards. Brand, coupled with your company's vision, culture and clear organizational systems, permeates all you do in your business and wins the trust of your future clients. Learn how to connect emotionally with your prospects, communicate clearly and win their business.



## Ctrl+Alt+Del: Reboot your business with systems that position you for growth.

*Presented by Tiffany Chalk*

Get to know the motherboard of your business and understand what systems are, and why they are crucial to the success and growth of your business. Learn strategies to run your business that allow you to be more effective operationally and cultivate stronger client relationships.



## No More Guessing: An in-depth look at the Floral Purchase Tracking Study and what it means for your business.

*Presented by Renato Cruz Sogueco*

Join Renato as he walks you through the Floral Purchase Tracking Study, a comprehensive 12-month study and analysis of real floral purchases. Released by the American Floral Endowment in 2017, Renato will reveal key findings and demonstrate how you can put this valuable data to work in your daily business practices.

July 3



## Go Big or Go Home Part 2: How to be successful in selling profitable event decor.

*Presented by Frankie Peltier AIFD, CFD*

You've seen how he creates them, now learn the secrets Frankie uses to sell large scale and profitable event decor. Frankie will discuss his many tips, struggles and insights for making the magic happen. Corresponding Creative Session available.



## Communicate, Relate and Profit-Make

*Presented by: Tina Coker AIFD, CFD, PFCI and Robert Coker*

A high energy, interactive workshop designed to maximize your relationships with co-workers, bosses, vendors and pretty much everyone. Rediscover the skills essential to effective communication and team building. Watch what happens when corporate service training collides with the world of flowers. Tina and Robert share strategies to achieve the results you want from any situation.



## How To Be An Internet Superstar

*Presented by Donald Yim AIFD, CFD and Renato Cruz Sogueco*

Donald and Renato share their vast digital knowledge in this informative, interactive session. This workshop is not just theory. Attendees will gather to generate ideas for posts; be provided how-to demos; learn how to capture quality photos; and take away best practices on how to efficiently build, drive and protect their online presence using useful apps and online tools.



## Panel Discussion: Creating a niche business model.

*Led by BB Webb; with Angela Proffitt, Ian Prosser AIFD, CFD, PFCI, Patience Pickner AIFD, CFD, PFCI and Shawn Michael Foley AIFD, CFD, PFCI*

This innovative panel of experts shares how their unique approaches to doing business have moved them in new directions and helped them grow their business in unexpected ways. Be ready to ask questions and gain new perspective from those who've expanded their horizons and have the results to prove it.

# IMPACT business sessions

*Underwritten by Floriology*



angela



bb



tiffany



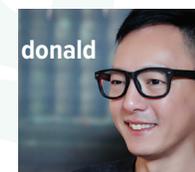
renato



frankie



tina & robert



donald



ian



patience



shawn

# SCHEDULE AT A GLANCE

## Thursday, June 28

10:00 a.m. - 1:00 p.m.	PFDE Registration
1:00 p.m.	PFDE Orientation*
3:00 p.m. - 8:00 p.m.	PFDE Session*
3:00 p.m.	Symposium Registration Opens
4:30 p.m.	Certified Evaluator/Judge Orientation*
6:00 p.m.	Student Competition Orientation*

## Friday, June 29

7:00 a.m.	PFDE Evaluations* (evaluators only)
7:30 a.m.	National Board of Directors Orientation*
8:00 a.m.	Symposium Registration Open
8:00 a.m.	National Board of Directors Meeting*
8:00 a.m. - 5:00 p.m.	Student Competition*
8:00 a.m. - 5:00 p.m.	Slow Flowers Summit**
9:00 a.m.	Student Chapter Advisors Meeting*
1:00 p.m.	National Board and Incoming Leadership Luncheon*
2:00 p.m. - 4:00 p.m.	<b>Early Bird Education Session</b> Discovering the Principles and Elements 
3:30 p.m.	Foundation Board of Trustees Meeting*
7:00 p.m. - 8:00 p.m.	PFDE and Student Competition Reception (cash bar)
8:30 p.m.	SAIFD Pizza Party*

## Saturday, June 30

8:00 a.m.	Registration Desk Opens
8:00 a.m. - 9:45 a.m.	AIFD National Committee Meetings*
9:00 a.m.	FFA Orientation*
9:00 a.m. - 10:00 a.m.	YP Chill and Chat
10:00 a.m.	Certified Floral Evaluator/Judge workshops* (Final phase for certification)
10:00 a.m. - 11:00 a.m.	<b>Early Bird Education Session</b> Be A Better Buyer 
10:00 a.m. - 11:45 a.m.	AIFD Committee Meetings* continue
1:00 p.m. - 3:00 p.m.	Regional Board Meetings*
1:30 p.m. - 2:30 p.m.	<b>Early Bird Education Session</b> The Art of Care and Handling 
1:30 p.m. - 3:30 p.m.	FFA Workshop*
3:00 p.m. - 4:00 p.m.	Regional Chapter Membership Meetings*

4:00 p.m. - 6:00 p.m.	FFA Workshop*
5:00 p.m. - 6:30 p.m.	First Time Attendees Hospitality and Tour (cash bar)
5:30 p.m.	Inductee Rehearsal*
7:00 p.m. - 9:00 p.m.	Opening Reception (cash bar and light hors d'oeuvres)

## Sunday, July 1

7:00 a.m.	Registration Desk Opens
7:30 a.m. - 9:30 a.m.	AIFD Annual Members Meeting and continental breakfast* AIFD and CFD members
8:00 a.m. - 9:30 a.m.	FTD America's Cup Preliminaries Round 1 (closed session)
8:30 a.m. - 9:30 a.m.	Partners' Expo Continental Breakfast* for exhibiting Expo Partners
8:30 a.m. - 9:30 a.m.	FFA Education Program*
10:00 a.m.	Partners' Expo Ribbon Cutting
10:00 a.m. - 4:00 p.m.	AIFD Silent Auction (inside Partners' Expo)
10:00 a.m. - 5:00 p.m.	Partners' Expo and Book Fair
10:30 a.m. - 12:00 p.m.	FTD America's Cup Preliminaries Round 2 (open session)
12:00 p.m. - 1:00 p.m.	Partner Product Review (inside Partners' Expo)
2:00 p.m. - 4:00 p.m.	FFA Workshop*
2:00 p.m. - 4:00 p.m.	FTD America's Cup Preliminaries Round 3 (open session)
4:00 p.m. - 4:45 p.m.	AIFD Live Auction inside the Partners' Expo
4:00 p.m. - 5:00 p.m.	Expo Happy Hour Hospitality (cash bar)
5:00 p.m.	Announcement of the FTD America's Cup Top Four Finalists (inside Partners' Expo)
6:30 p.m. - 7:30 p.m.	PFCI Reception*
6:30 p.m. - 7:30 p.m.	<b>In-Step Program</b> Steps to Membership
8:00 p.m.	An Evening With Laura Dowling** (off-site event)
8:00 p.m.	Elite Partner Reception*

## Monday, July 2

7:00 a.m.	Registration Desk Opens
7:00 a.m. - 9:00 a.m.	<b>Innovate Hands-on Workshop Session**</b>
	Wearable Art presented by John Hosek AIFD, CFD, PFCI 
	East Meets West presented by Louisa Lam AIFD, CFD 
	Tropical Fusion presented by Pete Samek AIFD, CFD 
	European Floral Techniques presented by Tomas de Bruyne 
	Nature's Bounty presented by Caroline Crabb AIFD, CFD 

Manic Mechanics presented by Shawn Michael Foley AIFD, CFD, PFCI

Lush and Lavish Bouquets presented by Susan McLeary

The Finishing Touch\*\*\* presented by Claudia Saldana AIFD, CFD *in Spanish*

Fall, Winter & Christmas Trends presented by Kevin Ylvisaker AIFD, CFD, PFCI

8:00 a.m. - 5:00 p.m. Trend Lounge and The AIFD Bookstore

9:30 a.m. - 10:30 a.m. **Discover Main Stage Program**  
Going to the Chapel presented by Holly Heider Chapple

11:00 a.m. - 12:00 p.m. **Inspire Creative Session** (sessions repeat at 1:30)

Creating Your Online Home presented by Katie Davis

Style Shoots to Market, Network and Inspire presented by Audrey Wagner King

It's A Wrap presented by Stacey Carlton AIFD, CFD

Tropical Fusion presented by Pete Samek AIFD, CFD

Go Big or Go Home presented by Frankie Peltier AIFD, CFD

11:00 a.m. - 12:00 p.m. **Impact Business Session** (sessions repeat at 1:30)

Best Practices: How to be more productive in business. presented by Angela Proffitt

Build Your Brand: Win the Client. presented by BB Webb

Ctrl+Alt+Del: Reboot your business with systems that position you for growth. presented by Tiffany Chalk

No More Guessing: An in-depth look at the Floral Purchase Tracking Study and what it means for your business. presented by Renato Cruz Sogueco

12:00 p.m. - 1:00 p.m. Lunch On Your own

1:30 p.m. - 2:30 p.m. **Inspire Creative Session**

Creating Your Online Home presented by Katie Davis

Style Shoots to Market, Network and Inspire presented by Audrey Wagner King

It's A Wrap presented by Stacey Carlton AIFD, CFD

Tropical Fusion presented by Pete Samek AIFD, CFD

Go Big or Go Home presented by Frankie Peltier AIFD, CFD



1:30 p.m. - 2:30 p.m. **Impact Business Session**

Best Practices: How to be more productive in business. presented by Angela Proffitt



Build Your Brand: Win the client. presented by BB Webb



Ctrl+Alt+Del: Reboot your business with systems that position you for growth. presented by Tiffany Chalk



No More Guessing: An in-depth look at the Floral Purchase Tracking Study and what it means for your business. presented by Renato Cruz Sogueco



3:00 p.m. - 4:00 p.m. **Discover Main Stage Program**

Inspired to Succeed presented by Hitomi Gilliam AIFD, CFD, Tomas de Bruyne, Julia Schmitt AIFD, CFD, EMC, Monica de la Torre EMC and Agna Maerten EMC



5:00 p.m. - 6:00 p.m. New Inductee Reception\*

6:15 p.m. - 8:30 p.m. Awards and Induction Ceremonies

9:00 p.m. - 10:30 p.m. Awards and Induction Gala Dinner\*\*

10:30 p.m. - 12:00 a.m. Awards and Induction Afterglow

## Tuesday, July 3

7:00 a.m. Registration Desk Opens

7:00 a.m. - 9:00 a.m. **Innovate Hands-on Workshop Session\*\***

See July 2 for workshop details  
The Finishing Touch\*\*\* presented *in Spanish*

8:00 a.m. - 5:00 p.m. Trend Lounge and The AIFD Bookstore

9:30 a.m. - 10:30 a.m. **Discover Main Stage Program**

The Flower Shop of the Future presented by Vonda LaFever AIFD, CFD, PFCI



11:00 a.m. - 12:00 p.m. **Inspire Creative Session**

Inspired Designs presented by Laura Dowling



Growing Structures presented by Jenny Thomasson AIFD, CFD, PFCI



Field to Vase: Connecting grower, florist and consumer. presented by Debra Prinzing



In the Details\*\*\* presented by Claudia Saldana AIFD, CFD



Nature's Bounty Presented by Caroline Crabb AIFD, CFD



11:00 a.m. - 12:00 p.m. **Impact Business Session**

Go Big Or Go Home Part 2: How to be successful in selling profitable event decor. presented by Frankie Peltier AIFD, CFD



Communicate, Relate and Profit-Make presented by Tina Coker AIFD, CFD, PFCI and Robert Coker



How To Be An Internet Superstar presented by Donald Yim AIFD, CFD and Renato Cruz Sogueco



Panel Discussion: Creating a niche business model led by BB Webb with Angela Proffitt, Shawn Michael Foley AIFD, CFD, PFCI, Patience Pickner AIFD, CFD, PFCI and Ian Prosser AIFD, CFD, PFCI



12:15 p.m. - 2:00 p.m. Floral Paradise  
Elite Partner and Volunteer Appreciation Lunch\*\*

2:30 p.m. - 3:30 p.m. **Inspire Creative Session**

Inspired Designs presented by Laura Dowling



Growing Structures presented by Jenny Thomasson AIFD, CFD, EMC, PFCI



Field to Vase: Connecting grower, florist and consumer. presented by Debra Prinzing



In the Details presented by Claudia Saldana AIFD, CFD



Nature's Bounty Presented by Caroline Crabb AIFD, CFD



2:30 p.m. - 3:30 p.m. **Impact Business Session**

Go Big Or Go Home Part 2: How to be successful in selling profitable event decor. presented by Frankie Peltier AIFD, CFD



Communicate, Relate and Profit-Make presented by Tina Coker AIFD, CFD, PFCI and Robert Coker



How To Be An Internet Superstar presented by Donald Yim AIFD, CFD and Renato Cruz Sogueco



Panel Discussion: Creating a niche business model. led by BB Webb with Angela Proffitt, Shawn Michael Foley AIFD, CFD, PFCI, Patience Pickner AIFD, CFD, PFCI and Ian Prosser AIFD, CFD, PFCI



4:00 p.m. - 5:00 p.m. **Discover Main Stage Program**  
Less is More presented by Alex Choi AIFD, CFD –  
Interflora World Cup Champion



5:00 p.m. - 7:00 p.m. Meet, Mix and Mingle: Art For a Cause (cash bar)

7:00 p.m. - 9:00 p.m. FTD America's Cup Finals (on the Main Stage)

## Wednesday, July 4

7:00 a.m. Registration Desk Opens

7:00 a.m. - 9:00 a.m. **Innovate Hands-on Workshop Session\*\***

See July 2 for workshop details  
The Finishing Touch\*\*\* presented *in English*

7:00 a.m. - 8:30 a.m. PFCI Rise And Shine\*\*

7:30 a.m. - 8:30 a.m. **In-Step Program**  
Steps to the Stage presented by Jackie Lacey AIFD, CFD, PFCI

8:00 a.m. - 5:00 p.m. Trend Lounge and The AIFD Bookstore

9:30 a.m. - 10:30 a.m. **Discover Main Stage Program**  
Trend Archetypes: Unconscious Motivations presented by Talmage McLaurin AIFD, CFD



11:30 a.m. - 12:30 p.m. **Discover Main Stage Program**  
Discovering the Art of Leadership presented by Jody McLeod AIFD, CFD



1:00 p.m. - 3:00 p.m. Quintessential English Garden - Leadership Luncheon\*\*

3:30 p.m. - 4:30 p.m. **Discover Main Stage Program**  
A Passion for Parties presented by Derrick Vasquez AIFD, CFD



4:30 p.m. Awaken... Las Vegas 2019 Symposium preview

5:00 p.m. Farewell from D.C.

Evening open to enjoy the National Capital Fireworks

## Thursday July 5

9:00 a.m. - 4:00 p.m. A World Class Design Experience\*\*  
Floral instruction by Alex Choi AIFD, CFD  
(Registration opens at 8:00 a.m.)



Retail Florist

Wedding / Events

Mass Market

Farmer Florist

\*By invitation or closed session

\*\*Ticket needed

\*\*\*Class presented in Spanish

# EARLY BIRD PROGRAMS SMITHERS-OASIS

*Underwritten by Smithers-Oasis*

Three exciting educational opportunities will be available for those planning to arrive early. Certainly worth attending, each of these programs will provide unique opportunities and countless ideas and resources. Open to all Symposium registrants.

## June 29



### Discovering the Principles & Elements

*Presented by Patience Pickner AIFD, CFD, PFCI and Ace Berry AIFD, CFD*

Creative inspiration brings out the artist in all of us, but a clear comprehension of the principles and elements transforms a “designer” into a “floral artist.” Join Patience and Ace for a better understanding of the P&E’s and how you can use them to enhance your designs.

## June 30



### Be A Better Buyer

*Presented by Beth O’Reilly AIFD, CFD and Tony Graaf*

Join Beth and Tony as they give you an insider’s look into the art of buying flowers and supplies. Gain a better understanding of the ever changing cut flower market and discover best practices for sourcing new products that stretch your budget and make cents.



### The Art of Flower Care and Handling

*Presented by Loann Burke AIFD, CFD, PFCI*

No matter what segment of the floral business you’re in, freshness matters. Join Loann as she discusses the latest in care and handling practices and processes, and helps you discover what works best for your business.

## July 4

# PFCI RISE AND SHINE WORKSHOP



Do you love talking about flowers and floral design? Do you present programs to garden clubs or other professionals? Then wake up early to talk about, “talking about flowers” with members of Professional Floral Communicators International. Space is limited, so guarantee your spot today.

Contact PFCI at the Society of American Florists at 703-838-5216; PFCI@safnow.org or visit safnow.org/pfciaifd. This program is not included with Symposium registration. Program fee: \$50.00 before June 21; \$75.00 after. PFCI member fee: Complimentary.

# VOLUNTEER EXPERIENCE: A WORKSTUDY OPPORTUNITY

Discover a whole new Symposium experience.

Be part of an **Innovative** experience that brings the participant up close and personal with all Symposium activities.

Engage in an **Inspiring** adventure as you help bring the AIFD Symposium to life.

Make an **Impact** by being part of a team of leaders, working together, making a difference all while meeting new friends, making new connections and gaining new experiences.

**If you’re interested in participating, contact Volunteer Coordinators below to obtain Volunteer Experience Form and additional information. Form must be approved by Marisa or Renee and submitted with Symposium registration.**

## Volunteer Coordinators:

- Marisa Guerrero AIFD, CFD  
debbies\_bloomers@msn.com
- Renee Tucci AIFD, CFD  
reneeTucci@gmail.com

## Commitment:

- Availability starting June 28 through noon on July 5.
- Attend a special volunteer orientation and training session.
- Willing to actively participate in volunteer assignments for a total of 6 hours each day. (Assignment hours may be split)

## Opportunities:

- Work side-by-side with the industry’s most creative and inspiring people.
- Time to attend educational events.
- Discounted registration rate.
- Special VIP Credentials give you access to all areas of Symposium.
- Special volunteer gift bag for each participant.
- Official volunteer certificate for portfolio.
- Be part of the team who makes the Symposium happen.
- Meet new friends and get connected.

## Prerequisites:

- Pre-approved Volunteer Experience Form.
- Ability to listen attentively and interact with attendees.
- Standing, walking, sitting, lifting and carrying.
- A sincere desire to get involved, a friendly disposition and a can-do attitude.
- Must be at least 18 years old.
- Credit card only will be accepted for payment.

## Eligibility:

- The Volunteer Experience is open to the first 35 registrants.
- Applicants must commit to attending the Symposium starting on June 28 and staying until noon on July 5.
- AIFD National or Regional Board Members, National or Regional Committee Members and PFDE Candidates are not eligible.
- Standard cancellation policy applies. However, if you arrive and decide you’re unable to fulfill your commitment, you will be charged the full General Registration fee. See Registration Options for details.

# IN-STEP PROGRAMS

July 1

## Steps to Membership: Becoming a CFD and/or a Member of AIFD

Presented by AIFD Membership Committee

Discover the steps you'll take on the road to earning the acclaimed professional designation of CFD (Certified Floral Designer) or to becoming an accredited member of AIFD. Join the AIFD Membership Committee as they share tips on preparing for the test, give you an insider's view on what to expect from the process and provide you with the resources to help you as you step your way to success.

July 4

## Steps to the Stage

Presented by Jackie Lacey AIFD, CFD, PFCI

Take the fear out of the AIFD Main Stage by attending a step-by-step program that reveals the most important details you'll need to compete if you anticipate submitting a program for the AIFD Symposium. Jackie and a team of Symposium experts will share tips on preparing your proposal, working with the production company, staging your program and many more details that will help you take the fear out of the process and have you stepping onto center stage.

# FTD AMERICA'S CUP

AIFD is proud to host the 2018 FTD America's Cup national floral design competition. Ten carefully chosen competitors from across the United States will make their way to Washington, D.C. to compete in front of an audience of their peers as they vie for the coveted title of FTD America's Cup Champion and US representative to the 2019 FTD-Interflora-Fleurop World Cup Design Competition.

## Contest Schedule

### Preliminaries

July 1, 10:30 a.m. - 4:00 p.m.  
AIFD Partners' Expo

### Finalists Announced

July 1, 5:00 p.m.  
Expo Hospitality

### America's Cup Finals

July 3, 7:00 p.m. - 9:00 p.m.  
AIFD Main Stage

### FTD America's Cup Winner Announcement

July 4, 1:00 p.m.  
Leadership Luncheon



cindy



samantha



maggie



laura



sally



greg



katharina



jorge



derek



randy

## Competitors

Cindy Anderson AIFD, CFD, PFCI - Colorado Springs, CO  
Samantha Bates AIFD, CFD - Ponchatoula, LA  
Maggie Binet AIFD, CFD, PFCI - Denver, CO  
Laura Daluga AIFD, CFD - Canton, MI  
Sally Jablonski - Worcester, MA  
Greg Lum AIFD, CFD, EMC - Berkely, CA  
Katharina Stuart AIFD, CFD - Berkely, CA  
Jorge Uribe CFD - Wolcott, CT  
Derek Woodruff AIFD, CFD, PFCI - Traverse City, MI  
Randy Wooten AIFD, CFD, PFCI - Douglas, GA

# SLOW FLOWERS SUMMIT

June 29



Join the SLOW FLOWERS doers and thinkers for a day of progressive ideas and inspiration.

AIFD has partnered with the Slow Flowers Summit to co-locate and offer this Summit as a bonus

program taking place the day prior to the start of AIFD's Symposium.

Designed to stimulate curiosity, examine conventional assumptions and explore conscious and ethical practices in the floral industry, the Summit agenda asks speakers and audience members alike to inquire, inform, include, instigate and inspire.

This program is not included with Symposium registration.

SUMMIT registration is \$250 for general registration and \$195 for Slow Flowers members and AIFD Symposium attendees.

For more details and to register, visit [www.slowflowerssummit.com](http://www.slowflowerssummit.com).

# TREND LOUNGE

Looking for a place to sit back, relax, meet with colleagues and be inspired? A new feature to Symposium, the Discover Trend Lounge is the perfect place to unwind, rejuvenate and catch up, while getting a glimpse into what's predicted to be trending in 2019. Displays created by AIFD members using Elite Partner products will forecast what innovative products will inspire and impact 2019 Wedding, Holiday, Giftware and Millennial trends.

Also located in the Trend Lounge is everyone's favorite place to shop – **The AIFD Book Store**, open from **8:00 a.m. - 5:00 p.m. on July 2-4**. With hundreds of books on a wide variety of topics, a stop by The AIFD Book Store is certainly something to add to your list of "must do" Symposium activities.

# YOUNG PROFESSIONALS

Are you an AIFD or CFD member under the age of 40 and looking to connect with like minded floral artists? Then AIFD wants you to get involved with the Young Professionals Group. The 2018 AIFD Symposium will feature two exciting opportunities for Young Professionals to get involved and make a difference.

## YP Chill and Chat

On June 30, Young Professionals will hold their second annual Chill and Chat. Join your fellow YPs as they gather for a little chill time to share ideas, brainstorm, develop new concepts and discover new activities.

## Art For a Cause:

### Young Professionals original art exhibit

Join a select group of AIFD Young Professional emerging floral artists for the unique opportunity to display your very own works of art during the Meet, Mix and Mingle Hospitality on July 3. Participation is limited so sign up early. Come share your talents, discuss your inspiration and be ready to meet, mix and mingle all for a great cause.

For more information contact: Sharrai Morgan AIFD, CFD  
[hollysineflowers@hotmail.com](mailto:hollysineflowers@hotmail.com), 360-385-5428

# FIRST TIMERS

## Hospitality and Orientation

So it's your first time attending the AIFD Symposium? Here's a great opportunity for you to get acquainted with fellow first timers and be introduced to some of the Institute's most enthusiastic members. We'll answer all your Symposium questions, give you an overview of what to expect and take you on an exclusive, behind-the-scenes tour of all the key Symposium activities. Open to anyone who has never attended Symposium.

# AIFD FOUNDATION EVENTS



Be sure to check out these amazing opportunities happening at “Discover,” with net proceeds to benefit the AIFD Foundation.



*Underwriting from FTD and net proceeds to benefit the AIFD Foundation*

## Once In A Lifetime Experience

The highest bidder will walk away with one of the most exciting prizes ever offered at Symposium.

A trip for two to the 2019 FTD-Interflora-Fleurpop World Cup Design Competition will go to the lucky winner at the AIFD Live Auction.

The “A Once in a Lifetime Experience” will happen at the Philadelphia Flower Show on February 28 - March 4, 2019. Trip includes up to \$500 round-trip airfare per person, ground transportation, hotel accommodations for 4 nights, tickets to all World Cup events and \$500 cash.

## About AIFD Foundation

Established in 1979, The AIFD Foundation, Inc. is an independent non-profit organization which raises and invests funds to supply scholarships to students and aspiring designers. Special projects that impact the future success of retail floristry are also financed and supported by the Foundation. For more information, visit [aifdfoundation.org](http://aifdfoundation.org).

Sunday, July 1

## AIFD Silent Auction

10:00 a.m. - 4:00 p.m.  
Inside the Partners' Expo

Discover a new approach to the Silent Auction. AIFD invites attendees to contribute auction items that innovate, inspire or impact the world.

Deadline for shipping items to the noted address is June 20, 2018. Otherwise, bring your items to Symposium if you plan to arrive prior to June 30.

AIFD Silent Auction Items  
Attention: David R. Hope AIFD, CFD  
Palace Florists  
4980A Wyaconda Road  
Rockville, MD 20852  
202-331-1453

## AIFD Live Auction

4:00 p.m.  
Inside the Partners' Expo

The AIFD Live Auction will take center stage during the Expo Hospitality. We invite you to participate in an event that promises to be filled with several surprises and a once in a lifetime trip.

## An Evening with Laura Dowling: Author and Former White House Florist

It has been years since an event such as this has been offered. Share a story or two with author and former White House Florist Laura Dowling while celebrating lifelong friendships and newly made acquaintances. Join members of the AIFD Foundation and floral industry friends at the beautiful home of David Hope AIFD, CFD for a lovely and memorable evening.

8:00 p.m. - 11:00 p.m.  
Registration: \$100.00  
Tickets are limited to the first 75



laura



Please see “OPTIONAL EVENTS” on AIFD Registration Form to register for this special event.

Thursday, July 5

## A World Class Hands-On Design Experience

9:00 a.m. - 4:00 p.m.  
With support from FTD

The Design Experience is an OPTIONAL registration for an additional fee.

For years the AIFD Foundation has been known to offer unique hands-on design experiences that follow the AIFD Symposium. We continue this tradition featuring the design brilliance of the reigning Interflora World Cup Champion – Alex Choi AIFD, CFD.



alex

Alex will instruct attendees on his unique perspective outlining design applications, masterful techniques and structural intricacies that earned him world-wide notoriety.

This day-long design experience includes a lecture with demonstration followed by a hands-on workshop. The day will conclude with an evaluation, Q&A and photo opportunity with Alex.

The Design Experience is an incredible opportunity to expand your floral knowledge while helping support the AIFD Foundation.

Registration is \$175.00 for the full day experience. Space is limited and a sell out is expected. After May 15 and on-site registration, if available, is \$195.00

### Workshop Schedule

8:00 a.m. Registration opens  
9:00 a.m. - 11:00 a.m. Teaching and Demos by Alex  
11:00 a.m. - 12:00 p.m. Project demonstrations  
12:00 p.m. - 1:00 p.m. Lunch on your own  
1:00 p.m. - 3:00 p.m. Hands-on design experience  
3:00 p.m. - 4:00 p.m. Evaluation, Q&A and photo opportunity



Please see “OPTIONAL EVENTS” on AIFD Registration Form to register for this special event.

Participants must bring their own tools to the workshop. Floral knife, scissors and wire cutters are adequate. All other products will be supplied.

# SPECIAL EVENTS

Tickets required



tim



kevin



jo



alex

July 2

## DiscoverED The Awards and Induction Dinner Gala

*Formal black-tie dinner co-sponsored by:  
Gold Partner Fitz Design and Silver Partner The Elite Flower*

To some, this is considered the highlight of Symposium. After the Awards and Induction ceremonies, transition to the opulent, red carpet, formal dinner celebrating our honorees and newest members. Featuring spectacular floral decor by Tim Farrell AIFD, CFD, PFCI.

Immediately following the dinner, stay and kick up your heels for dancing and more celebration in the ballroom. This is an evening that is sure to be remembered.



IMPORTANT For Meal Events-

- Ticket required. •Pre-seating assignments required
- See "Meal Function Seating" information for details.

July 3

## Nature's Paradise The Elite Partner and Volunteer Appreciation Luncheon

*Business casual luncheon sponsored by  
Platinum Partner Green Point Nurseries / Hawaii Tropical Flower Council and  
Diamond Partner Accent Decor*

Symposium wouldn't be possible without the support of many generous AIFD Partners and Volunteers. Take a break from all the activities and join the Symposium Committee as they pay tribute and thank all who make it happen. Exciting, exotic decor by Kevin Coble AIFD, CFD.

July 4

## Quintessential English Garden The Leadership Luncheon

*Semi-formal/dressy casual luncheon co-sponsored by  
Gold Partners David Austin Roses and Vasesource*

Join AIFD President Kim Oldis and the volunteer leaders of AIFD in celebrating a year filled with education, engagement and enlightenment. Aromatic, colorful decor by Jo Jarvis AIFD, CFD.

# SPECIAL EVENTS

Open to all registrants

June 29

## PFDE / Student Competition Reception

Open to all registered attendees, an informal time to view the creative works of the year's accreditation candidates and participants of the SAIFD Student Competition.

*Cash bar*

June 30

## "Discover" Opening Reception

The AIFD National Symposium gets underway with a wonderful cash bar reception. Mingle with old friends or get acquainted with new ones during this fun filled cocktail reception.

*Decor by Doug Bates AIFD, CFD  
Open to all Symposium registrants.  
Cash bar and light hors d'oeuvres*

July 1

## Partners' Expo Happy Hour Hospitality

Close out your day of shopping and resourcing during a festive hour of hospitality, networking and refreshments. You'll want to stay for the AIFD Live Auction and the announcement of the four finalists for the FTD America's Cup.

*Decor by Katie McCormick AIFD, CFD  
Open to all Symposium Registrants and Expo Badge attendees.  
Cash bar*

July 2

## Awards and Induction Ceremony

Everyone is invited to be present when AIFD honors this year's awards recipients, student competition winners and inducts its newest class of Accredited Members.

*Decor by Alex Jackson AIFD, CFD, PFCI*

July 3

## Meet, Mix and Mingle: Art For a Cause

Join us for an ART-filled networking hospitality happening in the Artist Showcase Gallery where beautiful, original pieces of art all created by AIFD members, friends and family will be showcased.

From paintings to floral sculptures this incredible exhibition will also include floral art created by emerging floral artist members of the AIFD Young Professionals Group. All art pieces will be for sale with the proceeds benefiting the SAIFD Chapters Education Fund allowing more students to attend the 2019 Symposium. Come join us and help send more students to Symposium.

*Decor by Polly Berginc AIFD, CFD  
Cash bar*

# ADVANCE/ON-SITE REGISTRATION

The programs lined up for AIFD's "Discover" are truly sensational and early registration sell-out is possible. Early registration will close May 15 and must be received with proper payment in the AIFD office by that date.

Standard registration prices are available following May 15 with on-site registration (if available) opening at noon on June 29 at the Marriott Wardman Park Hotel, Washington, D.C. No checks will be accepted for on-site registrations; cash or approved credit cards only.

**!** Premium and General registrations will be given priority over individual meal function tickets. Additional tickets may be purchased if available.

# REGISTRATION OPTIONS

Premium Registration (Great Value) Includes:

- educational programs and seminars
- meal functions
- Partners' Expo
- FTD America's Cup Competition
- and hospitalities

General Registration (Good Value) Includes:

- educational programs and seminars
- Partners' Expo
- FTD America's Cup Competition
- and hospitalities

**!** Hands-on workshops require an additional fee. See "Optional Events" on Registration Pricing Form for details.

## Additional Registration Options

There are other options designed to fit everyone's budget and time restrictions. Single Day and Expo Only badges are also available. See the Registration Pricing Form for details.

# CANCELLATION POLICY

Full refund if cancelled by May 15. A \$100.00 charge will be applied to any cancellations between May 16 and June 15. There will be no refunds made after June 15.

## Direct all inquiries and registrations to:

AIFD  
9 Newport Dr., Suite 200  
Forest Hill, MD 21050  
Phone: 443-966-3850, ext. 150  
Fax: 443-640-1031  
email: [info@aifd.org](mailto:info@aifd.org)  
Register Online: [www.aifd.org](http://www.aifd.org)

# DINNER SEATING

To assist you in being able to sit with your friends, table seating for the AIFD Awards and Induction Gala and the Leadership Luncheon is coordinated through an assignment of seats prior to each event.

Upon check-in with the AIFD Symposium Registration Desk, guests who registered for one or both of these meal functions will receive a seat assignment ticket for the event to which they have registered. Turn in your seat assignment ticket to the table-seating coordinator at the AIFD Registration Desk to be assigned your table number.

If you know that you'd like to sit with certain friends or family at either event, be sure to coordinate the collection of tickets in advance. Tickets turned in together will be seated together. Tables cannot be held without tickets.

**!** For the Awards and Induction Gala: All tickets MUST be returned for table assignment by noon the day of the dinner. For the Leadership Luncheon, all tickets MUST be returned by 3:00 p.m. the day prior to the luncheon. Otherwise AIFD cannot guarantee a seat for you, even if you have purchased a ticket. NO REFUNDS WILL BE GIVEN.  
Tickets WILL BE collected at all meal functions.



# WHERE TO STAY

The AIFD 2018 National Symposium will take place at the historical Marriott Wardman Park Hotel ideally located in Northwest D.C.'s Woodley Park neighborhood. AIFD has a limited number of rooms awaiting you at a special rate on an exclusive basis: \$159.00 per night for single/double occupancy, plus tax.

You can book your reservations in the following ways:

Website: <https://aws.passkey.com/go/84dc33d0>

Marriott Reservations 1-877-212-5752

For special rate, reserve by May 30, 2018

Refer to the group as AIFD or "Amer. Institute of Floral Designers"

Hotel Self-parking: AIFD has secured a reduced rate of \$25/night in the hotel garage.

# HOW TO GET THERE

Ronald Reagan Washington National Airport (DCA) is located approximately 10 miles from the hotel. If you are taking a cab (approx. \$30 with tip). Other options include (1) Super Shuttle, normally \$16 one way (2) Uber Car (3) Subway- Red Line delivers you to Woodley Park-Zoo / Adams Morgan stop.

# WHAT TO WEAR

Proper attire for most Symposium programs is "business casual." There are several events where other clothing is more appropriate. Suggested attire for the Awards/Induction Ceremony/Dinner is black-tie formal. Suggested attire for the Appreciation Lunch is business casual and for the Leadership Luncheon semi-formal/dressy casual is recommended.

Volunteers: plan on sporty casual attire and comfortable none-slip shoes.

**PROGRAMS & EVENTS**

REGISTRATION OPTIONS	PREMIUM REGISTRATION		GENERAL REGISTRATION		SINGLE DAY EDUCATION ONLY 7/2, 7/3, 7/4		PARTNERS' EXPO ONLY BADGE (7/1)	VOLUNTEER EXPERIENCE* LTD TO 35
	AIFD / CFD Member	Non-Member	AIFD / CFD Member	Non-Member	AIFD / CFD Member	Non-Member		<i>Pre-registration required See pg 10 for details</i>
Register before May 15	\$829	\$899	\$629	\$699	\$279	\$299	\$25	\$399
Register after May 15	\$879	\$899	\$679	\$699	\$279	\$299	\$25	\$399
Early Bird Programming	x	x	x	x				x
Discover Main Stage Programs	x	x	x	x	x	x		x
Inspire Creative Sessions	x	x	x	x	x	x		x
Impact Business Sessions	x	x	x	x	x	x		x
Steps to Membership	x	x	x	x				x
Steps to The Stage	x	x	x	x	x	x		x
Partners' Expo	x	x	x	x			x	x
Trend Lounge	x	x	x	x	x	x		x
Young Professionals Chill & Chat	x	x	x	x	x	x		x
PFDE/ Student Competition Reception	x	x	x	x				x
Opening Reception	x	x	x	x				x
Awards Induction Ceremony	x	x	x	x	x	x		x
Awards Induction Dinner	x	x						
Elite Partner Volunteer Appreciation Lunch	x	x						x
Leadership Luncheon	x	x						
Expo Hospitality	x	x	x	x			x	x
Meet, Mix and Mingle	x	x	x	x	x	x		x
FTD America's Cup Prelims	x	x	x	x			x	x
FTD America's Cup Finals	x	x	x	x	x	x		x

**OPTIONAL EVENTS**

Innovate Hands-On Workshops				
Pre-registration is encouraged / Limited to 30 registrants per class / Register for one workshop per day / Bring your own tools				
Advance registration	\$69			
Pay on-site (if available)	\$89			
	Mon, July 2	Tues, July 3	Wed, July 4	
Wearable Art... Boutonniere Rewired - Hosek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
East Meets West - Lam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tropical Fusion - Samek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
European Floral Techniques - de Bruyne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Nature's Bounty - Crabb	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Manic Mechanics - Foley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lush and Lavish Bouquets - McLeary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The Finishing Touch - Saldana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Fall, Winter & Christmas Trends - Ylvisaker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Subtotal Box A</b>				<input type="text"/>
Individual Meals (Included with Premium Registration)				
July 2, DiscoverRED: Awards/Induction Gala Dinner. Pre-seating assignments required.			\$149	<input type="checkbox"/>
July 3, Floral Paradise: Appreciation Lunch			\$89	<input type="checkbox"/>
July 4, Quintessential English Garden: Leadership Luncheon. Pre-seating assignments required.			\$129	<input type="checkbox"/>
Meal Preference (special dietary concerns to the best of our ability)	<input type="checkbox"/> Vegetarian	<input type="checkbox"/> Gluten Friendly		<input type="checkbox"/> Diabetic
Specify Food Allergies _____	<b>Subtotal Box B</b>			<input type="text"/>
AIFD Foundation Events space is limited / net proceeds benefit the AIFD Foundation				
July 1, An Evening with Laura Dowling			\$100	<input type="checkbox"/>
July 5, A World Class Hands-On Design Experience			\$195	<input type="checkbox"/>
Pay Before May 15			\$175	<input type="checkbox"/>
<b>Subtotal Box C</b>				<input type="text"/>

\*Volunteer Experience is limited to the first 35 registrants. Be sure to check your eligibility to participate in this program before registering.

Registration, attendance or participation in any Symposium meetings or activities constitutes an agreement by the registrant to the use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities by AIFD and other third parties, including but not limited to the association, the venue, the host city, etc.

Your contact information may be provided to the Premier and Diamond Partners as part of their Elite Partner Benefit. If you wish to opt out, please check here.

**Submit registration to:**  
 AIFD  
 9 Newport Dr., Suite 200  
 Forest Hill, MD 21050  
 Phone: 443-966-3850, ext. 150  
 Fax: 443-640-1031  
 email: info@aifd.org  
 Register Online: www.aifd.org

**ATTENDEE INFORMATION**

Name \_\_\_\_\_

First Name for Badge \_\_\_\_\_

Business Name \_\_\_\_\_

Phone (      ) \_\_\_\_\_

E-Mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Country \_\_\_\_\_

Emergency contact \_\_\_\_\_ Phone \_\_\_\_\_

Please check here if this is your first time attending Symposium

**REGISTRATION OPTION** (check one or more)

Premium     General     Expo     Volunteer

Single Day:     Mon, July 2     Tues, July 3     Wed, July 4

**REGISTRATION SUBTOTAL**

**OPTIONAL EVENTS SUBTOTAL**

(Insert total from box A, B and C here)

**TOTAL AMOUNT**

Check enclosed

Please Charge my:     Visa     Mastercard     AMEX

Cardholder \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

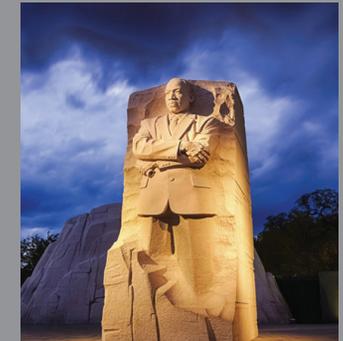
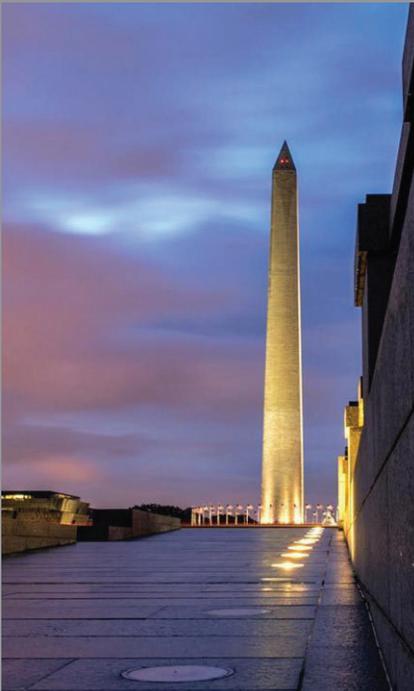
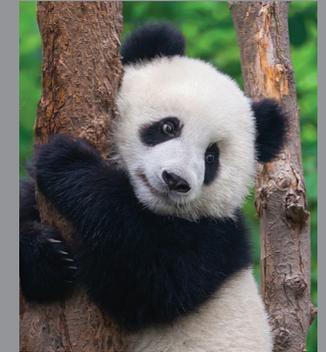
City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Country \_\_\_\_\_

Signature \_\_\_\_\_



# DISCOVER



## WASHINGTON, D.C.

From food and wine to cultural events to American history, you can find it all in D.C.

It's easy to ride the Metro or hop on a bike and explore all that D.C. has to offer. Walk the halls of free Smithsonian museums, paddle on the Potomac River or sit back on a double-decker tour bus and soak up some history. Local shops, funky marketplaces and people-watching hot spots beckon by midday, as nighttime gives way to multi-course dinners and drinks from local breweries. However you spend your time here, make it count.

Visit [washington.org](http://washington.org) for Deals, Free Official Visitors Guide and D.C. Insider Newsletter.

