

# Focal Point

## AIFD Announces New CEU Requirements Requirements Go into Effect 2012

**A**s AIFD members, we are proudly recognized as leaders within the floral industry. Recently a subtle, but important, change was incorporated into our continuing education process. This subtle change will better allow AIFD members the opportunity to be recognized for their contributions to the floral industry, local business or community affairs, and church or school activities.

In the past, each AIFD member was required to earn 25 CEUs (remember - 20 points can come from attending National Symposium) every three years. Under the new guidelines, beginning in 2012 AIFD members will now include within their report at least five units of the twenty five submitted being "Service/Leadership." It is the goal of AIFD to demonstrate that its members are not only talented design artists but also individuals who are truly dedicated to the mission of AIFD, which is to advance the art of professional flower design through service

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# President's Welcome

## Spring, New Growth...Celebrate with AIFD!

Where flowers bloom so does hope. - Lady Bird Johnson

SPRING! As the cold earth in our part of the world awakens from its long winter's nap, how exhilarating it is to experience the beauty of spring once again. We watch each day as more fresh green foliage and colorful flower buds burst forth from the brown sleepy ground and suddenly everything feels new again. It is an exciting time of year for those who are passionate about flowers.

For passion to take hold, we first have to have a vision of an alternate future that ignites a fire within us. - Lane Wallace

It is an exciting time for those who are passionate about AIFD, as well. As President, I have the great pleasure of visiting each of our individual AIFD regions for a meeting or special event during the year. In the North Central region, I had the opportunity to experience their motivating interaction with floriculture students at the FFA National Convention – this is a great way to encourage young people to choose careers in our industry. I was included in a couple of energetic planning sessions with Northwest, as they plan what shapes up to be a fabulous symposium (check it out on the Facebook IMAGINE page, and register on the AIFD website now!) I enjoyed a tremendously successful Southwest Wedding Show that was an impressive production of both design and digital talents. I visited with Northeast members as they once again did an awesome job of presenting AIFD talents before a vast number of consumers at the renowned Philadelphia Flower Show. I attended the Southern Symposium, and knowing that region's rich tradition of excellence, it was a great event, as well. I also look forward to interacting with the South Central membership and discovering what energetic plans they are making. While participating with these regions, I have been so impressed by the joy and passion that our dedicated members pour into these events. That is the core of the AIFD experience.

When you have only two pennies left in the world, buy a loaf of bread with one, and a lily with the other. - Chinese Proverb

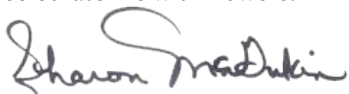
Flowers are food for our creative souls. To feed our thirst for floral knowledge, we each go through an evaluation process to become an AIFD member. We are inducted as individuals, and we arrive with the thought of 'being' AIFD once we get there. However, we soon realize that AIFD is a collective spirit. It is not simply about adding the initials to our professional name. It is about belonging to a network of people who 'get it.' They love and speak the language of flowers just as we do. They will spend endless hours of hard work alongside other designers to create the vision – just like us! To truly 'be' AIFD is to actively connect with our peers by sharing ideas and experiences.

Spring is also the growing season for AIFD. Potential new members are signing up for PFDE evaluations. Symposium attendees are registering for San Francisco. Incoming President **Tom Bowling AIFD, PFCI** has been working diligently to appoint the leadership committees that will develop the AIFD vision for the coming year. If he calls upon you, please say yes as the rewards are great for both yourself and AIFD. If you are not appointed to a committee, choose an area that you are passionate about and contact the committee chair to volunteer as a support person. Active participation is a gift you give yourself. It is the most abundant way to increase your skills and develop lifelong floral friendships.

Speaking of our friends, as current, disastrous natural events transpire in Japan, please keep our international members in your thoughts and prayers.

As we near our fabulous San Francisco Symposium – IMAGINE July 4–9 please be in contact with your current committees to make advance preparations in creating the ultimate floral experience. Thanks for all you do for AIFD!

Celebrate life with flowers!



Sharon McGukin AIFD, AAF, PFCI  
AIFD National President



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# READING CORONER: THE SOCIAL MEDIA ADVENTURE

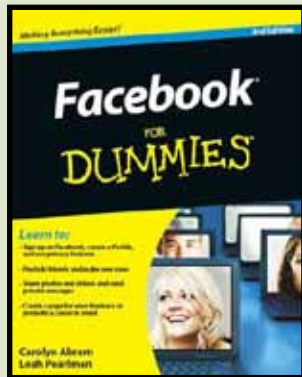
Don't tell me you're NOT one of the 500 million people who has a Facebook account!

That's right, 500 million people worldwide use Facebook for everything from catching up on the latest hot gossip to marketing their businesses. So to get you up to speed on one of the most popular and current marketing trends, this reading adventure visits not just one, but three books. So for those of you who have not yet taken the steps to "get with it," or for those who have heard rumors about the 'evils' of social networking sites, if you want to grow your business, and you might even be one of those who has said, "I don't have time," well, you'll want to make time for these books. (HINT: For maximum satisfaction, books should be read in the order in which they are presented!)

So what is social media and social networking? Well the social part of it is a way to connect with current friends, lost friends or relatives. The media or networking part is the opportunity to connect with your customers, market your business, find suppliers, trends and the list goes on and on.

OK, here's the first book, "Facebook For Dummies" [For Dummies (Computer/Tech)]

by Leah Pearlman and Carolyn Abram (Oct 5, 2010). As with all the Dummies book, this is a great place to start. It will walk you through all the steps from signing up to uploading photos and much more.



Signing up is easy. Just enter your email (you do have email don't you), your name and birth date. That's it and you're in. You'll then get a Facebook page, which will take a little time to customize, but it's not that hard. For those people gifted enough to know how to "tweak" various settings such as privacy, etc., it's pretty straightforward. But for newcomers here is a nice TIP many Facebook users do not know. Go back to your personal settings and remove the year you were born. Yep, you can do this. Remember, you can customize anything!

Now you'll want to get a photo of yourself on there. Suggestion. Do not put a picture of a bouquet or a flower there. Why? Because when you ask someone to be your friend most people want to see a picture of who they are "friending" and not picture of a flower.

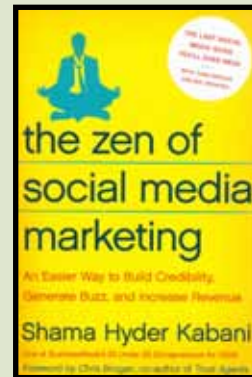
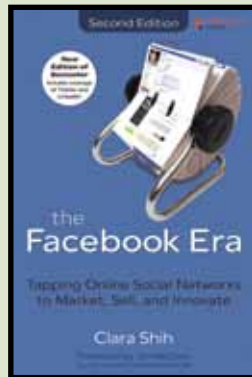
Having friends is the heart of social networking and now that you have friends ☺, you decide whether you want this to be a site for you and family, or you and friends, or you and florists or everybody in the whole wide world! Many people start by being very cautious about who they 'friend' but later have hundreds of friends. As you may have already concluded, in the world of Facebook the word friend is not used in the traditional sense of the word. Think of it more like "contacts." Basically you gain more friends/contacts by either asking someone to be your friend, and they need to accept, or other people are asking you to

confirm/accept them as a friend. It's easy.

The next stage for those who are still scared to death and don't yet know how to use your new Facebook page as a business tool, keep reading.

The second stop in this social media adventure is, "The Facebook Era: Tapping Online Social Networks to Market, Sell, and Innovate (2nd Edition)" by Clara Shih (July 31, 2010). This book goes way beyond the basics and explains social network marketing and how to use it. The big payoff with Shih's book, different from the many books out there, is that the author explains how to make money on the site and includes a 60-day plan for marketing your business on Facebook.

As you get more comfortable using social media for business, as far as marketing goes, there are many things you can do. On your personal page, you can list the beautiful things you are creating at the shop, but better yet, you will want to set-up a fan page. This is where you can



list your shop and the exciting work and events the shop is doing. You can list your website on the fan page. Then monitor your website to discover how

successfully your Facebook page is driving traffic to it. You can post invitations to open houses at the shop or post photos of your latest event. You customize your own pictures and information, as often as you like, to promote the business.

The final book is a great read and very hard to put down once you start. It is "The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue" by Shama Kabani and Chris Brogan (Apr. 6, 2010). In this book, other social networking sites are clearly explained. How they work, why they work and how each one can benefit your business and specifically why you want to have multiple social media accounts. Yes, there are a variety of business strategies to warrant having more than one account. Ergo the adventure!

Well there you have it. In today's fast paced high tech world there is just no excuse not to have a Facebook account. It's great to reconnect but even better, to have at your fingertips, a method of marketing yourself and your business. Now you have some great reading to get you started. And after you get your account set up, go out and make new friends. ☺





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## News and Notes You Need to Know!

### Symposium is Only Months Away!

The 2011 AIFD Symposium is only months away and we want to make sure you have all of the information you need right at your fingertips. Please visit [www.aifd.org](http://www.aifd.org) for any details you need to make your plans to visit San Francisco July 4-9! IMAGINE how educational and exciting the programs will be. IMAGINE the memories you will make with old friends and new. IMAGINE the ideas, techniques and tools you will take home to use in your own floral design...Just IMAGINE the endless possibilities!

New this year is the friend & family concierge desk. San Francisco is a very popular destination city for vacations, and many of you will be bringing friends and family with you for a "working" vacation. A group of Bay Area AIFD friends under the leadership of **Dianna Vigil AIFD** have volunteered to maintain a "Friends and Family Concierge." This is a desk where you can ask questions and gather information about where to eat, sights to see, shopping suggestions, directions to a museum, fun things for kids to do as well as how to use the public transportation system. Yes, there will be fireworks in San Francisco on July 4. Your "Friends and Family Concierge" can suggest the best viewing spots, as well as special tours and cruises on the bay. Need advice now? E-mail us: [jimvigil05@comcast.net](mailto:jimvigil05@comcast.net).

### Advance and On-Site Registration

The programs lined up for IMAGINE are truly sensational. Over the last six months IMAGINE has created quite a buzz in the floral world and we are expecting an early registration sellout. Be sure to register early! Advance registrations will close on June 20 and must be received with proper payment in the AIFD office by that date. On-site registrations (if available) will open at 8 a.m. on Sunday, July 3 at the AIFD Registration Desk in the Marriott Marquis Hotel. No checks will be accepted for on-site registration; cash or approved credit card only. Important: Priority to meal functions will be given to "Full" registrations.

### Special Registration Options

We recommend the Full registration, as it is the greatest value. This includes all programs, seminars and meal functions. However, there are other options designed to fit everyone's budget and time restrictions. An Education Only registration includes all programs and seminars, but no luncheons or dinners. Or, you may opt for a Single Day registration and view only the programs and activities of a single day. Whatever your choice, do plan to attend IMAGINE, the floral industry's most spectacular floral design happening

### Book Your Hotel Room Today

AIFD's exciting symposium activities, including the Professional Floral Design Evaluation (PFDE) session, will all take place at the San Francisco Marriott Marquis Hotel. AIFD has secured an attractive room rate of only \$155 per night plus taxes (single or double) for Symposium registrants. To make your reservation, call (888) 575-8934 or visit [www.marriott.com/hotels/travel/sfodt-san-francisco-marriott-marquis](http://www.marriott.com/hotels/travel/sfodt-san-francisco-marriott-marquis) to go directly to the hotel's website -- be sure to reference AIFD.

All room reservations must be made by June 11 or you will not be guaranteed the AIFD rate. Also of importance, July 3 and 4 are traditionally sell-out nights for the hotel due to the Fourth of July holiday, so again, be sure to register early. The AIFD room block will fill up quickly so please make your reservation now. Be sure to mention you are with AIFD in order to receive your discounted rate!

### Want to Volunteer???

Symposium is a major event and each year many attendees ask if they can volunteer to help in some small way. We'd love your help. You do, however, need to be Full or Education Only registered to attend Symposium in order to be a volunteer. If you are interested in being a volunteer contact **James Lowe AIFD** at (701) 838-2868 or [jalowe@lowesfloral.com](mailto:jalowe@lowesfloral.com).

### Reserve Your AIFD Symposium Book Fair Table Today!

Are you an AIFD Partner Member or Accredited Member who is interested in showing products written or produced by yourself at the 2011 Symposium "Imagine" in San Francisco this July? Then you need a Book Fair table! A Book Fair table is only \$150 or \$175, if paid after May 20. Interested members should email **Tom Shaner** at [tomshaner@assnhqtrs.com](mailto:tomshaner@assnhqtrs.com) with your interest.

### Want to Be a Mentor???

The dictionary defines a mentor as a loyal friend, wise advisor, a teacher and a guardian. Do you remember your first symposium? Did you know anyone? Did you wish that there would be someone that you could go to with questions? Maybe show you the ropes and take you behind the scenes of our National Symposium? We have heard from many first timers that they felt somewhat alone and intimidated when they attended their first symposium. I'm sure a lot of you can remember and relate to those feelings.

We need approximately sixty mentors in San Francisco. Each region is challenged to send a minimum of ten members to our program. More would be even better! Each member will be "assigned" to four or five new attendees. You can help them get to know just what happens at symposium. It will be nice for them to know there is someone they can turn to with questions or concerns. The First Timers Orientation and Tour is Monday, July 4, at 5 p.m. We hope to see all the regions well represented. Let's show our first-timers what a great organization AIFD really is!

## Elite Symposium Sponsors to Date:



The 27th Annual Bouquets to Art was held March 15-19 and featured 150 floral arrangements by prominent Bay Area designers and garden clubs, which interpreted and complemented the museum's permanent collection.

Several AIFD designers had arrangements that were featured, including Jon Robert

Throne AIFD, who presented two hands-on design classes. Jon demonstrated how to quickly and cost-effectively transform one basic style into several glamorous profit generators. He also demonstrated step-by-step how to create wearable flowers from speedy, simple wrist corsages using glue to exquisite floral jewelry.

Ian Whipple AIFD, Stella Shen AIFD, Mike Hollenbeck AIFD, J. Keith White AIFD and Kimi Ynigues AIFD were also featured at the museum's show.

Bouquets to Art is the largest fundraiser held to benefit the Fine Arts Museums of San Francisco, and one of the country's premier floral events. Organized and produced by the volunteer members of the Fine Arts Museums Auxiliary, Bouquets to Art raises funds to support acquisitions, special exhibitions and educational programs.





# Communication Center

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

Jan. 10, 2011

AIFD Mourns Loss of Perry Gene Walston

Jan. 21, 2011

AIFD Foundation Newsletter

Jan. 25, 2011

Submit Nominations for 2011 AIFD Awards

Feb. 2, 2011

Focal Points is Hot off the Press

Feb. 22, 2011

Last Call for AIFD Awards Submissions

March 9, 2011

Register for AIFD Southern Conference

March 16, 2011

AIFD Mourns Loss of Longtime Member Julian Daniel Bridges

March 17, 2011

Reserve Your AIFD Symposium Book Fair Table Today

*If you are not receiving AIFD e-mail blasts visit [www.aifd.org](http://www.aifd.org) and make sure we have a current e-mail address in your profile.*



## AIFD Southern Chapter Shows Support for Florida FFA

On Feb. 5, 2011, the Southern Regional Chapter of AIFD joined forces with Florida FFA at their annual Floriculture Career Development Event (CDE). The event was held at the Pinellas Education Center (PTEC) in St. Petersburg, Fla. Thirty one high school and nine middle school teams from throughout Florida gathered to compete for the state championship. AIFD coordinated and administered a boutonniere practicum for the students under the direction of **Merry Mott, FCHP**, FNGLA director of industry certifications. The purpose of the Floriculture CDE is to stimulate interest in learning activities related to the floriculture industry, including the identification of plants, business situations and safety issues. Southern AIFD members that were key to the success of the event were **Robyn Arnold AIFD, Sylvia Bird AIFD, AAF, PFCI, Tina Stoecker AIFD, AAF, PFCI, Brita Edlbauer AIFD, Terri Kleismit AIFD and Russ Kleismit AIFD, 2011 Inductee Anthony Swick CFD and Kevin Coble AIFD.**

The week following the event, the Southern Chapter was notified that the students and president of an Orlando FFA chapter enjoyed the boutonniere practicum so much that they have decided to make it a fund raising project for their chapter. What a way to stimulate the interest of possible future members of our Institute. Way to go Southern Chapter!

A promotional flyer for The Knot Wedding Network. The top half has a yellow background with the text "see your floral business blossom." in a mix of serif and sans-serif fonts. Below this, it says "Sign up for a marketing plan with The Knot Wedding Network to reach nearly 80% of brides seeking local florists." followed by two bullet points: "&gt; 4,600+ new members each day" and "&gt; 17 million new members each year". The middle section has a white background with the heading "TAKE ADVANTAGE OF THESE SPECIAL SHOW DISCOUNTS!" and two bullet points: "20% off any two or more services purchased from The Knot on show day" and "10% off any service purchased from The Knot up to 30 days after the show". The bottom left features a blue circular badge with the text "VISIT US AT THE SHOW! LOCALSALES@THEKNOT.COM 800.843.4983 EXT. 128" and "the knot WEDDING NETWORK". The bottom right shows a close-up of a large, white, multi-petaled flower arrangement on a dark base, with the credit "Photographer: Anastasia Mendis" below it.



(l-r) Anthony Swick CFD, Russ Kleismit AIFD, Terri Kleismit AIFD, Sylvia Bird AIFD, Kevin Coble AIFD, Robyn Arnold AIFD, and Brita Edlbauer AIFD. Tina Stoecker AIFD not shown.





## 2012 AIFD Symposium July 12-15 Miami, Fla.

### Would you like to lead a program at the 2012 AIFD National Symposium?

To consider your proposal we need as much information as possible. Visit [www.aifd.org/2012SympProgramProposal.pdf](http://www.aifd.org/2012SympProgramProposal.pdf) to download the entire application. **The deadline to submit proposals is Aug. 1, 2011.**

For the best consideration: Complete all questions with as much detail as you can. We request a detailed outline of your program, with sketches or pictures and a video clip. In this wonderful digital age, video cameras are everywhere. Think of this as an audition. Set up a simple scene, make a sample arrangement, relax, be yourself, talk about your program, explain it to the camera, make it come alive. Don't worry about the quality. We are looking for fresh ideas and your ability as a presenter. If you are going on stage in front of a thousand people, you can perform for the camera. The video should be approximately 20 minutes in length, no editing or music needed-just you and your program ideas. Your video clip may be in any format: VHS, mini-DV, DVD or a digital file uploaded to us. Contact **Tina Stoecker AIFD, AAF, PFCI** for more information at [tinastoecker@yahoo.com](mailto:tinastoecker@yahoo.com).

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For more information visit: [www.ccfcr.org](http://www.ccfcr.org)

# Calling All Volunteers!



President-Elect **Tom Bowling AIFD, PFCI** is actively contacting people to assign committees for the upcoming year. If you are interested in participating, please contact him at [Tabfloral@yahoo.com](mailto:Tabfloral@yahoo.com). If the committee you are interested in is fully committed, contact the new chairperson and offer your services as a resource person who can be called upon for extra help. Many hands make light work!

Also, if you are interested in getting the most from your San Francisco experience by volunteering to help, contact James Lowe. (see page 6)

We need your help!

## Bits and Pieces



### Your Help is Needed with the Symposium Education Guide

As many of you know, **Patti Pottle AIFD, AAF** is very ill and has had to withdraw as the editor of the Symposium Education Guide.

The IMAGINEERS have created a team to prepare this year's Symposium Education Guide. Yes, it takes a "team" of people to replace Patti.

We need a few more team members. Are you an illustrator? Can you sketch? How about creative writing? Are you skilled in Adobe InDesign, Adobe Photoshop or Adobe Illustrator? Would you be willing to type a few pages of hard copy into MS Word? And, yes we need experienced proofreaders!

If you would like to help, please contact **Lee Gallison** at [lee@gallisondesign.com](mailto:lee@gallisondesign.com) or (626) 796-5915. AIFD appreciates any help you can give!

### Speaking of Patti...

Cards and notes of well wishing would be appreciated. You can send them to: Melrose/Wakefield Hospital, ICU area, 585 Lebanon St, Melrose, MA 02176, Phone (781) 979-3000. Get better soon Patti!

### AIFD Mourns Loss of Longtime Member

It is with great regret that AIFD announces the passing of longtime member **Julian Daniel Bridges AIFD** of Moultrie, Ga.

Inducted into AIFD in 1977, Mr. Bridges had been in the floral design industry since 1950. His talent and creativity were manifested in his floral tribute for President Dwight D. Eisenhower - a large portrait made entirely of South Georgia camellias, presented to him on a hunting trip to Thomasville, his family remembered of him. Our thoughts are with Julian's family at this difficult time.

### FTD Releases Videos on YouTube Flower Channel

FTD has released several videos that offer tips on how to care for flowers, arrangement ideas, how to extend the life of flowers and more. See them for yourself at [www.youtube.com/ftdflowers](http://www.youtube.com/ftdflowers).

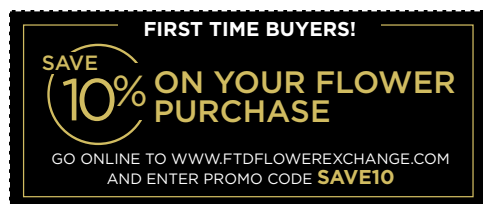


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# Everything You Need to Know:

**C**attleya orchids, named after William Cattley in the early 19th century, is a genus of 113 species of orchids from Costa Rica to tropical South America. They occur in all colors except true blue and black.

The cattleya orchid plants have one of the largest flowers, around 10 cm across, sometimes even slightly more. Most of cattleya orchid blossom only once per year and the flowers last only about up to three weeks. The typical flower has three rather narrow sepals and three usually broader petals: two petals are similar to each other, and the third is the quite different conspicuous lip, featuring various markings and specks and an often frilly margin.

**Common Names:** Cattleya Orchid, Japhette Orchid, Corsage Orchid.

**Botanical Name:** Cattleya, (KAT-lee-ah)

**Availability:** Year round

**Vase Life:** 5 to 10 days with water supply. 1 day as a corsage without water.

**Storage Temperature:** 45 - 50 F

**Design Notes:** Cattleya Orchids are generally used for wedding and corsage work. They can be used in arrangements if the water tubes are inserted into extenders.

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

**Conditioning:** Cattleya Orchids are usually sold with the cut end inserted into a tube of water. Refill the tube with fresh water then recut the stem, removing only a small portion and re-insert the blossom into the water tube.

*\*Sources - Wikipedia (<http://en.wikipedia.org/wiki/Cattleya>) and The Floral Design Institute ([www.floraldesigninstitute.com](http://www.floraldesigninstitute.com)).*



**EXPERIENCED FLORAL DESIGNER:** Karin's Florist- large floral and retail shop in the heart of Vienna, VA is recruiting now for an experienced Floral Designer to begin before the start of the spring holidays and upcoming wedding season. Floral Experience is a MUST: Applicants must have a solid background from extensive work in the field, ease in designing a wide range of floral arrangements (daily work orders, wire-services, funerals, etc). Expertise in weddings and events is a plus. Additional requirements include: excellent interpersonal skills, natural creativity and understanding of customer service and teamwork. Full-Time schedule requires availability to work evenings and weekends. Please send your resume and pictures of your work to [brenda@karinsflorist.com](mailto:brenda@karinsflorist.com). Bring your talent and enjoy a great working environment, company benefits, and growth opportunities at Karin's Florist- Flowers Worth Remembering!



**FLORAL DESIGNER:** Minimum two years experience in a florist setting. We are a fully computerized shop, featuring all styles of design. Good people skills a must. Normally 20 to 30 hours per week, 40 hours per week during the holiday seasons (Valentines', Mother's Day, October, November, December). Compensation commiserate with experience. We have been in business since 1978, many corporate accounts, party events, etc. Our information: Angela's Florist and Gifts, 2329 Michael Dr., Newbury Park, CA 91320 (805) 498-6696.



# Smithers-Oasis Launches OASIS® Floral Foam Maxlife

What keeps florists up at night? Will that centerpiece last through the holiday? Will the petals brown prematurely? Florists know that beautiful, lasting flowers can make or break their reputation. Now they have a powerful new weapon in their arsenal – new OASIS® Floral Foam Maxlife, from Smithers-Oasis, the company that first invented floral foam more than 50 years ago.

Quelling florist anxieties about flower life, OASIS® Floral Foam Maxlife is scientifically proven to provide longer life for flowers – up to 50 percent longer – than any previous floral foam. And, for the first time, it is the only floral foam proven to provide flower life as long, or longer, than a vase of water. It achieves this for a variety of flowers, including roses and traditionally problematic flowers such as gerberas.

This major product release comes directly in the wake of newly released data indicating that top concern of consumers purchasing from a florist is flower life, according to the Prince & Prince market research company. While this has been the top concern of flower-buying customers for years, the newly released 2010 data notes a 10 percent increase in this sentiment, indicating that consumers increasingly demand more from florists, particularly longer flower life.

“This is the best time Smithers-Oasis Company could have improved our floral foam so drastically to respond to the consumer needs,” said **Bob Williams**, vice president of Smithers-Oasis North America. “To be successful with today’s savvy consumer, florists must provide noticeable value and flower life is the number one request. OASIS® Floral Foam Maxlife extends the life of fresh cut flowers preventing premature browning, petal drop, bent-neck and more.”

“There is a noticeable increase in the flower life of my arrangements,” said flower shop owner and Smithers-Oasis Design Director **Neville MacKay**. “All florists occasionally get a returned arrangement because the customer wasn’t satisfied with how long it lived. With OASIS® Floral Foam Maxlife, I truly think that is a worry of the past.”

“I was always able to design ahead of time for weddings and other events thanks to OASIS® Floral Products,” said freelance designer and Smithers-Oasis Design Director **Frank Feysa AIFD**. “But now with OASIS® Floral Foam Maxlife I don’t see even the slightest wilting, browning, or premature opening of roses and hydrangeas and gerberas in foam last just as long, if not longer than a hand-tied bouquet.”

OASIS® Floral Foam Maxlife:

- Prevents premature petal burn, wilting and petal drop.
- Prevents premature browning of petals.
- Stops premature bent neck in flowers with soft stems.
- Stops leaves from premature yellowing, browning and falling off stems.
- Prevents stem burn.
- Arrangements made with floral foam should be watered daily; however, if a consumer forgets to water, flowers in OASIS® Floral Foam Maxlife will keep fresher, longer than unwatered arrangements in floral foam.

New OASIS® Floral Foam Maxlife is in all OASIS® Floral Foam products including bricks, bouquet holders, Mache Shapes, and all designer shapes.

Smithers-Oasis will continue to post the results of its flower testing on its website ([www.oasisfloral.com](http://www.oasisfloral.com)) and facebook page ([www.oasisfloral.com/facebook](http://www.oasisfloral.com/facebook)). Time lapse video of OASIS® Floral Foam Maxlife can be viewed on [www.oasisfloral.com/IDEAChannel](http://www.oasisfloral.com/IDEAChannel). The company is also encouraging florists to try this new floral foam and share their successes in their facebook community.



# AIFD AGGOLADES

**Derek Woodruff AIFD, MCF** took home the Michigan State Designer of the Year Award during the 2011 Great Lakes Floral Expo that took place March 4-6 in Grand Rapids, Michigan. He was also awarded the Chuck Bannow Award for "Best Overall Competition Piece." Congratulations Derek! 🌸



A group of AIFD Members teamed up with Fiesta Parade Floats, the leading award winning float-builder in the Tournament of Roses Parade, to create a float for the Tournament of Roses Parade. A photo of the award winning team is below. 🌸



Congratulations to North Central member **Debbie Royal AIFD** on moving back into her rebuilt shop after a devastating fire at the end of Feb. 2010. After operating in a small space for eleven months, she is happy to be moved into her beautiful and redesigned shop. 🌸

**Rae Roberts-Griffith AIFD, ICPF**, president of the Illinois State Floral Association, reports AIFD members were a big hit at the Illinois State Florists Association's Spring Conference that took place March 10-13. **Jodi Duncan AIFD** took home the Land of Lincoln Cup designer contest. **Karen Koven AIFD** was 1st runner up and **John Windisch AIFD** won 2nd runner up. Congratulations to all three members! 🌸



AIFD member **Cherrie Silverman AIFD, AAF** of Cherry Blossoms Florist in Westminster, Colo. was recently featured in The Denver Post. Her article, which came out just in time for Valentines Day, highlighted the joys of floral designing. Read the article at [www.denverpost.com/lifestyles/ci\\_17373261](http://www.denverpost.com/lifestyles/ci_17373261). 🌸

**Karyn Brooke AIFD** of Sidelines Custom Floral Designs in Kansas City was featured in an article titled "Karyn Brooke knows the power of flowers" in the Kansas City Star on February 13. Her article highlighted her longtime success as a shop owner and floral designer. 🌸

AIFD member **René van Rems AIFD, PFCI** will be returning again this year as the Rotunda Designer at the San Diego Museum of Art's *Art Alive* taking place April 28, 2011 - May 1, 2011. Celebrating its 30th year, *Art Alive* is the Museum's preeminent fundraiser and one of the longest running and most widely attended events of its kind in the United States. The unique exhibition of floral arrangements is created by more than 100 floral designers who take inspiration from the Museum's renowned collection. For more information on this event visit [www.sdmart.org/programs-events/art-alive-2011](http://www.sdmart.org/programs-events/art-alive-2011). 🌸

## GOT NEWS???

Has something exciting happened to you, your chapter or do you know of an AIFD member who doesn't want to toot their own horn but needs to?

Have you been involved in a research or community service program that you'd like the rest of the membership to know about or get involved in?

Have you received an award or honor? Have you received a promotion or been named to a new position?

Have you or your chapter been making headlines in your local paper or favorite trade publication?

If you have any ideas for topics you would like to see featured in *Focal Points*, or any articles that you've written that you believe would be helpful and educational, we want to hear from you!

E-mail your tips, ideas, articles and images to **Molly Baldwin**, director of communications, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com) or **Janet Black**, newsletter editor, at [designsflorist@live.com](mailto:designsflorist@live.com) or call (410) 752-3318 with questions.

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Featured in this issue:



Tom Simmons AIFD  
AIFD Past President



Gerard Toh AIFD



Cindy Tole



Kevin Ylvisaker AIFD, PFCI  
AIFD Past President



# AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. A great benefit of our organization is the ability to network and interact with fellow members. By profiling the leaders of the association, we want to offer you the opportunity to get to know the members of the National Board a little better.

We'd like to introduce you to **Vonda LaFever AIFD**, membership chairperson for AIFD.

**AIFD: What is your job position and your specific responsibilities?**

**Vonda:** I am a freelance designer/consultant and proud to be on the design team of Teleflora Education Specialists.

**AIFD: As a member of the board, what are your personal goals for the advancement of AIFD?**

**Vonda:** As the membership chairperson, I feel that for the advancement of AIFD we must continue to maintain the high standards in the AIFD accreditation process and develop a strong mentorship program to encourage Certified Floral Designers (CFD). An upcoming evaluator/judge certification program will only add to the professionalism and integrity of our members.

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

**Vonda:** I have had many mentors in this industry. Starting with **Peggy Harrison** in Ames, Iowa, who gave me my first job in her flower shop. Then many going forth—to mention just a few: **Bobbi Ecker-Blatchford AIFD, PFCI, AAF**, who encouraged me to become an AIFD member, **Wilton Hardy AIFD, Richard Milteer AIFD, AAF, PFCI**, and **Herb Mitchell AIFD** for their knowledge and inspiration and **Rich Salvaggio AIFD, AAF, Marie Ackerman AIFD, PFCI, AAF** and **Michelle Perry-White AIFD**, who continue to inspire me with their endless talent and energy.

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

**Vonda:** I very much enjoy designing Sympathy Designs for family tributes. I feel it is such an honor to be able to make the final tribute to a loved one. Next to that—everyday occasions. Designing for an anniversary or birthday to make receiving flowers a lasting memory.

**AIFD: What issues are most important to you professionally?**

**Vonda:** Education most describes the issue I feel is of most importance. Education of the flower buying public, from care and handling to the importance of using accredited floral designers [to design their floral pieces]. Sharing the advantages of floral design as a profession as part of the education of high school students is also important. Lastly, educating floral designers and shop owners on how to achieve the highest level of success—both financially and professionally.

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

**Vonda:** I enjoy spending time with family and friends. Spending time in the kitchen, cooking and baking, is also nice. It is hard to beat sitting in the sun with a nice glass of wine watching the dolphins.

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

**Vonda:** Be thankful for your God-given talent and work to bring it to the highest level possible. Volunteer to help other designers, as there is something to be learned from everyone. Love what you do... and as in any profession, hard work, dedication and commitment will bring great fulfillment, joy and success.



# KC Floral Design: Putting on AIRs!

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 1 at the College. Students in the Student Floral Design Club worked with **Joyce Grattoni AIFD** on creating floral designs for contemporary weddings.

Joyce was the floriculture instructor at Harper College for 18 years and the department coordinator for eight years. She currently has her own wedding event business, Grattoni's, through which she works with brides all over the Chicago area designing everything from simple bouquets to grand receptions.

Grattoni presented on staying current on the trends of today's bride, including sources for the latest color pallets and gown styles for the 2011 bride, how to conduct a bridal consultation to meet prospective bride's needs and offer floral design suggestions. After the presentation, the students were able to make a hand-tied bouquets and matching boutonnieres, as well as work on a sample centerpiece.

Floral Design Instructor **Janet Gallagher AIFD** stated, "It was a great afternoon for the students to ask questions and gain insight from an expert." The students also enjoyed a casual lunch with Grattoni at which they were joined by **Sara Pohl**, dean of the Career Technologies division at Kishwaukee College, and **Bill McKinley AIFD** the associate dean of Career Technologies, as well as other faculty from the horticulture department.

The AIR program is offered through the AIFD to bring together industry professionals and floral design students at colleges and universities with Student AIFD chapters. Kishwaukee College is one of only 14 college SAIFD chapters nationwide.

For more information on the Floral Design Program at Kishwaukee College, call (815) 825-2086, ext. 2830.

\*Source: [http://www.wifr.com/hometowns/headlines/KC\\_Floral\\_Design\\_Putting\\_on\\_AIRs\\_117803008.html](http://www.wifr.com/hometowns/headlines/KC_Floral_Design_Putting_on_AIRs_117803008.html).

- Continued from Cover -

and leadership. This small change helps us to further our efforts in achieving this goal.

Service/Leadership CEUs are easy to earn. They can be gained by being an officer/committee chair/committee member of any AIFD or any other floral industry organization or, for that matter, in any business or community organization such as your Chamber of Commerce, charitable organization, local business or community organizations, church or school activities. They can also be earned by being the presenter of floral design education. Again, this Service/Leadership requirement will go into effect beginning with those who submit their CEUs in 2012.

Remember, AIFD members only need to report CEUs every three years for the first 21 years of their membership. There is no fee associated with submitting your report. For a list of CE opportunities, visit [www.aifd.org/NewMembership/Maintaining.htm](http://www.aifd.org/NewMembership/Maintaining.htm).

As always, thank you for your membership in AIFD and for your commitment to advancing the art of professional floral design. Together, we continue to grow AIFD--our industry's leading floral design organization, and in so doing are bringing greater recognition to you, our valued member.

Just as a note, if you HAVE NOT reported your CE your continued status as an Accredited Member of the American Institute of Floral Designers is in jeopardy.

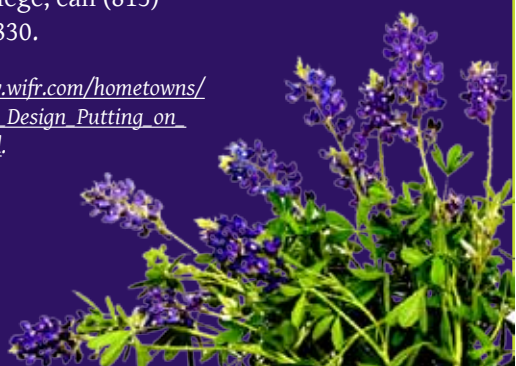
In preparing to issue 2011-2012 AIFD Membership renewal invoices, we noticed that some members have not yet reported their continuing education units, which are required in order to be able to maintain AIFD membership. Units were to have been reported by June 30, 2010.

Unfortunately, unless you take action to report your CE immediately, AIFD will need to place you on suspended member status. As such, we will not be able to renew your membership for the coming year until the report is received. Should your CE report not be received by this June, your AIFD membership will be subject to termination. If this happens, you will be required to complete the entire PFDE process again before you could be reinstated as an Accredited Member of AIFD.

To obtain a copy of the CE report form, please visit [www.aifd.org](http://www.aifd.org).

If you have questions, please advise us immediately. We don't want to lose you as a member and we have to believe that you do not want to lose your status as an Accredited Member of AIFD.

Thanks for your investment of time and talent.



## AIFD Members Make Their Mark on TPIE Trend Show

Tropical Plant Industry Exhibition (TPIE), "Setting the Trends," took place on January 19-21 at the Convention Center in Ft Lauderdale, Fla. with attendees from all over the world and 830 vendor booths, sponsored by AIFD partner- Florida Nursery Growers and Landscape Association (FNGLA). The Tropical Plant Industry Exhibition (TPIE) is the trade event showcasing the latest trends in foliage, floral and tropicals in warm and inviting South Florida.



The opening session "2011 TPIE Tropical Trends Forecast" was kicked off by **Kim Morrill AIFD** and **René van Rems AIFD, PFCI**. This session took a look at the broader market trends and focused on concepts, colors, textures and style which connect to tropicals -- the V.I.P's (Very Important Plants) of TPIE. Industry creativity, innovation and keen insight to market trends are all critical in keeping an edge in the changing marketplace and this session explored new ideas to showcase the industry's product mixes. Lobby décor was artfully designed by **Ralph Null AIFD**. Some of the numerous demonstrations were provided by AIFD members.

"It was a great show for us to attend, not only because we were able to spread the word about AIFD, but also for the learning aspect. It was really neat to be able to see all of the new products...all of the new foliage, florals and tropicals that are now

available for us to use in our designs," said **Janet Black AIFD, AAF, PFCI**.

New Products presented at the show ranged from "chemically induced non toxic," "Blue Mystique," Phalaenopsis, new foliage plant Alocasia "Black Magic" and the most unusual plant specimen the Schefflera "Amate Soleil."

Pictured above is (l-r) **Dan Kotecki AIFD**, **Deborah De La Flor AIFD**, **Janet Black AIFD**, and 2011 inductee **Jacob McCall CFD**. Not pictured is **Ralph Null AIFD**.



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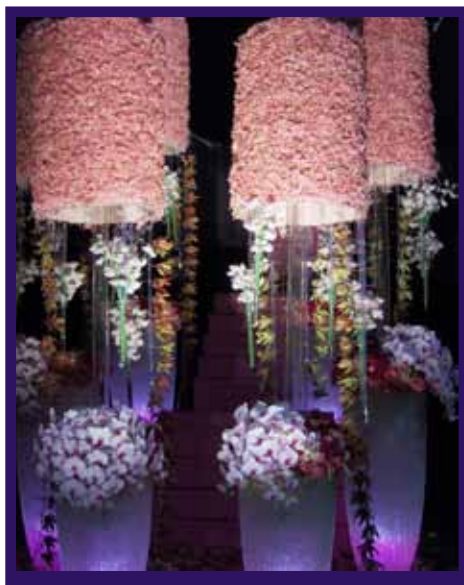


# AIFD Members Bring "Paris" to Life in Philly!

The new \$786 million expansion of the convention center drew crowds as the Philadelphia Horticultural Society hosted the oldest flower show in the USA. The theme "Springtime in Paris" was set near the turn of the 20th century "La Belle Epoque."

The renowned urban artist, **Psychoze Nolimit**, whose work was copied for the AIFD display was on hand to paint an original mural and worked all week until completion. "Paris Underground" depicted the textural art of the catacombs under the city with artful displays in sauna tubes. Nontraditional mechanics with skeletons and bones put a new twist on this spring display. **Ron Mulray AIFD, Ken Norman AIFD and Theresa Colucci AIFD** coordinated this display which won the following awards: From the Pennsylvania Horticultural Society (PHS) the exhibit won "Best Achievement Floral Art Interpretation" and also the PHS "Award of Distinction" for the 2nd highest point score in the category, Showcase Gardens-Floral. From the Garden Club Federation of Pennsylvania the exhibit won the "Special Achievement Award for Creativity." Exhibit pictures are featured on the next page.

**Bill Schaffer AIFD, AAF, PFCI**, owner of Schaffer Designs and **Kristine Kratt AIFD** were all about the film classic, "An American in Paris." Floral art exploded in a 360 degree display. Black antheriums from Japan and yellow oncidiums were shown for the first time. Whimsical displays from a director's point of view captured the audience as they viewed; the carnival, stairway of dancing girls, and the can-can dancers dazzled the audience. This exhibit won Best in Show in the Floral Design Category, "Flower Show Award of SAF" and the "Emile H. Geschick Memorial Award" for Distinctive Orchid Display. View photos from the exhibit below!



AIFD members who helped: Michael O'Neill AIFD, Jodi Duncan AIFD, Lisa Greene AIFD, Polly Berginc AIFD, Andy Hopper AIFD, Rick Cuneo AIFD, Cherrie Silverman AIFD, Dan Vaughn AIFD, Donna Piorko AIFD, Celiane Berthiaume AIFD, Anne Gallagher AIFD, Kevin Coble AIFD, Mandy Majerik AIFD, Deryck de Matas AIFD, Tony Medlock AIFD, Jim Dempsey AIFD, Gerry Gregg AIFD, Tim Farrell AIFD, Jacob McCall CFD, Karen Kent AIFD, Sue Weisser AIFD, Robert DeBellis AIFD, Cres Motzi AIFD, Dot Chenevert AIFD, Bill Murphy AIFD, Linda Pirek AIFD, Robin Weir AIFD, Janet Frye AIFD, Claire Won Y. Kang AIFD, Melinda Lynch AIFD, Suzanne Sampson AIFD, Sue Krabill AIFD, Ted Bruehl AIFD, Lorraine Cooper AIFD, BJ Dyer AIFD, Janet Black AIFD, Colleen Kelly AIFD, Adelaide Linn CFD, Michael Derouin AIFD, Azheny Zdeb CFD, Michael Quesada AIFD, Jane Godshalk AIFD, among others.









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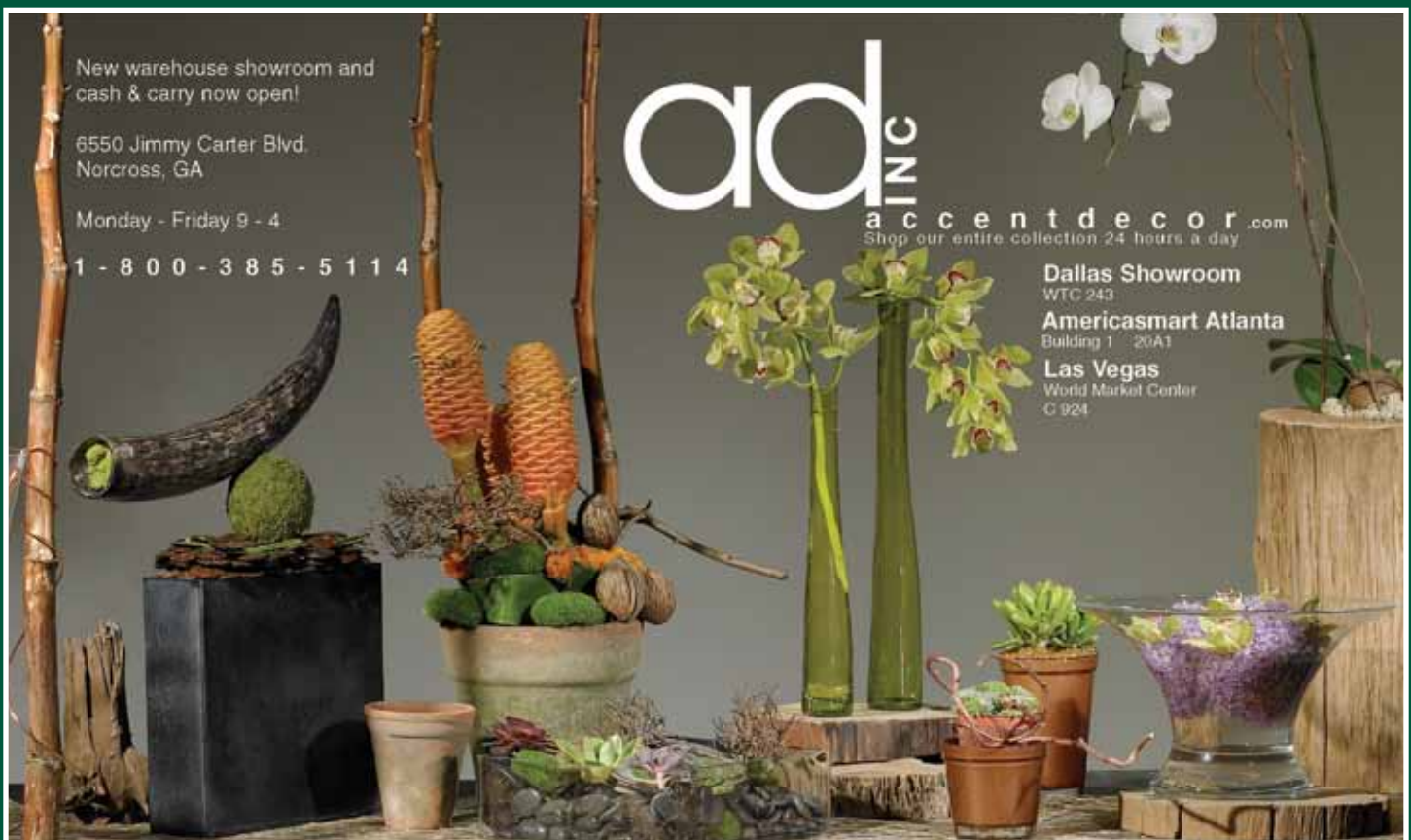
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## YOU NEED TO BE ONLINE!

AIFD has a photo feature to the online designer directory at [www.aifd.org](http://www.aifd.org). If you would like to have your picture included with your online directory listing, please send a color headshot of yourself to AIFD Headquarters. The image must meet the following specifications:

1. It must be sent electronically as an **attachment**.
2. It must be in a .jpg/.jpeg format only.
3. It should be a professional-looking head-and-shoulders shot only. AIFD staff will crop out anything else.
4. It should be a full-color (preferred) picture.

E-mail the image to:  
[mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com). Make sure it is labeled with your first and last name.



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# Calendar

**April 9, 2011**

Connection: The Body Flower Experience  
Metro Wholesale Florist  
Memphis, TN

**July 2-3, 2011**

2011 Professional Floral Design Evaluation  
San Francisco, CA

**July 4-9, 2011**

2011 National Symposium  
San Francisco, CA

**July 9, 2011**

2011 Foundation Workshop  
San Francisco, CA

**August 27, 2011**

Connection: The Bouquet Experience  
Salt Lake City, UT

**September 10, 2011**

Connection: The Photography Experience  
Boston, MA

**September 17, 2011**

Connection: The Bouquet Experience  
Seattle, WA

**October 15-16**

Hands-on Workshops  
- Arrangements: Everyday & Sympathy  
- Personal Flowers: To Wear or Carry  
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# AIFD Chapter Updates

## North Central Chapter

*Submitted by Alice Waterous AIFD, PFCI*

The AIFD North Central Regional Chapter recently held it's January meeting in Chicago. Members find they can take advantage of shopping the Chicago Mart and attending the many events held by NC at a nearby hotel. In addition to our Board and Members meetings, AIFD North Central hosted a social hour, dinner, breakfast and two business programs for our members. The members were most enthusiastic about the program presented by **Cherrie Silverman AIFD, AAF**, of Cherry Blossoms of Westminster, Colo. who presented a program on increasing your bottom line using the internet. Her frank & open discussion of what she did to have her best year ever in 2010, (after 29 years in business) was an eye-opener!

Another highlight of the weekend was the presentation of the first ever NC Hall of Fame award to our first president and fellow of AIFD, **Jan Bjurstrom AIFD**.

**Debbie Royal AIFD**, chairperson for the Great Lakes Floral Expo held in Grand Rapids, MI March 4-6, reports that all six main stage programs were presented by AIFD designers. In addition, members of the North Central Chapter will create an exhibit open to the public in conjunction with the West Michigan Home & Garden Show.

North Central was scheduled to have displays and booths at the Dayton Home & Garden Show, the Indianapolis Flower & Garden Show, Petals & Paintings at Crannert Art Museum & Milwaukee Museum of Art in March & April. Thanks to the many NC members who designed for the Franklin Park Conservatory in Columbus Ohio in January.

North Central member **Bobbi Ecker-Blatchford AIFD, PFCI, AAF** continues to recover from cancer surgery and radiation therapy done at Mayo in Rochester MN. She remains at Waverly, Iowa where her son & daughter live and not too far from Rochester. She will return to Mayo later this month for a follow up with her doctors. It has been a very difficult time, the radiation was very harsh on her system and it is still difficult for her to talk for more than a few minutes at a time since her mouth is still in the healing process as is one side of her neck which was also affected. She is grateful for all the loving messages from AIFD and industry friends. Messages can be sent to her via Bruce Ecker, 801 12th St. SE, Waverly IA, 50677. Or: Eckers Flowers, 410 5th St. NW, Waverly, IA 50677.

North Central Chapter was represented at the Nordlie Inc., Vendors Fair on March 13 in Warren (Detroit) MI. President **Alice Waterous AIFD, PFCI** manned a table with AIFD brochures, and Symposium pamphlets. The table also offered picture discs for sale of Nature's Creative Edge held the third week in Sept. each year at the woodland estate of **Robert Friese AIFD**. The disc was viewed at the table via a laptop. NC member **David Schroeter AIFD** provided a lovely fresh

design for the table that drew lots of attention.

The next big event for NC Region was the Milwaukee "Art In Bloom" held March 31-April 3, 2011. Chairperson **Larry Masters AIFD** secured donations of fresh product and selected hardgoods to make bouquets for our booth. Rojhan & Malaney of Milwaukee received goods and provided work space for our project. Nature's Creative Edge picture discs were also for sale. Several NC members provided designs for the museum to show throughout the building during the event.

## Northwest Chapter

*Submitted by Wil Gonzalez AIFD*

Recently our Facebook had 501 LIKES. Invite your friends to our page AIFD Northwest [www.facebook.com/home.php?#!/pages/AIFD-Northwest/162542400946](http://www.facebook.com/home.php?#!/pages/AIFD-Northwest/162542400946) and have them LIKE us.

Only three scholarships applications in. Do you know someone who hasn't been to Symposium before and could benefit from a \$1,000 scholarship? Last years recipient sent us a sweet thank you card and tells us she hopes to take the PFDE in San Francisco this July. Good going scholarship committee from last year, we may be increasing our numbers.

FFA at Shingle Springs, Calif. was successful. Thank you **Gerry, Emil** and **Karen** for being there with me and for making in roads with Cal Teachers Association president. They like our AIFD terms book and may ask that we present it to the State of Calif. They have also invited us to Fresno in April and San Luis Obispo on June 25. Gerry and Wil are willing to be there. Anyone else?

Rexburg wedding Program at BYU in Rexburg ID is going smoothly. With **Ian** and **Mike** finding additional sponsorship and product. You guys rock. Thank you for providing **Kimi** with all the support you have given so far. Thank you for giving so much of yourselves to our NW Region.

Our next board meeting is set for Tuesday, April 5, 2011 at 5:15 p.m. You must be at this tele-conference. This may be the last chance to get things ironed out before Symposium.

## Northeast Chapter

*Submitted by Colleen Kelly AIFD*

The Philadelphia Flower Show Northeast region exhibit was called the "Paris Underground." The chair person was **Ken Norman AIFD**, with his co-chair **Theresa Collucci AIFD**. Our liaison was **Ron Mulray AIFD**. They worked tirelessly on the project which looked great and won awards! See page 18 for pictures and a recap

The Northeast also planned a spring show at Hillcrest in Paramus New Jersey. The show was organized by Maryetta Bartlett Downing. It was on March 23, 2011. Its included a panel show of AIFD designers, with Ken Norman AIFD

commentating. A big variety of designs, just to jump start you into spring and the wedding season.

## ***Southern Chapter***

*Submitted by Kevin Coble AIFD*

Southern is experimenting with a consumer awareness pilot program to promote AIFD. "AIFD CONSUMER AWARENESS..... SPRING FORWARD" will take place April 15, 2011 in the Laurelwood Center - Memphis, Tenn. The center consists of sixty plus upscale boutiques and specialty shops located in the heart of the city. The concept of the program is to promote AIFD on a smaller scale in several cities on the same day. We're first trying this in one location to get the consumers reaction and feedback. Hopefully, we can make this an annual event throughout the southern region. Our main objective is to enlighten the public of the beauty of FLORAL ART and at the same time educate them of floral design and AIFD. With our distressed economy, we felt that this would be a way to promote AIFD, but decrease expenses of several members meeting in one location to do the program.

All in all, this may reach a larger mass of consumers by spreading the word throughout the region, and not contain it to one area. Our hope is that this will be a huge success and AIFD CONSUMER AWARENESS SPRING FORWARD could become a national event.

Finally, we held our annual spring conference "BOTANICAL ART" on March 25-27, 2011 in Charlottesville, Va. **Carol Inskip AIFD** and **David Powers AIFD**, co-chairs for the event, did a fabulous job coordinating the weekend. Our stellar line up of presenters included **Jim Dempsey AIFD**, **Dottie Harrigan**, **Sarah Horne AIFD**, **Phil Rulloda AIFD**, **AAF**, **PFCI**, **Lori Himes AIFD**, **Jeanne Ha AIFD**, **Terry Godfrey CFD** and **Ellen Seagraves**.

As a post conference attraction, Phil and Sarah offered hands-on workshops. Sarah demonstrated wire techniques and Phil conducted an intensive two day program covering topics such as contemporary and geometric design, tropicals, foliage braiding and armature designs.

If you missed it, you really missed a fun and educational weekend. Hope you'll join us next year for "DIVERSITY" conference 2012 at the beautiful PEABODY HOTEL in Orlando, Fla., April 12-15. **Brita Edlbauer AIFD** and **Russ Barley AIFD** are co-chairs and they have been working diligently in the preparations of yet another spectacular Southern Conference. Designers scheduled to date are **Neil Whittaker AIFD**, **NDSF**, **FSF**, **David Powers AIFD**, **Ann Jordan AIFD**, **AAF**, **Kirby Holt AIFD** and **Kevin Coble AIFD**. Plan now to attend. We would love for you to join us! For additional information please contact Brita Edlbauer AIFD at [BritaE50@aol.com](mailto:BritaE50@aol.com) or Russ Barley AIFD at [rbar134@digitalexp.com](mailto:rbar134@digitalexp.com).



## ***Deadline to Receive Application to Participate in San Francisco PFDE: April 15***

Floral design artists anxious to earn the floral industry's coveted Certified Floral Designer (CFD) designation with the ultimate goal of being an AIFD accredited member are being reminded by AIFD that the deadline to submit an application for this year's evaluations is April 15. The Application to Participate was mailed to all Candidates in mid-February. It will be emailed to any new Candidate upon receipt of their Candidate Enrollment Form.

To be eligible to be evaluated, a design artist must first successfully complete one of five education pathways. Included in the education pathways is one that recognizes a designer's past experiences (three years or more in floral industry). Other pathways include: completion of courses that meet learning objectives as established by AIFD and offered by approved private floral design schools or state floral association certification programs, completion of a series of online and hands-on courses offered by AIFD and completion of undergraduate degree or studies in approved programs.

Once an interested floral designer has completed an education pathway, he or she may then enroll into AIFD's two-part Professional Floral Design Evaluation (PFDE) system by registering as a Candidate and completing their Application to Participate in the PFDE in San Francisco.

The Candidate will then receive a copy of "The AIFD Guide to Floral Design: Terms, Techniques and Traditions" and will be instructed to go online to take the first part of the PFDE: an online test based on educational objectives and knowledge that can be learned from the AIFD reference tool. They must successfully complete the online test with a score of 80 percent or better by April 30.

After successfully completing an education pathway and scoring 80 percent or better on the online test, the candidate is then fully eligible to participate in the second phase of the PFDE – a live design session in which he or she demonstrates his or her design proficiencies. The next live PFDE session will take place on July 2, 2011 in San Francisco one day prior to the opening of AIFD's National Symposium "Imagine." Advance registration is required and must be received by April 15.

During the live evaluation, candidates will have four hours to create five specified designs which will then be evaluated by seven distinguished AIFD members. AIFD provides the candidates all flowers and hardgoods necessary to complete the designs.



# AIFD Members Represent at "b inspired"

The Northeast Floral Expo, "b inspired," presented by the The Connecticut Florists Association (CFA) was held in Sturbridge, Mass. March 12 & 13. The nation's 4th largest florist trade show, serving all the floral industry in New England, New York, New Jersey, and beyond had over 740 floral professionals attend along with over 70 FFA students.

The main stage was commanded by **Tom Simmons AIFD** (pictured right) and **Toomie Farris AIFD, AAF** (pictured below). Tom presented "Creative Centerpieces - When Less is More" on Sunday morning. His program taught how to take products that are easily available to designers (even some that normally end up in the trash) while stimulating creativity and inspiration to the normal centerpiece. On Sunday afternoon Toomie presented "Gifts of the Earth," an informative symposium that explored in depth concepts of vegetative design, demonstrating the principals of line, material section, color and more.



Five Aifd members presented hands on workshops during the two day event. They included: Toomie Farris AIFD, AAF, **Kebbie Hollingsworth AIFD**, **Sharon McGukin AIFD, AAF, PFCI**, **Suzanne Sampson AIFD, NHMFD** and Tom Simmons AIFD.

**Tony Palmieri AIFD** (pictured below), owner of Datura in Middletown won the Designer of the Year Masters competition for the 5th time. He goes on to represent CFA at the National Designer of the Year competition in October in Minneapolis, MN. Tony has won the CFA state competitions in 1993 and 1995, and the Masters competition in 2007 and 2008.



Photo credit: Connecticut Florists Association



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# Marketing Tip: Springtime is Upon Us

by Jodi Duncan AIFD



At last!!!

Many of us just endured a brutal winter. The snow and ice froze us to the core.

Marketing in springtime is easy! Nothing brings hope and rebirth like flowers.

Be sure your store windows reflect the colors and promise of spring.

A monochromatic window is sure to stop the eye and traffic. Take advantage of the public hunger for a new season. Every day, we

are selling what their souls crave—warmer weather and color!

Reward those acts of winter kindness (the neighbor who shoveled the walk in front of your shop, the repair shop that made a midnight service call). Send flowers to those who had it tough this winter.

And share the beauty with your community! Send a fresh arrangement—with your business card prominently displayed, of course—to your salon, your bank, your favorite restaurant. Nothing says "Happy Spring" to ALL of us like fresh flowers.

We deserve it.



## Back to the Basics in Charlotte

**Tina Stoecker AIFD, AAF, PFCI** led a successful Professional Floristry Workshop March 12-13 at Mayesh Wholesale Florist in Charlotte, N.C. The event was broken down into two segments, "Arrangements Everyday and Sympathy" and "Personal Flowers: To Wear or Carry." Attendees walked away with a better understanding of how to apply design skills to daily shop designing, how to construct sympathy casket designs and easel designs, corsages and bridal bouquets properly as well as other important skills.

The next hands-on workshop is the AIFD Connection: The Body Flower Experience scheduled for April 9, 2011 in Memphis. Visit [www.aifd.org/NewNews/AIFDCalendarEvents.html](http://www.aifd.org/NewNews/AIFDCalendarEvents.html) for details.







## CALIFORNIA ASSOCIATION OF FLOWER GROWERS & SHIPPERS

*Represents the professional needs and interests of the California Floral & Ag Industries, offering a variety of cost-saving programs and beneficial services. Our member benefits, transportation programs, events and communications all help increase the flow of products through networking, lower freight costs and information.*

### ***Our Membership Currently Consists of:***

**\* 186 Floral Members**

*(California Floral Growers & Distributors)*

**\* 396 Associate Members**

*(Out-of-State Floral Companies, Transportation Carriers & Industry Partners)*

**\* 23 Ag Buddy Members**

*(Non Floral / Perishable Distributing Companies, ie: Fresh Produce)*

### ***Membership Transportation Benefits***

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

### ***Below are some of our services:***

**\* NORCAL FedEx Program**

*The industry Standard. Our exclusive program offers member discounts of over 62.5% as well as many custom features designed to lower shipping costs.*

**\* NORCAL OnTrac Program**

*Our exclusive door to door program offers members discounted rates over 70% off list rates plus many other custom features unique to our membership.*

**\* Discounted Airline Rates**

*NORCAL members receive the lowest air cargo rates available with the major airline cargo carriers.*

**Join us for our 2010 Member Meeting at La Costa Resort & Spa on August 10<sup>th</sup>.**

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

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