

Focal Point

AIFD Will be Sizzling in Miami

2012 Symposium "Caliente" Only Weeks Away

Everything in Miami is hot in July, but when AIFD takes over the city, it will be "Caliente!" Hot designs, hot events and hot inspiration will be featured from July 12-16, 2012 at the Hyatt Regency Miami Hotel as the world's leading floral designers will bring Miami something it's never seen before – AIFD's National Symposium. "Caliente" will include dynamic stage presentations from renowned floral design artists from the U.S., Finland, and the Netherlands, among others, as well as elaborate decor for three lunches and two celebratory dinners.

"AIFD's National Symposium is the most exciting, motivational, artistically-refreshing program of its kind in the floral industry," says **Tom Bowling AIFD, PFCI**, AIFD president.

Featured stage presentations this year include "Objects – Be the Best Designer You Can Be" with **Pim van den Akker**, "Made In America – The American Floral Trends Forecast 2012-2013" with **Talmage McLaurin AIFD**, and "Les Saisons des fleur de Mariage" with **Ian Prosser AIFD** and commentary by **Grace Ormonde**, among 16 others.

In addition to the elaborate design programs and decor, the AIFD Symposium is a time when aspiring designers, endeavoring to achieve AIFD's Certified Floral Designer (CFD®) designation and ultimately an invitation to become an accredited member of AIFD, will participate in the AIFD Professional Floral Design Evaluation (PFDE). The PFDE will take place on July 10 and a special design program will be offered exclusively to PFDE candidates on July 11 while their designs are being evaluated. The Symposium also provides optional opportunities for attendees to participate in a hands-on workshop featuring Dutchman Pim van den Akker and a separate private reception with Grace Ormonde.

Other Symposium activities include: receptions to view the PFDE candidates work and the AIFD Student Competition designs and the always popular "AIFD Partners Expo and Book Fair" highlighting AIFD Partner products and services.

Full details and registration information including hotel reservation recommendations are available online at www.aifd.org. Early registrations are encouraged to save money with the "early bird" discounts and to avoid being shut out by a sell-out.

"Celebrate 'Caliente' in Miami and ignite your floral creativity, dreams and inspirations," exclaims Bowling.



Inside

AIR Programs - 3

Wedding Showcase - 6

Marketing Tip - 12

AIFD Member Profile - 15

Philadelphia Flower Show Recap - 24

President's Welcome - Spring Into Action

Spring is the one season of the year that we all share in some way, shape or form. Some of our more northern regions are still being kissed by winter's icy breath and are still enjoying winter's beauty. Other areas have seen spring stop by for a brief visit and are welcoming early summer warmth. We in the Midwest are enjoying the beauty of the Tulips, Muscari, and wonderfully fragrant Lilacs in bloom. It reminds us daily just how fortunate we are to be involved and have the appreciation for one of the creator's most blessed gifts. It truly does awaken us to all the beauty that surrounds us. We actually get the best of both worlds. We can enjoy nature at its finest both inside and out!

It is a reawakening time for many people by attending all the fantastic AIFD opportunities that have been taking place all over the country. AIFD has been extremely busy presenting educational opportunities both on the regional level and through our AIFD Hands-On Workshops and Connections classes. Our Educational Committee is very active in making these opportunities available by partnering with local wholesalers in cities all over the country and also giving on line classes for those who prefer this method of education. Our hats are off to this very passionate committee for all the hard work they continue to provide to the membership for your continued growth and inspiration.

I have had the incredible opportunity to participate in special events organized and produced on the AIFD regional level. My year began with a visit to the North Central Region as they braved the cold winter winds of Chicago to bring us a weekend of education, inspiration and fun! It was a pleasure to see so many people gather together to share in the excitement of floral education. It truly was an inspiration to all those who attended and participated. It wouldn't be spring without the Philadelphia Flower Show that is a North East tradition. I was overwhelmed with all the activities, displays, educational programs and of course, the icing on the cake so to speak, was the wedding of **Kris Kratt AIFD** and **Bill Schaffer AIFD, AAF, PFCI**. The public attendees to the show were treated to a beautiful setting like they will rarely see again. The North East's AIFD region was awarded so many trophies and ribbons that I had to have help to hold them all. Way to make the public aware of all the talents we have as an organization! The South West Region held their bridal spectacular and they too shared their time and talents to inspire all those who attended to reach for new ideas and share their creativity. We are truly blessed to have such a gifted group of designers and presenters. The North West is always busy sharing their inspiring ideas and presentations with our industry. After working so diligently on last year's "Imagine" Symposium, you would think they would be resting, but such is not the case! They have been assisting and inspiring the floral industry throughout their region. Way to go North West, keep the momentum moving forward! When we think of traditions, no one holds a candle to the fine folks of the Southern Region. Their Southern Symposium in Orlando was a treat to see and be involved with. From weddings to sympathy, foliage, music and the arts were all explored in a weekend of educational seminars, hands-on workshop featuring international designer **Neil Whittaker AIFD, NDSE, FSF**, and of course a florist's behind the scenes tour of Disney. What could be more fun than sharing this with such a close group of true southerners who are so proud of their region's involvement? The year is still not over and there are more regions still on my radar to visit before July happens.

We are so thrilled to watch the information being disseminated about our upcoming symposium "Caliente!" In case you haven't noticed the dates this year, symposium is being held after July 4, so it won't conflict with those holiday events and vacations. So, pack your suntan lotion and plan on joining us in Miami, Fla. for what promises to be THE hottest event in Miami this summer! Be sure to register early so you won't be left out of the fun and sun. A big THANK YOU to all those who are working so diligently already to make this an event to remember for all and to our Industry Partners for all you do for AIFD. Take time this year to volunteer to make a difference and help on a committee or in the flower room for an unforgettable experience! It's a great way to reconnect with past friends and to meet your new bff!

We want to congratulate all the members who were elected to their upcoming positions of leadership on both the regional and national level. Your passion and willingness to guide is what helps make AIFD the leader in floral education! Also thanks to all who said yes, please put my name on the ballot. We are fortunate to have so many members willing to serve!

As we move forward in the calendar year, please take the time to look around and to help mentor those new and upcoming talents in your region. Being a mentor to a new talent gives us a sense of renewal and giving back to keep our organization on the growing path of success. We need these new talents, so we will continue to grow and spring forth with the love of flowers!

Best wishes for a joyous and prosperous spring!


Tom Bowling AIFD, PFCI



AIR Programs Enrich Students Throughout the Country



Kishwaukee College

The Kishwaukee College Floral Design Department hosted a guest designer as part of the Artist In Residence (AIR) program on Tuesday, Feb. 21 at the College. Students in **Janet Gallagher's** Floral Design class watched a demonstration by **Peter Samek AIFD** in the morning and then created pieces with him during the afternoon for hands-on experience. In the picture above **Jazmin Tilton** (pictured left) works on a bouquet with Peter.



Seneca College

The SAIFD Trillium Chapter hosted the annual Air Program on Feb. 21, 2012, with guest designer **Derrick H. Foss AIFD, CAFA**. His workshop with the theme of Texture in Design focused on the creation of dynamic, visually exciting floral arrangements with unusual foliage and Exotic Floral materials. Derrick stressed that using traditional greens and foliages in non-traditional ways challenges the designer to expand his/her notions of what constitutes an "arrangement." He also stated that foliages and other items such as branches, seed pods, and grasses were often less expensive than conventional flowers and their exclusive use in arrangements could result in savings for the florist.

The second part of his presentation included a hands-on workshop with the SAIFD members who were so excited to experiment with the techniques Derrick was demonstrating. Students experimented with Pin Cushion Proteas, grasses, seeded Eucalyptus and a selection of foliages and created their own concepts. Derrick's workshop was a great success and every student was filled with new inspiration.

Texas A&M University

Sharon McGukin AIFD, AAF, PFCI was the guest instructor for an AIR program at Texas A&M University the week of March 22, 2012

Read more at <http://today.agrilife.org/2012/03/22/artist-brings-bouquet-of-ideas-to-texas-ams-floral-design-class>.

More Information

For details visit www.aifd.org/NewEducation/ArtistsResidence.htm.



City College of San Francisco

The SAIFD Menzie Chapter at City College of San Francisco hosted an AIR program on April 12, 2012 (pictured above). The featured designers were **Hiroimi Nomura AIFD, Kaori Imaizumi AIFD, Katherine Zhang AIFD, CCF, Susan Ishkanian AIFD, Yoko I. Klingebiel AIFD** and **Emil Yanos AIFD**. The sponsor Kitayama Brothers Inc. and AIFD Northwest Chapter Board members were there to share expertise with the group. The program was a fantastic educational experience and gathering of 60 attendees.

Bits and Pieces



- Are you scheduled to speak to other florists or to attend another show or convention for floristry between now and July? If so, would you be willing to help promote the AIFD 2012 National Symposium "Caliente" by simply taking some registration brochures and then talking up attendance? Yes? Great! Email **Tom Shaner**, AIFD executive director at tomshaner@assnhqtrs.com and he'll send you a small supply of the brochures.

- Fun fact posted on the SunSentinel.com - Who keeps your loved one safe from unwanted pests and diseases in Valentine's Day Flowers other than you local florists? The hard working inspectors with U.S. Customs and Border Protection at Miami International Airport. Nearly 85 percent of the roses, tulips and other cut flowers- many from South America- that come into the country during the peak importation season are inspected at the airport. Last year, customs officials say, a staggering 673 million flowers were inspected between Jan.1 and Feb. 14.

- **BJ Dyer AIFD, AAF, CPF** presented a stage program in March for 350 attendees from Louisiana, Texas, and Arkansas, hosted by the Shreveport Garden Study Club. While sharing cutting-edge design styles and techniques, BJ explained and emphasized the Principles and Elements of design, and demonstrated examples of terms from the AIFD Guide to Floral Design: Terms, Techniques & Traditions.

- Expo Flora Russia, an international floriculture trade fair, is taking place Sept. 5-7, 2012 in Moscow. Details can be found at www.expoflorarussia.com.

- **Danielle Natale-Giberson** from Tuckerton, N.J. is the Northeast Regional Chapter Scholarship winner. She will receive a full registration to the 2012 Symposium "Caliente."

- **Bert Ford AIFD, PFCI** and **J. Keith White AIFD** presented "Inspiring Signature Sympathy Tributes" and "Everyday Winning Combinations" in March in collaboration with the Maine State Florist Association.

- A plant that was frozen in Siberian permafrost for about 30,000 years has been revived by a team of Russian Academy of Scientists. The *Silene stenophylla* specimen commonly known as the narrow-leafed campion has flowered with a delicate white bloom and bear fruit. The plant still grows in Siberia and northern Japan. "It's like generating a dinosaur from an ancient egg," said **Jane Shen-Miller**, a plant biologist at UCLA who has sprouted a 1,300 year old lotus seed.

- AIFD has a new member benefit! In your directory listing on the AIFD website your own personal website will be hyper linked so anyone who searches for you and clicks on your website will be automatically directed to your website! One small direction however. When adding or updating your website please make sure the website is put in as www and not <http://www>. If you have any questions on this please contact **Molly Baldwin** at mollybaldwin@assnhqtrs.com.

- The World Flower Council 29th Annual Summit, Flores Del Sol (Flowers in the Sun) is taking place Sept. 27- 30, 2012 at Cabo San Lucas in Mexico. Summit registration is \$450.00 USD (includes most meals, events, educational programs, tour and gala). Contact **Lynn Hoffman**, president of WFC USA/event chair, 954-444-6445, email lynnhoffman@bellsouth.net. Educational programs by **Alisa de Jong-Stout AIFD, WFC** & special guest appearance by AIFD's Mexican team. More info at www.wfccabo.weebly.com or WorldFlowerCouncil.org.

YOU NEED TO BE ONLINE!

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

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

E-mail the image to **Molly Baldwin**, AIFD director of communications at mollybaldwin@assnhqtrs.com.

Please make sure it is labeled with your first and last name.

If you aren't listed in the online directory contact Membership Coordinator **Kelly Mesaris** at 410-752-3318 for assistance.



Is it Your Year to Renew Your Continuing Education Units?

As you know, once every three years, AIFD members and CFDs must submit 25 CEU's to maintain their status as Accredited Members of AIFD and Certified Floral Designers. As a reminder, if you were inducted as an AIFD member in 2003, 2006 or 2009, or became a CFD in 2009, your CEU report is due no later than June 15, 2012. You may count any education points you have earned since after the Kansas City Symposium in 2009.

The easiest way to submit your CEUs is by completing the report form online: <http://aifd.org/NewMembership/MaintainingOnlineCEForm.htm>. If you are planning on completing your requirement by attending the 2012 Symposium in Miami (worth 20 CEU's), that's great. Just indicate it on your report and we will cross-reference that with the Symposium registration attendance. There is no fee required with the completion of the Continuing Education Application.

Under the new guidelines beginning with your 2012 CEU submission, accredited AIFD members will now include within their report at least five units of twenty five submitted being 'Service/ Leadership' units. The activities that count towards Service/Leadership are marked with an asterisk (*) on the CEU reporting form. It is a 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 and leadership.

Please remember, the AIFD policies require that your Continuing Education Units need to be received by June 15, 2012 in order for you to maintain your active membership status. If you have any questions or concerns, do not hesitate to contact **Kelly Mesaris** at AIFD Headquarters, 410-752-3318 or kellymesaris@assnhqtrs.com.

Want to Make Some Extra Money?

There is a great opportunity to make some extra cash and it is so easy! As you know we have the wonderful, AIFD Guide to Floral Design Terms, Techniques and Traditions book. Currently, it is one of the books required for reference in the certification process and if you don't have the book, it's a must in your floral library.

When you are giving a program, teaching a class or would like them in your shop, your clients will jump at the chance to have this fantastic AIFD publication. For members only, the price for a case of (8) books is \$400.00 plus \$25.00 shipping unless you need it overnight. You can sell the book for up to \$99.95 and then keep the difference.

Visit the members only marketplace to buy a case of books now at www.aifd.org/NewMembersOnly/MembersOnlyLogin.aspx.

AIFD Needs Your Articles!!!

AIFD is always looking for member inspired material for *Focal Points* as we believe learning from your peers can be the most inspiring and educational. 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!

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?

E-mail your tips, ideas, articles and images to **Molly Baldwin**, director of communications, at mollybaldwin@assnhqtrs.com or **Janet Black AIFD, AAF, PFCI**, newsletter editor, at janetblackaifd@gmail.com or call 410-752-3318 with questions.

AIFD and Social Media



www.facebook.com/AIFD.CFD



AIFD page can be found on the AIFD homepage at www.aifd.org (click on the LinkedIn symbol to get to the page).



<http://twitter.com/#!/AIFDHqtrs>



www.youtube.com/user/AIFDHqtrs

Something Old, Something New...

AIFD Members Show Off Their Wedding Design Skills, Win Top Honors

Florists' Review magazine recently held their 13th Annual "Picture-Perfect Weddings" contest. AIFD is proud to announce that four out of the five winners are AIFD members!

- **Mitzi Alexander AIFD**, along with **Karen Maness**, of Absolutely Flowers in Hutchinson, Kan. won the grand prize, "Best Wedding."
- **Ken Norman AIFD** of Colony Florist in Franklin Lakes, N.J. won "Best Reception."
- **Jenny McNiece AIFD** of Jenny McNiece Flowers in Arroyo Grande, Calif. won "Best Bouquets."
- **Melanie Burnett AIFD, AzMF** of Interior Gardens Floral Unique in Lake Havasu City, Ariz. won "Best Cake Décor."

You can read full details on each award winner and their entry at www.floristsreview.com/issues/2012/04/FeatureArticle.html, but, let's let their pictures do the talking!

"Best Wedding" - Mitzi Alexander AIFD and Karen Maness



Photos courtesy of Isaac Alongi Studios and Leann Smith

"Best Reception" - Ken Norman AIFD



Photos courtesy of David Salamone of The Studio Photographers and Ken Norman AIFD.

Focal Points 6

"Best Bouquets" - Jenny McNiece AIFD



Photos courtesy of Michelle Warren Photography

"Best Cake Décor" - Melanie Burnett AIFD, AzMF



Photos courtesy of Tami Carda, NVS Photography

Floristry Arts - Wedding Design Class

By Louisa Lam AIFD, CPFD

As we all know that the wedding season is beginning earlier and earlier every year, or we can just say the wedding season never ends! People tie their knots all year round now because of this, we can offer wedding design classes which run all through the year.

Having just finished teaching a course, the "In - Style Wedding Designs" for the Winter term of the Vancouver School Board Floral Design Diploma Program last week, the course allowed students to be involved in different varieties of bridal works including trendy styles, new concepts, different techniques in bouquet works and floral jewellerys. Students stretched their creativity and made pieces uniquely their own. The course was highly enjoyed and they all look forward to dazzling their brides and impressing the guests.



National, Regional Election Results Announced

Kostick, McKinley, Rauch Get 2nd Term, Ackerman Elected for South Central

Suzie Kostick AIFD, PFCI, MCF and **Bill McKinley AIFD** were elected by the members of AIFD to a second term as Directors-at-Large on the National Board of Directors. **Jim Rauch AIFD, OCF** was elected to a second term as the Regional Representative to the National Board from the North Central Regional Chapter, and **Marie Ackerman AIFD, PFCI, AAF** was selected to become the new Regional Representative to the National Board from the South Central Regional Chapter.

National Nominations Chairperson **Sharon McGukin AIFD, AAF, PFCI** congratulated the winners and expressed, on behalf of all AIFD members, the appreciation to the other candidates for their willingness to serve as a leader of the Institute. Vying for the positions of Director-at-Large were also **Frank Feysa AIFD** and **Anthony Vigliotta AIFD**. The Regional Representative candidates were **Dan Kotecki AIFD** from the North Central Chapter and **BJ Dyer AIFD, AAF, CPF** from the South Central Chapter.

In the area of the regional chapter elections, the following were elected:

North East Chapter: President-Elect **Ken Beebe AIFD** (sitting President-Elect **Lisa Greene AIFD, AAF, PFCI** automatically becomes President), Vice President **Polly Berginc AIFD**, Secretary **Theresa Colucci AIFD**, and Treasurer **Janet Black AIFD, AAF PFCI**. Elected for a three-year term to the chapter board were **Michael Brody AIFD, Jane Godshalk AIFD**, and **Anthony Palmieri AIFD**.

Southern Chapter: President-Elect **Sylvia Bird AIFD, AAF, PFCI** (sitting President-Elect **David Powers AIFD** automatically becomes President), Vice President **Russ Barley AIFD**, Secretary **Robyn Arnold AIFD** and Treasurer **Randy Wooten AIFD, PFCI, GMF**. Elected for a three-year term to the chapter board were

Lori Himes AIFD, Kevin Hinton AIFD and **Carol Inskeep AIFD**.

North Central Chapter: President-Elect **Eldon Haab AIFD** (sitting President-Elect **Loanne Burke AIFD, PFCI** automatically becomes President), Vice President **Jodi Duncan AIFD**, Secretary **Susan Huelsman AIFD** and Treasurer **Laura Parker AIFD, MCF**. Elected for a three-year term to the chapter board were **Michael Brown AIFD, Stacey Carlton AIFD** and **Gary Wells AIFD**.

South Central Chapter: President-Elect **Todd Sweeden AIFD, AAF** (sitting President-Elect **Lou Lynne Moss AIFD, AAF, PFCI** automatically becomes President), Vice President **Eva Riter AIFD, OACF**, Secretary **Julie Rogers AIFD, TMFA** and Treasurer **Gregory Banken AIFD**. Elected for a three-year term to the chapter board were **Dov Kupfer AIFD, Frankie Peltiere AIFD**, and **Brenda Veasman AIFD, NAFD, IMF**.

North West East Chapter: President-Elect **Lily Chan AIFD** (sitting President-Elect **Gerry Gregg AIFD** automatically becomes President), Vice President **Kim Oldis AIFD**, Secretary **Greg Lum AIFD**, and Treasurer **Ian Whipple AIFD**. Elected for a three-year term to the chapter board were **Susan Ishkanian AIFD, Karen Schubert Genoud AIFD** and **Erik Witcraft AIFD**.

South West East Chapter: President-Elect **Lorraine Cooper AIFD**, (sitting President-Elect **Lori Novak AIFD** automatically becomes President), Vice President **Kenneth Snauwaert AIFD**, Secretary **Pam Null AIFD** and Treasurer **Mary Rimmer AIFD, CCF**. Elected for a three-year term to the chapter board were **Martin Flores AIFD, Katie McCormick AIFD**, and **Derrick Vasquez AIFD**.

All officers and directors will assume their new leadership positions during ceremonies held at the National Symposium "Caliente" in Miami.

New Plant Introduced at TPIE

The Tropical Plant Industry Exhibition (TPIE) "Setting the Trends with V.I.P.s - Very Important Plants" took place Jan. 19-21 at the Broward County Convention Center in Fort Lauderdale, Fla. During the show a new plant was introduced - the *Medinilla magnifica*, "Sence of Elegance." It is grown in Canada but its origin is Luzon in the Philippines. Its flowering period is three to five months. For care, let soil dry out between waterings. When the pot is light when lifted, water thoroughly. Place the plant in a bright location without direct sunlight between March and November. No plant food is required while flowering.



Photo courtesy of the Florida Nursery, Growers and Landscape Association (FNGLA).

Sneak Peak:

AIFD South Central Chapter's "A Wedding Sell-O-Bration."

Check out page 16 for a recap!





**The AIFD Foundation Inc.,
Presents in conjunction with
AIFD Symposium "Caliente"...**

"Afternoon Tea with Friends"
Monday, July 16, 2012

Come be part of a long ago era, and enjoy a delightful Victorian luncheon featuring our exclusive "Foundation Fashion Show" offering some of the most creative and festive, Hats for Men and Women, and Neck Ties. A "Live Auction of the Shows Finest," will be a highlight of the afternoon.

If you would like to contribute your talents and create a hat or neck tie for this event, please contact Ron Mulray AIFD, event chairman, at 215-632-6270 for instructions and shipping details, and watch for the symposium brochure for complete details.

Décor by: Ron Mulray AIFD and Adriene Presti AIFD
Assisted by the SAIFD Chapters
Fresh flowers sponsored by NorCal
California Association of Flower Growers & Shippers

The AIFD Foundation Proudly Presents:

"101 Ideas with Pim... Quick Tips and Tricks in 101 minute for \$101.00.

Pim van den Akker, Designer, Author and Lecturer from Delft, Holland, is back by popular demand giving you an interesting twist on his world of tips and tricks. This event is hosted by the AIFD Foundation and is a separate educational program at Symposium, we expect an early sell out! Read more about him at www.Pimdesigned.com.

***For complete information on the AIFD Foundation Inc., visit us at
www.aifdfoundation.org.***



ACCOLADES

On March 17, the AIFD Southern Chapter was once again involved with the FFA Career Development Event held in St. Petersburg, Fla. The event had around 100 high school and middle school student attend where the chapter members demonstrated creating a boutonniere. They were then asked to make a boutonniere, it was evaluated and then added into their overall score for the event. Several AIFD members were there to help with this event including **Karen Farmer AIFD**, **Sylvia Bird AIFD**, **AAF**, **PFCI**, **Brita Edlbauer AIFD**, **Angela Tully AIFD**, **Paul Miller AIFD**, **PFCI**, **CMF**, **Eddie Payne AIFD**, **Robyn Arnold AIFD** and **Randy Arnold**. 🌸



James Dempsey AIFD took part in 'Moustache March,' an online event aimed at raising awareness for prostate cancer research through the Sunshine Bouquet Company. Throughout the month, the men of the Sunshine Bouquet Team grew out their mustaches and submitted weekly photo updates documenting their progress. Friends and family were encouraged to both donate to support the foundation and vote for their favorite contestant or perhaps more appropriately their favorite moustache. Way to go James! 🌸

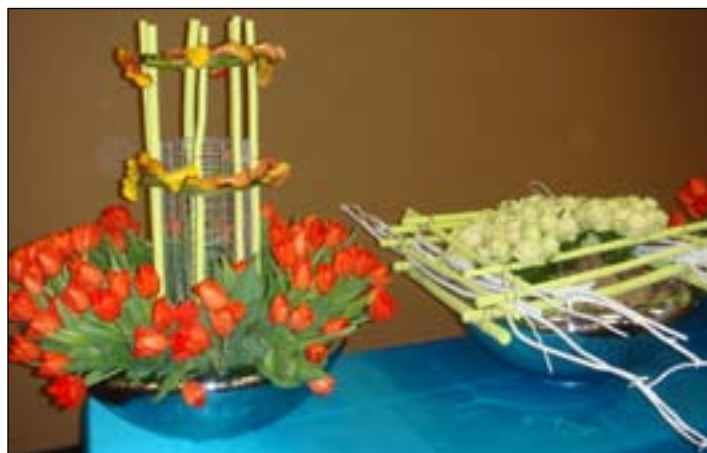
Call to All North East Members:

Rob DeBellis AIFD, **PFCI** from our region will be helping out **Jessica Parker AIFD** of Tallahassee, Fla. with coordinating The Body Bar Buffet this year at "Caliente" in Miami. As we know the monies raised go to benefiting SAIFD Chapters of AIFD. We are asking Northeast members to PLEASE consider creating & donating some really cool armatures, corsage bases and Boutonniere bases that can easily have flowers added to them in Miami at Symposium. For those who have worked on it with **Ron Mulray AIFD** in the past you know what a huge task this is.

Having the bases already done is a tremendous time saver when we just have to add the flowers. Please either bring them with you or mail them to me at the address below. Make one....Make 101...we really could use your support and so could the Students. Thank you in advance for your hard work and your generosity.

AIFD South West Chapter Hosts Wedding Extravaganza!

The second annual SWAIFD Wedding Extravaganza held March 10-11 was an enormous success! Read a full recap of the event in the South West Chapter Report on page 16. Check out some sneak peak photos below! (Pictured below is guest presenter **Ian Prosser AIFD**.)





Everything You Need to Know:

In the spirit of the upcoming 2012 Symposium "Caliente" we are highlighting the "hot" flower Kniphofia, also called Tritoma, Red hot poker, Torch lily or Poker plant.

It is a genus of plants in the family Xanthorrhoeaceae, subfamily Asphodeloideae, that includes 70 or more species native to Africa. Some species have been commercially used horticulturally and are commonly known for their bright, rocket-shaped flowers.

These plants produce spikes of upright, brightly-colored, red-to-orange flowers. This gives names such as "torch" and "red hot poker" to many of them. The flowers produce copious nectar while blooming and may attract sap-suckers such as hummingbirds and New World orioles.

The Kniphofia genus is named after Johann Hieronymus Kniphof, an 18th century German physician and botanist

Fast Facts

Availability: Year-round with peak supplies March through May

Description: Distinctive flower forms available in blues, purples, yellows and white. Useful in a variety of design styles. Can be used for emphasis and accent. Allow plenty of space around flowers, as they continue to open. Striking in oriental and contemporary designs.

Vase life: 2-6 days, ethylene sensitive, avoid water loss, avoid warm temperatures, drafts and sunlight to help flowers open.

Geophyte Organ: Enlarged rhizome

Light Requirements: Full-PM Sun

Height: 18-80 inches

Flowering Season: Early summer

Flower Color: Orange, red, yellow, apricot

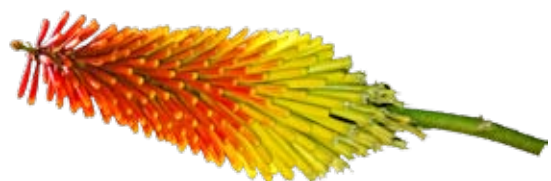
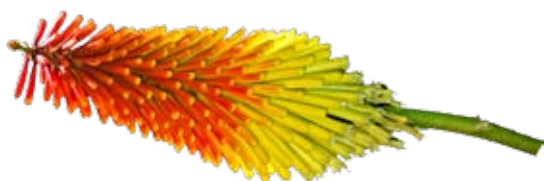
Planting Time: Spring

Planting Depth: Cover 4 inches (10 cm)

Hardiness: Hardy II - injured below 14°F (-10°C)

Bulb Storage: Store enlarged rhizomes moist at 35°F (2°C)

*Sources - <http://en.wikipedia.org/wiki/Kniphofia>, www.ces.ncsu.edu/depts/hort/consumer/factsheets/bulbs-summer/kniphofia.html, *The Art of Floral Design* by Norah T. Hunter.





Making the Most out of Social Media

Many AIFD member shops have a Facebook page, but is page presence enough to push your page to the main stream and attract new followers? Here are some things that you can do to gain new followers and really grab attention. I will start with an experience that I had during Valentine's Day at my shop, The Flower Studio, in Austin, Texas. We decided to hold a contest the week before Valentine's Day that was held on our Facebook page. The contest gained so much attention that the local news station decided to have their roving reporter report LIVE from our shop the Monday before Valentine's Day. Not only did we make it fun, we also gained hundreds of new followers, priceless exposure and some new customers.

We created a story behind our contest. Basically, we had this fun and funky, "Keep Austin Weird," 80's inspired cupid that showed up at our shop the week before Valentine's Day wanting to help. In reality, cupid was an employee that was willing to dress up in the cupid outfit and be the muse for the contest. Cupid was like a stray when he found The Flower Studio and he was in desperate need of a name. So the contest to find cupid a name was born..."Name That Cupid Contest!" We took pictures of Cupid processing flowers, arranging flowers, and we uploaded them to our Facebook page as teasers throughout the week. Eventually we piqued the interest of enough people that many people started entering the contest, telling their friends and submitting their names. To gain even more exposure we paid for an ad campaign via Facebook to try and reach even more people. The cost for the campaign was minimal and we used an app to create the contest. Contest marketing is becoming more and more popular and there are several companies out there that can help you create one, or you can dig in to the uncharted territory and figure it out yourself for a very, very small fee. Our contest was done in house using Wildfire. It was a learning process to figure it out, but well worth it in the end.

We decided to take it one step further and have all seven delivery vans on Valentine's Day have "Cupid Hoppers" inspired from our nameless cupid. The costumes were a minimal cost, the cupid wanna be's all came from a Craigslist ad and they all had a blast delivering flowers to our recipients that day. We actually had two professional comedians answer the ad because it was a great opportunity for new material. We got phone calls from people on the street that had seen one of our cupids out and about and thought it was so fun and funny. People really loved it and so did we.

Many of you may be wondering what the prize was and what name won the contest. The prize that we offered to the winner was a gift certificate for dinner for two at one of the high end restaurants in town as well as a dozen roses delivered to a local Austin recipient on Valentine's Day. Anyone in the U.S. could enter but the recipient of our flowers had to be located in Austin, Texas. The winning name came from an existing customer and Cupid finally had a name....Bud D. Sweetlove.

Think about all the fun things you can come up with to draw people's attention on the holidays. Easter, Mother's Day...Just Because. Just having a Facebook page and updating your status regularly is not enough to push your shop through social media. It's time to get creative and think outside the box with social media. Here is a challenge to all of you to see what you can come up with when it comes to engaging people on your Facebook page. Good Luck!

Thanks to the AIFD 2011-2012 Partners:



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AIFD IS LOOKING FOR A FEW GOOD MEN AND WOMEN

- Are you willing to dedicate your knowledge?
- Be of service to the floral industry?
- Do you have the generosity to help others succeed?
- Can you be impartial and consistent?
- Can you validate all of your decisions?
- Do you have the ability to give competent feedback and praise?
- Can you maintain integrity, respect and professionalism at all times?
- Can you uphold the AIFD standards?

If you answered yes to these questions we want you to become a part of the new **AIFD CERTIFIED EVALUATOR AND JUDGE CERTIFICATION PROGRAM**.

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

3 steps:

- Participate and complete all the three required workshops. These classes will be available late spring 2012.
- Complete an actual design evaluation during the PFDE Evaluator Skills Workshop at symposium in Miami (July 10).
- Pass the On-line Evaluator Test with an 80 % or higher.

You receive:

- a certificate of completion
- a press release
- the right to use the title of AIFD Certified Evaluator and Judge
- the right to evaluate at a PFDE process if asked by the Membership Committee
- the right to judge local, state, regional and national floral design competitions as an AIFD Certified Judge

Maintaining Your Certification

Maintaining your certification requires you to participate in an AIFD PFDE Evaluator Skills Workshop at least once every three years.

More information will be available soon. For questions please contact **Joyce Mason-Monheim AIFD** at jmmonheim@yahoo.com.

Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! Take a look at the recent PGMS press clippings and visit www.aifd.org/pressclippings for website links to view them. Have you come across AIFD listed in the media or press? Please send the clipping or website link to **Molly Baldwin**, AIFD director of communications, at mollybaldwin@assnhqtrs.com.

April 2012

The Sentinel - April 18

North Shore Outlook - April 11

MelrosePatch.com - April 2

Delaware Valley College website - April 2

March 2012

Macys.com - March 15

PerishableNews - March 14

Buckslocalnews.com - March 14

Cottage-Gardens.com - March 14

New Albany Mainstreet website - March 14

PerishableNews website - March 13

Kansas.com - March 8

The Epoch Times - March 8

PR Web - March 8

PerishableNews website - March 7

Main Line Media News - March 7

Daily Chronicle Online - March 7

PW-Philadelphia Weekly website - March 5

Reading Eagle - March 5

Philadelphia Magazine website - March 5

Philadelphia Inquirer - March 4

Yahoo News website - March 3

Orlando Sentinel - March 3

6ABC News in Philadelphia website - March 3

The Times and Democrat website - March 1



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 **Ken Norman AIFD**, member of the AIFD National Board of Directors. Ken recently won "Best Reception" in *Florists' Review* magazine's 13th Annual Picture-Perfect Weddings" contest. See photos from the winning entry below and on page 6.

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

Ken: I work in a family business. My father's father started the business. I work closely with my brother-in-law. We each have our own forte. I fill daily orders (I am a designer!) and specialize in visual merchandising and special events. Presentation and branding are very important to me. Additionally, I teach at local community schools and the New York Botanical Garden.

AIFD: As a member of the National Board what are your personal goals for advancement of AIFD?

Ken: I am honored to sit on the National Board of AIFD. The amount of talent, creativity and professional leadership is both intimidating and inspiring. I am proud to help guide our industry into the future.

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

Ken: My parents were very hard workers. They are both retired now. Growing up, our lives revolved around the business. Vacations were FTD conventions and holidays were, of course, spent in the shop. I really enjoyed attending design shows and competitions. I remember sitting in the front and being totally captivated and mesmerized by New Jersey's best designers like **Chris Ondrak AIFD**, **Jeff Miklos AIFD**, **PFCI** and **Richard Salvaggio AIFD**, **AAF**.

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

Ken: I love it all! It would be easier to say what I don't like to do. Thanks to my office staff, I never have to blow up balloons.

AIFD: What issues are most important to you Professionally?

Ken: As far as AIFD is concerned, I strive for public awareness and professionalism within the industry. I take my work very seriously. I take great pride in all I do.

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

Ken: Free time? Really? I enjoy gardening and biking. I recently took some flying lessons. Also, I like to cook.

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

Ken: Get involved! I am a very positive, encouraging and nurturing person. I pass this on to all my students and anyone who has a passion for flowers.



Photos courtesy of David Salamone
of The Studio Photographers.

AIFD

Focal Points 15

What's Going On?

AIFD Chapter Reports

Southern Chapter Report

Karen Farmer AIFD

Wow...Yep! That about sums it up! 2012 Southern Conference was a huge success! **Brita Edlbauer AIFD** and **Russ Barley AIFD** went above and beyond to bring as a first class show. Of course they couldn't have done it without a lot of help from a lot of people. Thank you to all the designers who were on stage, but also a big "Thank You" to all the designers who worked behind the scenes. **Len Beckett AIFD, AAF, FSMD** did a fabulous job of decorating the lobby as well as the welcome reception. Thank you Peabody Chefs for sharing your culinary talent and Mississippi Students for the centerpieces at lunch on Saturday. And thank you **Kevin Coble AIFD**, not only for your stage performance, but for the fantastic Gala decorations on Saturday night. **Ian Prosser AIFD, AAF, NDSF** filled the room on Sunday with the perfect touch of spring.

In an effort to give back to the communities in which we visit we collected donations for "Seniors First." "Seniors First" is a local organization that focuses on the well being and aide of the elderly. At lunch on Sunday we presented Seniors First with \$300 in grocery gift cards, as well as \$237.00. They were very thankful and we look forward to continuing this new tradition at next years conference.

May 1 marked our first annual "May Day" flower recognition day. As AIFD designers and shop owners, Southern members participated in placing floral art in local coffee shops, restaurants, boutiques and the like with "May Day" cards that tell patrons what AIFD is and where to find their local AIFD designers.

In July, the Southern chapter will be hosting the 2012 National Symposium in Miami. **Sylvia Bird AIFD, AAF, PFCI** and **Tina Coker AIFD, AAF, PFCI** are the Chair and Co-Chair of this event and with these two working their magic, "Caliente" will most defiantly be HOT HOT HOT!

Southwest Chapter Report

Alex Jackson AIFD, PFCI

The second annual SWAIFD Wedding Extravaganza was an enormous success! On Saturday, March 10, 26 designers enjoyed a hands-on design class with **Carol Caggiano AIFD** where they all designed everything from boutonnieres to centerpieces for a black and white wedding. On Sunday, we had nearly 200 guests for a day long program of wedding how-tos, tips and tricks, trends and the art of selling and making a profit with wedding work. Carol Caggiano AIFD, **Kenneth Snauwaert AIFD** and **Ian Prosser AIFD, AAF, NDSF** shared countless ideas for selling and designing profitable and practical flowers

and accessories. Awards for distinguished service went to **Gerry Toh AIFD** and **Gordon Rimmer** for their dedication and support of SWAIFD. More pictures of our absolutely fabulous day and all of the festivities are available at www.designinlinemagazine.blogspot.com and www.facebook.com/swaifd. A special thank you goes to **Martin Flores AIFD** and the crew at Inland Wholesale for procuring our hard goods from our very generous sponsors. **Lori Novak AIFD** and her staff at Archibald Flowers did an amazing job at procuring and delivering all of the gorgeous fresh flowers from our sponsors. Thank you for all of your generosity and commitment to SWAIFD!

South Central Chapter Report

Suzie Kostick AIFD, PFCI, MCF

We here in the SC region are celebrating the huge success of our AIFD Awareness and Education event "A Wedding Sell-Obration." Held on March 18 at the Linda Kay Learning Center adjacent to Baisch & Skinner in St. Louis, the gathering was held to not only bring AIFD awareness and education to the region but also as a regional fundraiser. On all counts the event – lead by SC Fundraising Committee Chair **Frankie Peltiere AIFD** – was a big success. AIFD members and non-members alike enjoyed the day-long program presented by **Beth O'Reilly AIFD, TMF**. The grand finale of the day was a live auction with SC's own **Marie Ackerman AIFD, PFCI, AAF** entertaining bids. A great big thank you to the team at Baisch and Skinner for partnering with us for this event. Stay tuned for announcements on future awareness, education and fundraising events.

Kerry Sallabedra AIFD has been hard at work gathering historical facts, information, tidbits and what-nots about the SC Region. If you have a fun story to share or some important information that you think should be archived please get in touch with Kerry and share. We have an amazing heritage in the SC region so let's make sure to pass it along!

North East Chapter Report

Suzanne Sampson AIFD, NHMFD

Welcome to Spring! Wow what an active "pre-spring" the North East has had so far. The Philadelphia Flower Show was a grand success. **Theresa Colucci AIFD** led her team with **Polly Berginc AIFD** to create a very stunning and wonderful interpretation of "The beautiful Dance; Song, Chant and Hula. **Ron Mulray AIFD** is our liaison to Philadelphia Horticulture. The space had terrific flow and wonderful designs. Everyone involved did an outstanding job! Just a terrific job done by all involved! It is truly wonderful to be part of such a group where a fairly good chunk of the North East members get involved to promote

education and design.

The North East regional board met on Sunday March 4, in Philadelphia. It was a very productive meeting. We discussed our plans for the upcoming year and all the things going on in our region.

The display created by **Kris Kratt AIFD** and **Bill Schaffer AIFD**, **AAF**, **PFCI** display received the "Best in Show." And along with that they also exchanged their wedding vows. Talk about exciting things going on. Best wishes to the both of them.

The Connecticut Florist Association (North East Floral Expo) was also a great weekend of education and trade fair. Wonderful competitions and the creative juices were flowing. The programs were very informative and a great learning experience. **Lisa Greene AIFD**, **AAF**, **PFCI** taught a program to the FFA students to give them more of an insight into our creative and exciting industry and getting those students more involved too.

With all that, please enjoy the wonderful weather we have been having and all have a great spring.

Northwest Chapter Report

Emil Yanos AIFD

Greetings from the Northwest! Spring has been a whirlwind of activity for us. The rush of the holidays has brought us from the Rose Parade, with **Wil Gonzalez AIFD** and **Gerry Gregg AIFD**, **Mike Hollenbeck AIFD**, **Karen Schubert Genoud AIFD** and soon to be inducted **Rachelle Nyswonger CFD** and **Philip Rice CFD** helping to create those fabulously elaborate floats, right into February.

On February 3, **Wil Gonzalez AIFD** and **Greg Lum AIFD** were off to Lodi, Calif. for Metro Expositions' Spring Home & Garden Show. They did a stage presentation as well as judged the floral design competition. Three weeks later they were joined by **Lily Chan AIFD** for the Modesto Home & Garden Show. Their next event will be in San Joaquin on May 11-13.

Taking full advantage of all of her resources, **Kimi Ynigues AIFD** organized back to back to back programs on the weekend of March 10-11 in Idaho. **Lily Chan AIFD** started the weekend off in Boise, giving a hands-on workshop for the Idaho Horticultural Society. While in Twin Falls, **Erik Witcraft AIFD** and **Mike Hollenbeck AIFD** did demos for the FFA kids. The following day they met up in Burley with **Ian Whipple AIFD** and **Toni Chow Tibbits AIFD** for another hands-on workshop for the Idaho State Floral Association. They were well received and I thank them for their dedication and for doing a great job.

It was back in San Francisco for the Bouquets to Art Gala on March 12. The Northwest was well represented. This fund raiser included work by **Amy Kee AIFD**, **Hiromi Nomura AIFD**, **Kaori Imaizumi AIFD**, **Kren Rasmussen AIFD**, **Steven Brown AIFD**, **Holly Money-Collins AIFD**, **Jenny Tabarracci AIFD**, **Dianna Vigil AIFD**, **Philip Rice CFD**, **Constance**

Oakson AIFD, **Cheryl McGuire AIFD**, **Nona Tai AIFD**, **Greg Lum AIFD**, **Katherine Zhang AIFD**, **CCF**, **Katharina Stuart AIFD**, **CCF**, **Yoko Ishii Klingebiel AIFD**, **Naoko Suzuki**, **Michael Daigian CFD**, **Sue Morford AIFD**, **Wil Gonzalez AIFD**, **Michael Merritt AIFD**, **Yoshiko Williams AIFD**, and myself.

On March 24-25, United Wholesale Flowers in Santa Clara hosted hands-on workshops featuring AIFD President **Tom Bowling AIFD**, **PFCI**. I was there to lend some support, but I couldn't have done it without the help of fellow Northwesterners **Stella Shen AIFD**, **Susan Ishkanian AIFD**, **Greg Lum AIFD**, **Lily Chan AIFD** and **Eliza Wong AIFD**. Tom was a true professional, enduring the blustery weather. Kudos to our hosts Minnie and Brian of UWF. Now that things have settled a bit I'm looking forward to enjoying the spring weather and anticipating Miami!

North Central Chapter Report

Dan Kotecki AIFD

The North Central Chapter members have been busy attending and assisting their state associations with their annual conventions. Many of them held events such as competitions or bouquet sales to raise funds for our scholarship program. These funds make it possible to support and encourage the next generation of floral designers.

We are in the midst of the spring holiday season and preparing for the final push to Mother's Day. Preparation is the key to success. Hopefully your past records will be a great guide in being ready to meet the rush of this hectic holiday.

It seems so far off, at this point, but before we know it symposium time will be here. I hope you are all planning on attending "Caliente" in Miami. It is always a great time to reenergize your creativity, reconnect with and make new friends, as well as just have some fun and a well-deserved break. I look forward to seeing you all there.

Election of our chapter officers has just taken place. Congratulations to our new President **Loann Burke AIFD**, **PFCI**, President-Elect **Eldon Haab AIFD**, Vice President **Jodi Duncan AIFD**, Secretary **Sue Huelsman AIFD**, and Treasurer **Laura Parker AIFD**, **MCF**. New members of the board include: **Michael Allen Brown AIFD**, **Stacey Carlton AIFD** and **Gary Wells AIFD**. With this great group of leaders the North Central Chapter will continue to be one of the best chapters in AIFD. Best wishes for a very successful and profitable holiday season, and we'll see you in Miami.

SNAPSHOT:



Lisa Greene AIFD, AAF, PFCI teaches to FFA students.



Theresa Colucci AIFD teaching at Philadelphia Flower Show.



Flowers provided by Carol Inskeep AIFD for the Board of Directors meeting held in early April in Baltimore.



Hong Kong Flower Show, March 16-25, 2012.



A colorful advertisement for Syndicate sales inc. The central graphic features the word "color" in large, multi-colored letters, with "your cooler!" written in white cursive on an orange circular background. Below this, there are several small, colorful vases in shades of orange, blue, green, purple, and pink. At the bottom, the text "spring into summer with the popsicle asst!" is written in a playful font. The Syndicate sales inc. logo, which includes a rose and social media icons, is at the bottom right.

Communication Center

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



April 3, 2012 - Early Bird Registration Deadline Extended for AIFD Southern Conference!

April 2, 2012 - Beloved AIFD Member Passes Away (Joe Smith AIFD)

March 27, 2012 - Last Week to Register for AIFD Southern Conference at the Early Bird Price

March 9, 2012 - Beloved AIFD Member Passes Away (Jared Chedester AIFD, CFD, KMF)

March 7, 2012 - 2012 Symposium Schedule Posted, Registration Now Open!

Feb. 27, 2012 - AIFD Southwest Chapter Hosting Floral Extravaganza!

Feb. 24, 2012 - Focal Points is Hot off the Press

Feb. 23, 2012 - Beloved AIFD Member Passes Away (Sandra Lyn Molen AIFD)

Feb. 16, 2012 - Last Chance to Submit AIFD 2012 Award Nominations!

If you are not receiving AIFD e-mail blasts visit www.aifd.org and make sure we have a current e-mail address in your profile.

FLORAL DESIGNERS NEEDED

Twinbrook Floral Design, one of Northern Virginia's fastest growing florists, is seeking talented floral designers to assist with daily design work as well as our very busy wedding business. Our perfect candidate would be seeking a permanent full-time position but we are open to freelance designers as well! Please call Karen Promisel at 703-978-3700 for more details about this exciting opportunity.

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Calendar

July 10, 2012

2012 Professional Floral Design Evaluation Session (PFDE)

Hyatt Regency
Miami, FL

July 12-16, 2012

2012 National Symposium

Hyatt Regency
Miami, FL

July 16, 2012

2012 Foundation Workshop

Hyatt Regency
Miami, FL

Sept. 15, 2012

Connection: The Bouquet Experience

Oklahoma City Flower Market
Oklahoma City, OK

Sept. 29, 2012

Connection: The Body Flower Experience

Rojahn Malaney Company
Milwaukee, WI

2013

June 26, 2013

2013 AIFD Professional Floral Design Evaluation

Session (PFDE)
Las Vegas, NV

June 28 - July 2, 2013

2013 National Symposium

Las Vegas, NV

July 3, 2013

2013 Foundation Workshop

Las Vegas, NV

American Institute of Floral Designers

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2013 AIFD Symposium

June 28 - July 2

Las Vegas, NV

Would you like to lead a program at the 2013 AIFD National Symposium?

To consider your proposal we need as much information as possible. Visit www.aifd.org/2013SympProgramProposal.pdf to download the entire application.

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. We are looking for fresh ideas and your ability as a presenter. We want each designer to demonstrate their “Passion” for their topic as it relates to floral design. If you have any questions please contact **Lori Novak AIFD** at fowcorvilla@aol.com or **Tom Simmons AIFD** at tomassimmons@gmail.com.



NATIONAL SYMPOSIUM JUNE 28 - JULY 2
American Institute of Floral Designers



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2012 SCHEDULE OF EVENTS - JACKSONVILLE, FL

Date	Course Name		
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4/18-4/20	3-Day Advanced Sympathy	7/28	Fresh Forum®
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6/11-6/15	5-Day Basic Principles & Elements of Design	7/30-8/1	3-Day Advanced Wedding
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8/2-8/3	2-Day Party & Events
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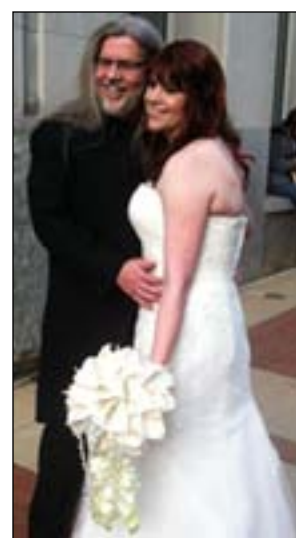
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AIFD Show Stoppers at Philadelphia Flower Show

The AIFD North East Chapter produced a show stopping display at the 2012 Philadelphia Flower Show that took place March 4-11. It was a grand success! **Theresa Colucci AIFD** and **Polly Berginc AIFD** led the team of designers to create exquisite designs for their display titled "The beautiful Dance; Song, Chant and Hula." Designers included **Ron Mulray AIFD**, **Michael O'Neil AIFD**, **AAF PFCI**, **Michael Derouin AIFD**, **AAF**, **PFCI**, **CAFA**, **Robin Weir AIFD**, **Deryck de Matas AIFD**, **Sue Weisser AIFD**, **Jo Jarvis AIFD**, **David Siders AIFD**, **Susan Bain AIFD**, **Crescentia Motzi AIFD**, **Erica Rasmussen AIFD**, **Claire Won Kang AIFD**, **Daniel Vaughn AIFD** and **Mary Robinson AIFD**. Individual entries were created by **Azheny Zdeb AIFD** and **Rick Cuneo AIFD**.

Other AIFD members also had their hand in creating amazing displays for the show. **Kris Kratt AIFD** and **Bill Schaffer AIFD**, **AAF**, **PFCI** of Schaffer Designs were awarded "Best in Show" for their display "PELE" - Goddess of Fire." Thirty people, including several AIFD members, worked on site for four days to make this display come to life. Bill and Kris, along with **Ron Mulray AIFD** competed against each other in the design competition at the Gala. Kris ended up winning the competition. But the show didn't stop there. Along with creating their award winning display, Kris and Bill also exchanged their wedding vows! They were married on the main stage on Wednesday, March 7 in front of thousands of people. Kris designed her own stunning bouquet. Best wishes to the both of them.

More photos can be found at www.facebook.com/pages/AIFD-Northeast-Chapter/336936047444 and www.facebook.com/theflowershow.



Photos courtesy of The Philadelphia Flower Show Facebook page and Bill Kratt Facebook page.



"PELE" - Goddess of Fire"
Schaffer Designs display

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