

Focal Point

AIFD Announces 2014 PFDE Results

Candidates tested at the highly successful 2014 Symposium in July

All of the 143 candidates that tested as part of AIFD's Professional Floral Design Evaluation (PFDE) program were successful in their bid to become a Certified Floral Designer (CFD®) as bestowed by the American Institute of Floral Designers (AIFD), it was announced by **Tim Farrell AIFD, CFD, AAF, PFCI**, president of the Institute.

The candidates participated in AIFD's rigorous Professional Floral Designer Evaluation (PFDE) session held July 2, immediately prior to the AIFD National Symposium "Transition Transformation" in Chicago. Earning a CFD® is the first step of the PFDE; the ultimate goal is to become an Accredited Member of AIFD.

Of the 143 professionals, 50 designers earned their CFD credentials in Chicago and 24 designers maintained their CFD credentials. There were 69 professionals created artistic designs that were so excellent in presentation that they have been invited to become a member of AIFD and they will be inducted during ceremonies at the 2015 AIFD National Symposium "Journey" taking place in Denver, Colo., June 30 - July 4.

During a PFDE, candidates must create five designs in four hours – product and categories are not announced until the PFDE begins. Designs are then evaluated based on ten points of professional floral design including mechanics, balance, color, theme, line, and creativity.

Prior to participating in the design portion of the PFDE, candidates must complete certain education requirements and successfully complete an online test to evaluate their fundamental understanding of design.

CFD designers are required to maintain their professional designation by accumulating 25 hours of floral design continuing education or serving in various capacities in floral associations.

Visit <http://aifd.org/2014-pfde-results/> to see the results.

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Excitement and creativity were blowing in the "Windy City" when AIFD and floral designers from around the world took over Chicago. Over 850 floral design artists converged in Chicago to see creative designs, entertaining events and inspiration like none other from July 3-7, 2014 at the Hilton Chicago.

Read recaps of the events and view photos on page 14!

American Institute of Floral Designers

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AIFD Mission Statement

The mission of AIFD is to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form.

Calendar 2014

September 8 - October 9

Palmer Floral Design Certification Program
Palmer School of Floral Design
Fort Collins, Colo.

September 15 - October 3

Basic Floral Design
Floral Design Institute
Portland, Ore.

September 29 - 30

Advanced Wedding Floral Design
Phil Rulloda's Southern California School of Floral Design
Anaheim, Calif.

October 6 - 10

Advanced Floral Design
Floral Design Institute
Portland, Ore.

October 6 - 8

FTD® Re-Boot
FTD Headquarters
Downers Grove, Ill.

October 18 - 20

Wedding Trends & Techniques
Floral Design Institute
Portland, Ore.

October 26, 2014

AIFD's South Central Region Design Forum: In Loving
Memory...Funeral Tributes for Today
DWF Wholesale Florist
Denver, Colo.

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

President's Welcome



"I am looking forward to a year full of opportunities in which we all can advance excellence in the art of floral design."

Dear AIFD Members,

As I start my journey of service as President of the American Institute of Floral Designers, I look ahead with great anticipation into this next year. I know that all of our members who attended "Transition Transformation" were treated to a Symposium filled with incredible education, inspiring designs and days filled with camaraderie that are unmatched in this industry! A special thank you needs to be given to **Frank Feysa AIFD, CFD, PFCI** and **David Shover AIFD, CFD, PFCI** for their countless hours and dedication to ensure the success of this Symposium. I am hoping we all use this as a springboard to great things ahead for all of our committees.

I cannot begin to express my gratitude for the confidence that our membership has bestowed on me to lead this organization through the next year. I am thrilled to be on the same leadership team with all of the other members of this wonderful Board of Directors. This is an incredibly talented and diverse group, that together represent all members of AIFD and together we will be making decisions to not only better our organization today, but ensure a solid future for AIFD. I promise you we are in good hands!

I am thrilled at the results of this year's PFDE. Of the 143 candidates, 69 have demonstrated abilities that make them worthy of an invitation to become AIFD. What a great endorsement, not only of the hard work of the Membership Committee, but also of each and every member of AIFD. We ARE something special...and there are many designers who want to be a part of us! We welcome our newest members, and hope for just as large a group to achieve success in 2015.

I am excited about the planning of our next Symposium in Denver 2015. **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** have already architected an exciting week. Mark your calendars now...you won't want to miss this one. It's our 50th...and it's going to be GREAT.

During the leadership breakfast this year, we talked about a word that I feel has great meaning to AIFD. That word is IGNITE! Besides the obvious connotation of fire, IGNITE also means to start something significant. We all can be challenged to ignite a new passion for floral design in our own lives. We all can be challenged to see the potential in other floral artists, and ignite in them a need to know more about our craft and a yearning to explore the educational opportunities that await all of us.

We also can find new ways to see leadership possibilities in other members of AIFD and offer help or guidance to help them achieve goals and move into positions where they then become the ones encouraging others. This is all part of our mission as members of AIFD. I invite all of you to seek out new opportunities for advancement during this next year!

We also have many committees that are beginning a new year of hard work to help us in all of these goals. From Marketing to Education, Student Membership to Awards, and Certification to Career Development...all of our committees consist of wonderful volunteers to help in our drive to promote the art of floral design. I invite all members to seek out opportunities to get more involved...we need you and welcome your support of this great organization.

In closing, I want all of our members to know that myself, and the entire leadership team of AIFD, are here to listen to your concerns and suggestions on how to make AIFD the very best that it can be. All of our names and contact information can be found in our directory that you will be receiving in the Fall. Don't hesitate to call or e-mail if you are willing to share a thought or idea that might help us all.

I am so proud to be a part of the American Institute of Floral Designers. This accreditation is one of the highest honors bestowed to designers from all parts of the world. I am looking forward to a year full of opportunities in which we all can advance excellence in the art of floral design.

A handwritten signature in black ink that reads "Timothy P. Farrell".

Tim Farrell AIFD, CFD, PFCI
AIFD National President 2014-2015



Past President's Farewell

How time can go so quickly when you're having fun!!! This past year has been one I will always remember in so many ways. The best of all was meeting so many of you in your region and the exciting



educational offerings you gave to your members. I so encourage each of you to attend these in the future as a great way to get to know people in your region.

I had really looked forward to seeing you all at Symposium, however I had a little surgery that delayed me a few days. I am so thankful for all the AIFD family that stepped in to make sure Symposium went off without a hitch. Thanks to the AIFD board under the leadership of **Tim Farrell AIFD, CFD, PFCI** for their support and nonstop work to help cover for me in those early days of Symposium. Thanks to Frank and David for their leadership with their committee that gave us a symposium not to be forgotten.

My advice to all of you is to always surround yourself with dedicated, loving, and passionate people for your organization. You will not be disappointed. Next, plan for the unexpected and you will be able to move ahead without skipping a beat. Lastly, thank your family, friends and co-workers for allowing you to take on a job that was an honor and a privilege.

My best to all of you,

John Kittinger AIFD

John K. Kittinger AIFD, CFD
2013-2014 National President



Photo caption (l-r): Sarah Price, John Kittinger AIFD, CFD, Mary Kittinger and Margaret Price.

AIFD Member Participates in Britain's Favorite Sports Personalities Project

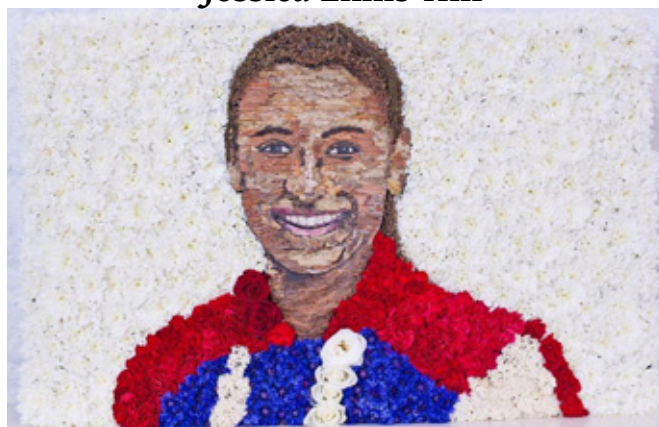
Ambius, the world's largest interior landscaping company, unveiled its own floral tribute to Britain's sporting heroes.

The firm polled Brits to find their favorite sports stars from the fields of tennis, athletics and motor racing, and then commissioned expert florists to re-create their faces utilizing only plants and flowers.

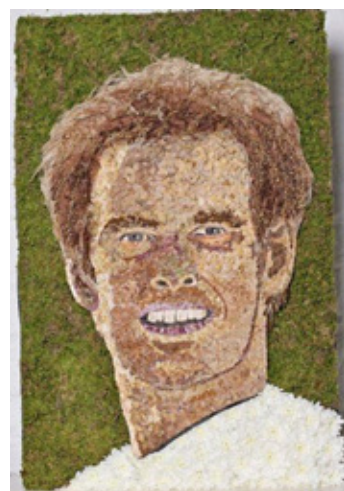
To celebrate British greats and an exciting 'Summer of Sport,' Ambius set the 'Academy of Floral Art' to work in creating a trio of unique pieces of artwork. The three portraits were designed by students and teachers at the academy and were made entirely out of natural plants and flowers, including Dianthus, Eucalyptus and Beech leaves.

Tina Parkes AIFD, CFD, who is one of the principles of the Academy of Floral Art, was involved in this great project. View photos of the art pieces below!

Jessica Ennis-Hill



Lewis Hamilton



Andy Murray

Volunteers on a Journey

Chicago and “Transition Transformation” were wonderful! Congratulations to Symposium Coordinator **Frank Feysa AIFD, CFD, PFCI** and Program Coordinator **David Shover AIFD, CFD, PFCI** for successfully tackling the Symposium beast and producing an outstanding educational and motivational event for all.

It is dedicated AIFD volunteers such as Frank and David who continue to move AIFD forward in its mission to advance the art of professional floral design through education. Of course, they could never have done it without so many other members volunteering. Special thanks to all of you who pitched-in, but an even bigger thank-you to the following for going to the top in their volunteer role: Awards Committee Chairman **Rich Salvaggio AIFD, CFD, PFCI**; Awards Night Décor Designers **Rick Orr AIFD, CFD, Pete Samek AIFD, CFD, and Bob Friesse AIFD, CFD**; Blooms Over Chicago Coordinators as well as Hotel Lobby Decor Coordinators **Sue Bal AIFD, CFD and Stacey Carlton AIFD, CFD**; Body Flower Buffet Coordinator **Carol Inskeep AIFD, CFD**; Flower Room Manager **Katie McCormick Kharrat AIFD, CFD**; Luncheon Chair (student event) **Janet Gallagher AIFD, CFD**; Gifts Coordinator **Jim Rauch AIFD, CFD**; Leadership Breakfast Designer **Alex Jackson AIFD, CFD, PFCI**; Leadership Gala Designers **Kevin Coble AIFD, CFD and Kevin Hinton AIFD, CFD**; Orientation for 1st Timers **Ann Jordan AIFD, CFD**; Partners Expo Coordinators **Tony Medlock AIFD, CFD and Eva Riter AIFD, CFD**; Presentation Bouquets **Terry Godfrey AIFD, CFD**; Procurement Fresh Product **Gary Snow AIFD, CFD**; Procurement Hardgoods **Jenny Behlings AIFD, CFD, PFCI**; Security **Craig Theimer AIFD, CFD**; Stage Manager **Brian Wenmoth AIFD, CFD**; Student Competition Chairperson **Cherrie Silverman AIFD, CFD**; VIP Flowers **Patience Pickner AIFD, CFD, PFCI**; VIP Hostess **Janet Black AIFD, CFD, PFCI**; Volunteer Coordinator Co-Chairs **Laura Parker AIFD, CFD and Carolyn Clark Kurek AIFD, CFD** and Welcome Reception Flowers **Rae**

Roberts-Griffith AIFD, CFD.

Of course we can't forget the dynamic cadre of “faculty” who presented such magnificent programs including **Mandy Majerik AIFD, CFD, PFCI, David Siders AIFD, CFD, Rudy Grant AIFD, CFD, Loann Burke AIFD, CFD, Bill Taylor AIFD, CFD, Mike Hollenbeck AIFD, CFD, Rachelle Nyswonger AIFD, CFD, Hitomi Gilliam AIFD, CFD, Amanda David Strassburg AIFD, CFD, Baudouin Roelants, Walter Fedyshyn AIFD, CFD, PFCI, Lottie Nys AIFD, CFD, Lana Bates, Monroe Cranford AIFD, CFD, Darla Pawlak AIFD, CFD, PFCI, and Robert Koene.**



As I've often written when reviewing the work of the AIFD Board, it's volunteers that make AIFD great. From the National or a Regional Chapter Board to helping clean up after the Gala Dinner at Symposium, pitching in and helping actually feels good.

It's now time for all of AIFD to start thinking about the coming year. The 50th Anniversary! **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** are assembling a spectacular program for this celebration to be a part of the 2015 Symposium in Denver. Their theme “Journey” could not be more appropriate. AIFD is continually journeying and with it, each of its members travel his or her own trail. It is a journey of new adventures, growth, enlightenment, friendships and so much more.

To all the volunteers of AIFD, we salute you! You are the best in the floral industry!

Mayesh Wholesale Florist, Inc. Announces Floral Fantasy Contest

On Sept. 3, 2014, Mayesh Wholesale Florist announced a new contest that will award a floral designer the opportunity to create their dream design just for the sake of art! Mayesh's customers have until Sept. 30 to submit the details of what their floral fantasy entails. A panel of Mayesh judges will select one lucky designer who will fly to Las Vegas, be provided flowers and a space to design. The floral art piece will be displayed at Mayesh's Art in Full Bloom event on Nov. 14, which is a benefit for SafeNest.

Not only will the designer be given an opportunity to create a piece of floral art, they will be an attraction for a great event that raises money and resources to help those affected by domestic abuse.

Other than space requirements and the provided budget along with a few other parameters, floral designers are free to dream up the most amazing design they can possibly come up with.

“Education and community is key to Mayesh. We have conducted other traditional design contests in the past, but we wanted to take our contests to the next level. We thought what better way than to introduce floral art and creative freedom to the mix!” said **Yvonne Ashton**, director of marketing at Mayesh.

For more information or to enter the contest, please visit

www.mayesh.com/FloralFantasy.aspx.





FTD UNIVERSITY
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KNOWLEDGE IS POWER

CONTINUING EDUCATION IS KEY



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SNAPSHOT



AIFD members attending the Arkansas Florists Convention. Front row l-r: **Monroe Cranford AIFD, CFD**, **Tom Bowling AIFD, CFD, PFCI**, **Bill Plummer AIFD, CFD**, **Marie Ackerman AIFD, CFD, PFCI**, and **Chris Norwood AIFD, CFD**. Back row l-r: **Mandy Majerik AIFD, CFD, PFCI**, **Jackie Lacey AIFD, CFD, PFCI**, **Shane Cranford AIFD, CFD**, **Chelle Gerhardt AIFD, CFD**, **Bitsy Carter AIFD, CFD**, and **Jenna Naylor AIFD, CFD**.



New AIFD Laureates that were recognized at the 2014 Symposium this past July. From l-r: **Lori Novak AIFD, CFD**, **John Shakelford AIFD, CFD**, **Connie Bell-Gustafson AIFD, CFD**, **Darla Pawlak AIFD, CFD, PFCI** and **Michael Skaff AIFD, CFD, PFCI**.

Bits and Pieces

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

- **Jenna Naylor AIFD, CFD** of A Daisy A Day in Snellville, Ga. was the 2014 Mid America Cup Winner at the Arkansas Florists Association and Trade Market on Aug. 15-17 in Hot Springs, Arkansas.

- AIFD's Vice President **Joyce Mason-Monheim AIFD, CFD, PFCI** was inducted into the American Academy of Floriculture.

- Mayesh's three Design Star finalists are all AIFD members! Congrats to **Patience Pickner AIFD, CFD, PFCI**, **Beth O'Reilly AIFD, CFD** and **Tony Medlock AIFD, CFD**.

- **Kevin Hinton AIFD, CFD** was awarded a Living Legend Award from the Tennessee State Florist Association and inducted into the Crystal Rose Society. Additionally, he won the Tennessee State Florist Convention Tom Lea Memorial Iris Cup Interpretive Floral Design Competition.

- **Laura Daluga CFD** was named #4 on the list of Special Event Magazine's Top 25 Young Event Pros to Watch for 2014.

On another note, she and her boyfriend suffered a massive fire in their Chicago apartment that claimed most of their belongings and the lives of their two cats. There is a gofundme.com page that is raising money to help them with finding a new home and medical expenses. The website is www.gofundme.com/brianlaurafirefund.

- **Kevin Coble AIFD, CFD** was awarded the Tennessee State Florist Association Lifetime Achievement Award.

- **Sharon Sabin Ivey AIFD, CFD, PFCI** of the South East Floral Design Center in Bishop, Ga. and **Derek Woodruff AIFD, CFD, PFCI** of Derek LLC in Traverse City, Mich. were honored with induction into The Society of American Florists's Professional Floral Communicators - International (PFCI) during the Stars of the Industry Awards Dinner on Aug. 16 at SAF Marco Island 2014, the association's 130th Annual Convention in Marco Island, Fla.

Got News???

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

Marketing Tip: Focus on Your Passion

By Lisa Greene AIFD, CFD, PFCI

Focus on your passion...don't worry, the profits will come.

With the state of retail flower shops being what it is, some of us may have forgotten the reason we opened our flower shops. Remember that time when you had a burning desire to just make arrangements that made people happy? You really believed that flowers could make a difference in someone's day but now, you're paying bills and living from week to week in financial uncertainty. You're just hoping that the flowers you bought this week will cover the bills. For many this is the reality of owning a flower shop in this economy. (Wow, I thought this was supposed to be an up beat, breezy, cheerful article to inspire us. Thanks a lot. Lisa.)

Get back to your roots. It was flowers and plants that brought you here. Focus on them and not balloons and candles and soap, etc. Those things can be important if you have a walk-in trade and you merchandise them with your flowers and plants.

I challenge you to put your love of flowers back into daily life. Go to the market and pick out a few special things for the designers to work with. Challenge them to brush up on color combinations that work and are artistically correct. Make sure they have plenty of items with texture to create designs that will differentiate your shop from the one down the street.

Remember, design is your strength. Use it or lose it. If you use it every day you will get your mojo back and when you're this excited, it can't help but rev up the staff and the customers. If it's a slow time of year and the flowers haven't sold, transition

Achieve Success With Education

By Tom Shaner, AIFD executive director

Floral design education is at the heart of AIFD's mission. Every member and/or aspiring member or candidate for the Certified Floral Design (CFD®) needs to continually apply him or herself to learning more and more about our beautiful art form.

While all of us in AIFD want our next generation (candidates for membership and CFD) to avail themselves of quality educational opportunities, it seems that by "requiring" them to prove their educational background before being able to enter into the Professional Floral Design Evaluation (PFDE) program was perceived as somewhat of a hurdle.

It was, therefore, decided by the National Board that effective July 2014, the "previous education" requirement policy would be modified to one in which candidates will be "strongly encouraged" to apply themselves to educational opportunities before they

them into floral ambassadors/marketing materials and go out and visit potential customers. Let the world see the flowers your shop can create.

Here are a few questions that if you answer honestly, will put you on the proper path. Beware, the ultimate answer may surprise you.



- Do you really like what you are doing? Honestly, do you enjoy it? If not, then consider changing your working circumstances or your career choice.

- Walk through your store and ask "why is this not selling?" If you can't come up with an answer then you should reconsider carrying that product or that category. Everything in your store should make you happy. If it doesn't, that's probably why it's not selling. Again, we go back to basics.

- Take a look at your staff...who is the last one to arrive and the first to leave? They may have been with you for a long time but are they really doing your company a service? What do they do that transforms the customer experience? Keeping them around just because they keep the place running when you're not paying attention is no reason to keep someone who is not on board with your new philosophy.

If you find the spark to reignite the flame that brought you to this business, consider yourself lucky and take the steps to cleanse your operation and restock it for a new life. A life that is filled with your passion and a staff that can convey the message to your customers, then the financial sustenance will follow.

..... venture into the PFDE process. In doing so, AIFD will stress that those with previous education and multi-years of experience tend to do far better in evaluations than those who don't.

AIFD will also continue to encourage candidates to seek out education from the top-notch floral design programs offered by Education Partners or State Floral Associations. These excellent resources will be promoted online and now have an opportunity to list their classes on a new floral industry calendar which has been added to the AIFD website. They are also great sources for members and Certified Floral Designers to earn continuing education credits necessary to maintain their professional designations.

All AIFD members are encouraged to mentor talented designers to seek to become the future of AIFD by becoming a member or by obtaining their CFD®. In doing so, stress that previous education is strongly recommended. The online "terms" test will still be a part of the PFDE process and knowing and understanding techniques and principles of design is critical to success.



AIFD Salutes Texas State's 100th

During its wonderful gala to celebrate its 100th Anniversary, the Texas State Florists' Association was presented a handsome resolution of recognition by AIFD. The Resolution reads,

"WHEREAS, the Texas State Florists' Association was established in 1914 to promote education and the overall floral industry; and

WHEREAS, the Texas State Florists' Association has since its establishment excelled in the delivery of education to florists through such programs as its annual convention and the Texas Master Florist program; and

WHEREAS, the Texas State Florists' Association has spearheaded initiatives to attract and bring new talents into the floral industry as creative floral designers through such exceptional programs as "Teaching the Teachers," the establishment of high school education programs resulting in floral design certification, and the development of a new floral design curriculum for Texas Public Schools; and

WHEREAS, the Texas State Florists' Association established in 1991 the Texas Floral Endowment to offer scholarships to industry professionals, high school teachers teaching floral design, and students pursuing a degree in horticulture; and

WHEREAS, the Texas State Florists' Association is an Education Pathway Provider of the American Institute of Floral Designers and has helped groom volunteer leaders to assume leadership positions within AIFD including past presidents, numerous officers, directors, committee chairpersons and other dedicated members; and

WHEREAS, the American Institute of Floral Designers presently has over 50 of its Accredited Members and many candidates for membership as well as the Certified Floral Designer (CFD) recognition, who are part of the Texas State Florists' Association, as well as a student chapter on the campus of Texas A&M,

NOW THEREFORE BE IT RESOLVED that THE AMERICAN INSTITUTE OF FLORAL DESIGNERS (AIFD) does hereby salute THE TEXAS STATE FLORISTS' ASSOCIATION on the celebration of its 100th Anniversary and in so doing extends to THE TEXAS STATE FLORISTS' ASSOCIATION best wishes for continued success and growth for the next 100 years."



AIFD offers classified postings for job opportunities. To find out how to post a position and to find more details on the following jobs please visit <http://aifd.org/about-us/job-bank/>.

Floral Designer Looking for Work – San Francisco, Calif.

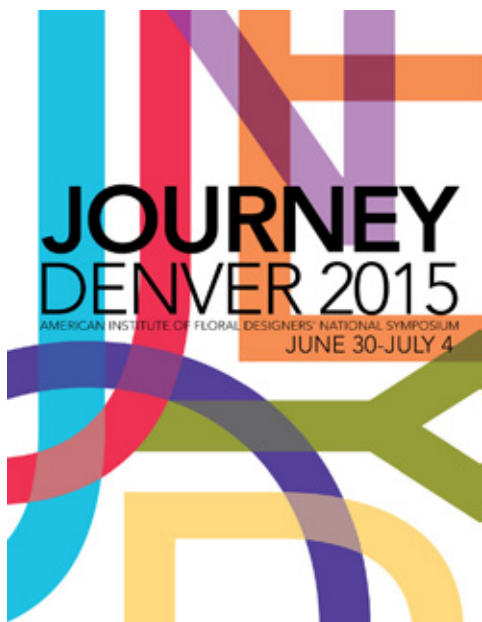
I'm Rolland Bompard, a French floral designer with many years' experience. Periods as an employee, as a shop owner, a freelance designer and have throughout these years been involved in training courses (Emilia Oliverio, Tomas de Bruyne and Lieve Buysse...) and competitions such as 'Coupe de France' and 'Meilleurs ouvriers de France.' I am also an active contributor to the magazine 'NACRE.' Today I'm looking for a new challenge in San Francisco with either an event planner or a designer. This can be a part-time or full-time position. I am available from May 2015 and I'll be in San Francisco from Oct. 2 – 14 for an informal chat if you want to meet up. So if your organization is looking for a unique, creative "french touch" then I'm your man...Try me you won't be disappointed...Don't hesitate to reach me here: rolland.bompard@wanadoo.fr.

Floral Designer Wanted – Nashville, Tenn.

If you are looking for a wonderful city to relocate to, consider historic rich Nashville, Tennessee, also known as Music City and recently named the "new it city" by the New York Times. Not only does this job offer the opportunity to work in an amazing, diverse city, full of art and culture, you will get to work in a flower shop equally as diverse. We are a medium size shop, busy with day to day work, weddings and parties. We are looking for a talented designer to work with an already gifted team. Please send resume to anna@RebelHillFlorist.com.

Floral Designer Wanted (Part-time) – Oberlin, Ohio

Located in Oberlin, Ohio, near Cleveland, Green Circle Growers is one of the largest greenhouse operations in the Midwest and is one of the leading horticultural companies in the United States. The successful candidate will support Sales and Marketing initiatives by creating innovative and beautiful potted floral designs and staging designs, from idea inception to hands-on creation. He or she will create multiple concepts based on current design trends for seasons and holidays that can be sold to customers. Design ideas will take into consideration target retail price point, plant type, merchandising and shipping. Primary responsibilities include: floral design, concept creation, floral trend expertise, stage design of the product for live presentations, and creation of PowerPoint for print distribution. For immediate consideration, e-mail resume to dmartin@greencirclegrowers.com.



PLAN TO REGISTER EARLY

2015 AIFD National Symposium "Journey"

June 30 – July 4, 2015

Sheraton Denver Downtown

1550 Court Place

Denver, Colo. 80202

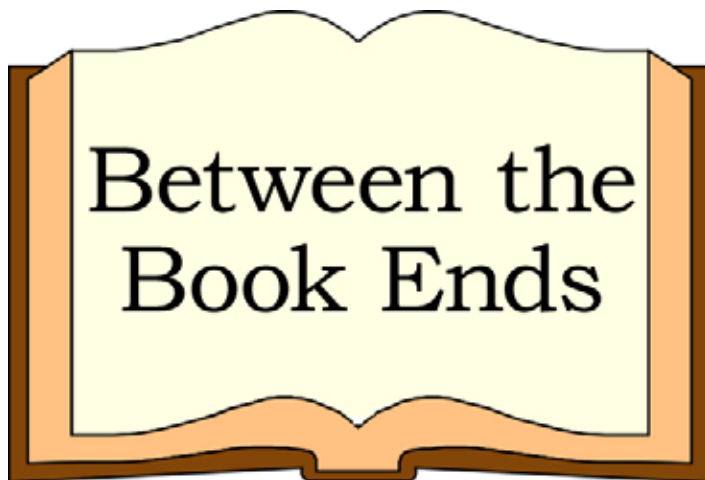
The 2015 Symposium "Journey" is set to be one for the record books. With the immense excitement that is building, AIFD is predicting a sell out. So, we highly recommend you prepare to register early.

"Journey" – a fitting representation of the legacy of the past creative artists, the current members and an eye toward the future members of the organization.

2015 Symposium Coordinator **Marie Ackerman AIFD, CFD, PFCI** and Program Chair **Vonda LaFever AIFD, CFD, PFCI** are excited to present the 2015 National Symposium. "Every AIFD member's journey is different" said Ackerman, "and that's the beauty of coming together each year and sharing techniques, best practices and inspiring ideas" she added.

The logo created from boldly colored letters (that spell JOURNEY) create a roadmap background – and highlight how each designer's path is unique – and yet alters in color when it intersects with another.

Details will be announced soon so keep checking back to the website at <http://aifd.org/upcoming-events/2015-symposium> and mark the dates on your calendar today!



AIFD Inductee Releases Floral Fashion Book

Arthur Williams CFD of Babylon Floral Design Inc. in Denver, Colo. published a book "BABYLON: DECADE" on June 26, 2014. As he explains it, "I've been specializing in fashion and out of the box design since I opened the shop 10 years ago, collecting images of my work as I went. Always intending to get a book together." This book is a collection of his work. The book is available at www.babylonfloral.com or directly from the publisher at www.magcloud.com/browse/issue/777266.

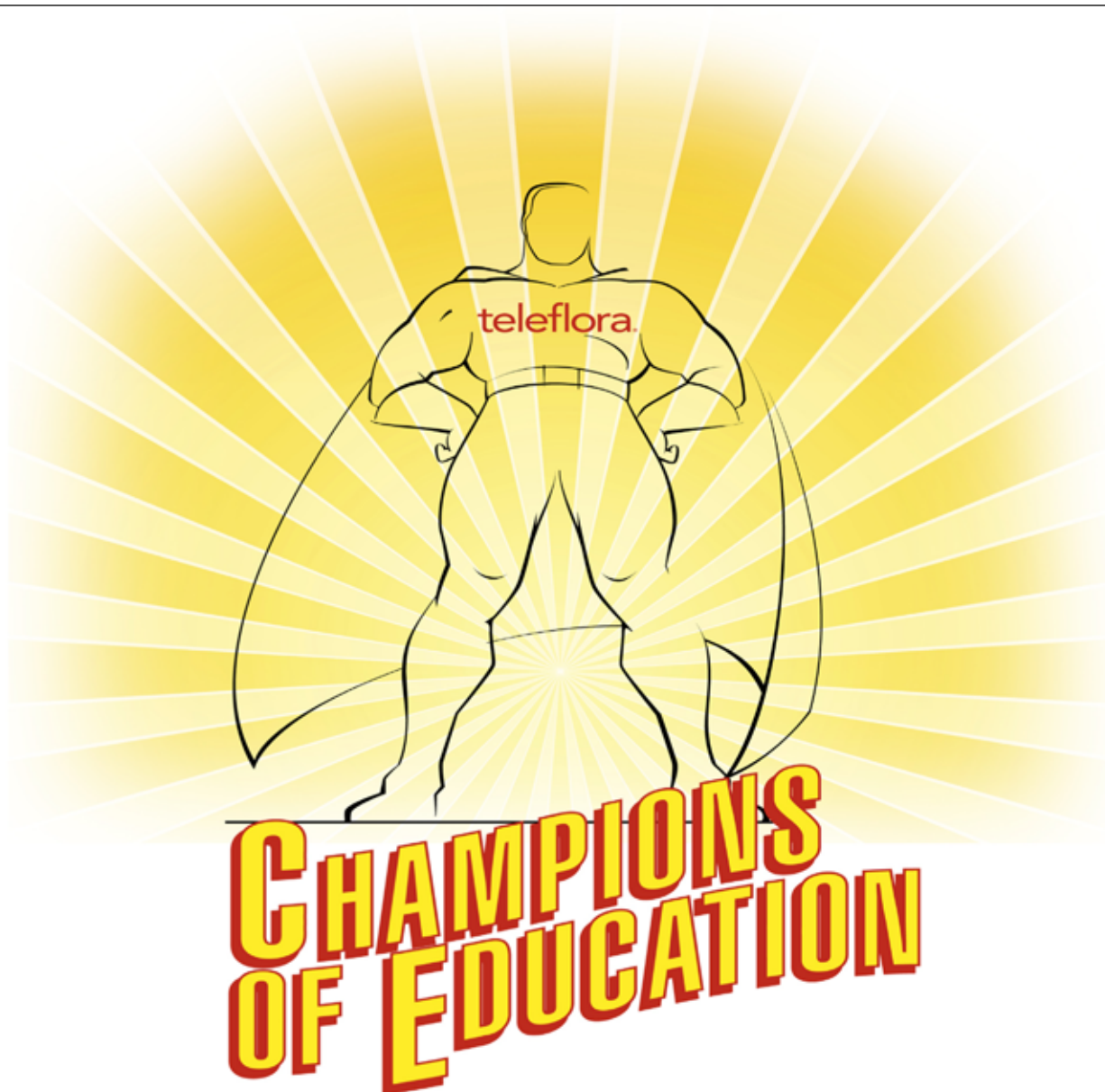


Joyce Mason-Monheim Receives Tommy Bright Award

Joyce Mason-Monheim AIFD, CFD, PFCI was honored for lifetime achievement in floral presentation as the recipient of the 2014 Tommy Bright Award. The honor was conferred on Aug. 16 by the Society of American Florists (SAF) Professional Floral Communicators - International (PFCI) during SAF Marco Island 2014, the association's 130th Annual Convention in Marco Island, Fla. At the same ceremony, Mason-Monheim was inducted into the prestigious American Academy of Floriculture.

The Tommy Bright Award is the highest honor presented by PFCI to its members. It is named after Ethel "Tommy" Bright, whose motto "Learn More, Teach Others" reflects PFCI values as the floral industry's speakers bureau and the only network of professional floral business educators certified by SAF.

Source: Society of American Florists (SAF)



- Over 100 Teleflora Unit programs annually across the U.S.
- Providing education at over 30 state and allied conventions
- Joining with wholesalers in providing education for over 60 programs annually
- Offering eight three-day classes through the Teleflora Education Center, with over 160 participants

The finest in educational opportunities for professional florists, brought to you by Teleflora and the following Education Specialists:

Susan Ayala AIFD
Tom Bowling AIFD, PFCI
Tim Farrell AIFD, AAF, PFCI
Bert Ford AIFD, PFCI
Jim Ganger AIFD
Hitomi Gilliam AIFD
Bob Hampton AIFD, AAF, PFCI
John Hosek AIFD, PFCI
Alex Jackson AIFD, PFCI
Vonda La Fever AIFD, PFCI
Joyce Mason-Monheim AIFD, PFCI AZMF
Darla Pawlak AIFD, PFCI
Julie Poeltler AIFD, PFCI
Jerome Raska AIFD, AAF, PFCI, CAFA, MCF
Tom Simmons AIFD
Gerard Toh AIFD
Cindy Tole
Kevin Ylvisaker AIFD, PFCI

Jacob McCall AIFD, CFD Wins Sylvia Cup

Hundreds of spectators, including industry professionals and members of the public, dropped into a hotel ballroom turned design room/dance club (complete with disco balls, a DJ, and a few costumed announcers in gold lame and bell bottoms) on Aug. 16 to watch 25 designers compete in the Studio 54 Revisited themed event during the final day of SAF Marco Island 2014, the Society of American Florists 130th Annual Convention.

Jacob McCall AIFD, CFD, design director at The Elite Flower in Miami, Fla., won the grand prize - a silver trophy cup, \$3,000 and a complimentary registration to SAF Amelia Island 2015.

"It is an honor to be among the elite alumni who have won this prestigious award in the past," McCall said. "I love competing, and this competition has been a lifelong dream to win."

Derek Woodruff AIFD, CFD, PFCI, owner of Floral Underground and Fleur Couture Cabaret in Traverse City, Mich., was first runner-up and received \$500; and **Jeanne Ha AIFD, CFD**, owner of Park Florist in Takoma Park, Md., was second runner-up and received \$250.

Among the 25 floral designers competing in the 47th Annual Sylvia Cup Design Competition were 13 members of the American Institute of Floral Designers, four contestants

sponsored by state floral associations for winning recent contests, and eight past Sylvia Cup contestants, including McCall who was the 2013 first runner-up.

A panel of three judges appointed by the PFCI Board of Trustees evaluated the contestants' designs. The judges scored each design based on nine factors covering design elements,

design principles, mechanics and execution and creative application. The highest combined score determined the winner. Judges were:

- **Tim Farrell AIFD, CFD, PFCI** of Farrell's Florist in Drexel Hill, Pa.
- **Joyce Mason-Monheim AIFD, CFD, PFCI** of Designer Destination in Tucson, Ariz.
- **Jerome Raska AIFD, CFD, PFCI** of Blumz by...JRDesigns in Detroit

Save the date: The 48th Annual Sylvia Cup Design Competition

takes place on Sept. 12 during SAF Amelia Island 2015, SAF's 131st Annual Convention, Sept. 9-12, 2015, at the Ritz Carlton Amelia Island in Florida.

The Sylvia Cup Design Competition began in 1967 and is named for Sylvia Valencia, a prominent designer and long-time SAF supporter.

Article and photo source: Society of American Florists (SAF)



Everything You Need to Know:

Kalmia latifolia, commonly called Mountain Laurel, is the state flower of Pennsylvania, home of AIFD's President **Tim Farrell AIFD, CFD, PFCI**. As a nod to our new president, this issue's feature flower will highlight this flowering plant that is in the blueberry family.

The mountain laurel is in full bloom in mid-June, when Pennsylvania's woodlands are filled with its distinctive pink flower. A showy shrub native to eastern North America, mountain laurel is closely related to azaleas and rhododendrons. It grows in a large, rounded mound and has dark green foliage that remains on the plant all year. In late spring, it bears clusters of flowers in white, pink, and red.

Like most rhododendrons and azaleas, mountain laurel needs soil with an acidic pH. It prefers ground that's moist, well-drained, and high in organic matter, so amend average soil with compost or peat moss before planting. Mountain laurel tolerates full sun in moist soil, though it does better in partial shade if the soil tends to get dry.

All parts of mountain laurels are poisonous. Here are some other features of Mountain Laurel:

Light: Part Sun, Sun

Type: Shrub

Height: 8 to 20 feet

Width: To 12 feet wide

Bloom Description: Rose to white with purple markings

Flower Color: Pink, Red, White

Seasonal Features: Spring Bloom

Problem Solvers: Deer Resistant

Special Features: Good for Containers

Noteworthy Characteristics: It is noted for its excellent spring flowers and quality year round foliage. It typically grows as a dense rounded shrub to 5-15' tall, opening up and developing gnarly branches with age. Flowers appear in terminal clusters, typically covering the shrub in late May-June for several weeks with an often exceptional bloom. Each flower is cup shaped with five sides and ranges in color from rose to white with purple markings inside. If not deadheaded, flowers give way to non-showy brown fruits that persist into winter. Elliptic, alternate, leathery, glossy evergreen leaves are dark green above and yellow green beneath and reminiscent to the leaves of rhododendrons.

Problems: Susceptible to leaf spots and blights. Also susceptible to borers, scale, white fly and lace bugs.

Sources: http://en.wikipedia.org/wiki/Kalmia_latifolia, www.bhg.com/gardening/plant-dictionary/shrub/mountain-laurel, www.missouribotanicalgarden.org/PlantFinder/PlantFinderDetails.aspx?kempercode=c798.



Lives were transitioned...

The 2014 Symposium "Transition Transformation" that took place July 3-7 in Chicago, Ill. was an action-packed educational extravaganza that included high-level stage presentations from renowned floral design artists from around the world. The event included a welcome reception, two lunches, two celebratory dinners, a student competition, a half-day expo of floral industry suppliers and a community service project, Blooms Over Chicago, among other events. Read all recaps and view more photos at aifd.org.

Tim Farrell AIFD, CFD, PFCI Named President of American Institute of Floral Designers



Tim Farrell AIFD, CFD, PFCI of Farrell's Florist in Drexel Hill, Pa. was installed as president of AIFD during the organization's 2014 National Symposium.

Installed as president-elect of AIFD was **Joyce Mason-Monheim AIFD, CFD, PFCI** of Designer Destination in Tucson, Ariz. **Anthony Vigliotta AIFD, CFD** of Anthos Design in Los Angeles, Calif. was elected to serve as the Institute's vice president. **Kim Oldis AIFD, CFD** of Details.....it's all about the flowers in La Conner, Wash. will serve as AIFD's secretary and **Tom Simmons AIFD, CFD** of Three Bunch Palms Productions in Palm Springs, Calif. will continue to serve as treasurer of the Institute.

Jackie Lacey AIFD, CFD, PFCI of Floriology Institute in Hilton Head Island, S.C. will continue to serve as the membership chairperson. **Marie Ackerman AIFD, CFD, PFCI** of Teleflora Education Center in Oklahoma City, Okla. will take on the role as AIFD's 2015 Symposium coordinator for "Journey" taking place June 30-July 4 in Denver, Co. and **Vonda LaFever AIFD, CFD, PFCI** of Niceville, Fla. will be the Symposium program coordinator.

Elected to serve new director-at-large terms are **Frank Feysa AIFD, CFD** of Garden Gate in Aurora, Ohio and **Robyn Arnold AIFD, CFD** of Marion Smith Florist in Wesley Chapel, Fla.

Elected to serve new regional chapter representative terms are **Wil Gonzalez AIFD, CFD** of Rainforest Fantasy Flower Shop in Ukiah, Calif. for the North West Chapter and **David Shover AIFD, CFD** of Modern Designs in Vienna, Va. for the Southern Chapter.

Thomas C. Shaner continues as AIFD's executive director. AIFD is headquartered in Baltimore.



...Talents were transformed

Floral Industry Professionals Honored by AIFD

Several floral design industry professionals were honored by AIFD on July 5 during the Institute's 2014 Awards Ceremony.

Robert Friese AIFD, CFD (pictured center in picture) and **Richard Seaboldt AIFD, CFD** were recognized by the AIFD National Board of Directors with the Award of Distinguished Service to the Floral Industry. Robert was honored for his tireless and continued support of AIFD as a leader, mentor, supporter, volunteer and friend. Richard has been a loyal supporter of AIFD for over 35 years. He was a national board member for four years and he designed over ten programs for Regional and National Symposiums. He was a board member and then president of the South Central region of AIFD for a total of eight years and started the "Friends in Need" to help fellow members.



Kristen Philips, IOM was recognized by the National Board of Directors with the Special Award of Recognition. She was recognized for her meritorious and dedicated services to the American Institute of Floral Designers as AIFD's Associate Executive Director.

This year, AIFD recognized two companies with the Award of Merit – Industry. This is an award that is presented to professionals in the floral industry who are not a member of AIFD, but who are serving a crucial role in advancing the industry. **Fitz Design, and President Dan Fisher**, were honored for their long-held commitment and dedication to the AIFD Symposium. **Green Point Nurseries, and President Eric Tanouye** (pictured center in picture), were honored for their long-held commitment and dedication to the AIFD Symposium.



AIFD recognized the **Chicago Flower & Garden Show and Show Director, Tony Abruscato**, with the Award of Merit – Non-Industry. This is an award that is presented to individuals outside the floral industry who are selected because of their personal or professional use of fresh flowers in such a manner as to be a credit to the floral profession. The Chicago Flower & Garden Show was honored for the year-round promotion, education, and support that it offers to AIFD and to the floral industry as a whole.



CONGRATULATING THE BEST

Congratulations to the 47 professional floral design artists from around the world who this year distinguished themselves with their induction into the American Institute of Floral Designers at the 2014 Symposium.

Jesus Avila Camarillo AIFD, CFD
Nuevo Leon, Mexico

Hyun Bae AIFD, CFD
Seoul, South Korea

Leticia Baeza Hernandez AIFD, CFD
Coyoacan D.F., Mexico

Dawn Block AIFD, CFD
Oakbank, MB, Canada

Lesley Bolden AIFD, CFD
Jacksonville, FL

Christopher Branham AIFD, CFD
Middlesboro, KY

Bitsy Carter AIFD, CFD
Hope Floral
Hope, AR

Conni Jo Casey-Harris AIFD, CFD
North Las Vegas, NV

Mauricio Castaneda Acosta AIFD, CFD
Coyoacan, DF, Mexico

Yun Cho AIFD, CFD
Coung nam prov, South Korea

Hyo Jung Choe AIFD, CFD
Seoul, South Korea

Won Chang Choi AIFD, CFD
Floriat
Seoul, South Korea

Youn Choi AIFD, CFD
Kyunggi-do, South Korea

Jung Chu AIFD, CFD
Seoul, South Korea

Leisa Cook AIFD, CFD
Belgrade, MT

Justin DeGonia AIFD, CFD
Poplar Bluff, MO

Callie DeWolf AIFD, CFD
Portland, OR

Jennifer Dietrich AIFD, CFD
Bethpage Florist
Bethpage, NY

Adrianna Duran-Leon AIFD, CFD
Passion Floral Design Studio
Albuquerque, NM

Julie Gennaro AIFD, CFD
Deland, FL

Chelle Gerhardt AIFD, CFD
Rogers, AR

Debbie Gordy AIFD, CFD
Compton's Florist
La Porte, TX

Se Han AIFD, CFD
Seoul, South Korea

Brad Higginson AIFD, CFD
Ahma Florits Inc.
Toronto, ON, Canada

Jamie Hindley AIFD, CFD
Passion Flowers by Jamie Hindley
Ferndale, CA

Kirk Joiner AIFD, CFD
Miami, FL

Yun Joung AIFD, CFD
Seocho-gu, Seoul, South Korea

Han-Soon Kim AIFD, CFD
Kotnuri Flower Shop
Kyungkido, South Korea

Min Kim AIFD, CFD
Seoul, South Korea

Jin Kim (Chong) AIFD, CFD
Pasadena, TX

Rebecca Klein AIFD, CFD
Poppies Design Studio, LLC
Columbia, IL

Michiko Koyama AIFD, CFD
Saitama, Japan

Phan Lai AIFD, CFD
Orange, CA

Thorne Lam AIFD, CFD
Melody Flowers
Westminster, CA

Katherine Larsen AIFD, CFD
Salt Lake City, UT

Rhonda Little AIFD, CFD
Millinocket Floral Shop
Millinocket, ME

Marcela Lopez-Vallejo AIFD, CFD
Cartago, Costa Rica

Kimberly Martin AIFD, CFD
Columbia, MO

Mary McCarthy AIFD, CFD
The Blooming Idea
The Woodlands, TX

Michelle Morgan AIFD, CFD
Morgan Investment Enterprises LLC
DBA Katherine's Florist
Clermont, FL

Heather Page AIFD, CFD
Winnipeg, MB, Canada

Gayoung Celina Park AIFD, CFD
Las Vegas, NV

Poppy Parsons AIFD, CFD
Smart Flowers
Swift Current, SK, Canada

Cindy Pham AIFD, CFD
Las Vegas, NV

Rey Rodriguez AIFD, CFD
Pleasanton, TX

Randy Stone AIFD, CFD
East Dublin, GA

Annie Wang AIFD, CFD
Annie's Florist
Shanghai, China

AIFD Awards Committee Seeks Nominations!

ATTENTION AIFD MEMBERS – While plans are unfolding for the 2015 Symposium “Journey,” it’s time to start thinking about the 2015 AIFD Awards! Nominations are now being accepted through February 27, 2015 for the six awards that AIFD can bestow:

Award of Merit – Non-Industry

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

Award of Merit – Industry

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

Award of Design Influence

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

Award of Distinguished Service to the Floral Industry

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

Award of Distinguished Service to AIFD

This award is given to longstanding members of the American Institute of Floral Designers in grateful recognition of extraordinary service to the Institute, upholding its goals and

supporting its activities.

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

AIFD Special Award of Recognition

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

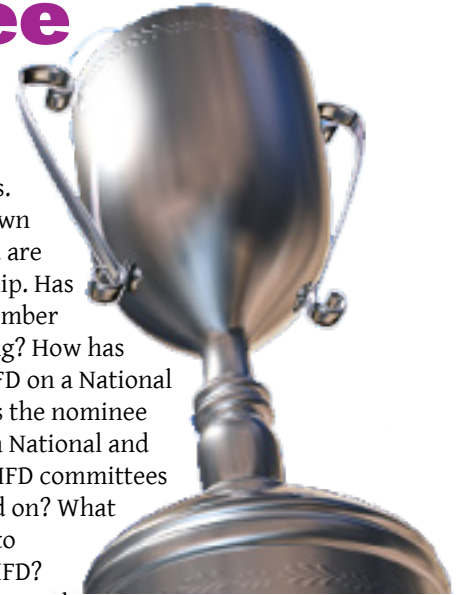
If you would like to nominate someone please send a letter that includes the following:

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

Please direct your letters to:
Rich Salvaggio AIFD, CFD, PFCI
AIFD Awards Committee Chairperson
E-mail: rsalvaggio@teleflora.com
Fax: 310-966-3610
Mail: Rich Salvaggio AIFD, CFD, PFCI
c/o Teleflora
11444 West Olympic Boulevard
4th floor
Los Angeles, CA 90064

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

***Details can be found on the AIFD website at
<http://aifd.org/2015-award-nominations>.***



What's Going On?

AIFD Chapter Reports

North Central Chapter

Outgoing President's Letter

Eldon Haab AIFD, CFD

I want to personally thank the North Central chapter for all of their hard work and extra efforts in assisting Frank with "Transition Transformation," a great Symposium experience. There were many of you on stage, many assisting the staging, many coordinating programs and other events, and many, many more behind the scenes doing everything possible to make this event happen. You have certainly represented our region well, and on behalf of the North Central Board, I thank you.

In addition to supporting the great weekend, North Central's performance in the PFDE also had great results with twelve new AIFD members on the horizon to be inducted in Denver. Congratulations to you, our inductees for 2015, and thank you to everyone who supported, mentored, encouraged and in other ways, helped these individuals to achieve this honor. North Central also has several new certified floral judges who stepped up to the plate and responded to this challenge. We added two new members to the North Central Hall of Fame, **Bobbie Ecker Blatchford AIFD, CFD, PFCI** and **Bob Friesse AIFD, CFD**. Bob also received the national AIFD Award of Distinguished Service To The Floral Industry.

As throughout the year, North Central has again provided leadership, energy, motivation, and guidance in promoting people and our industry. We still have work ahead. Nature's Creative Edge is coming soon; a great nature's design experience. We have mentoring to do, judging programs to develop, state associations to support and provide programs and leadership, and providing continuous support for our own membership. I know that our region will step up to the plate and continue to provide positive leadership and strong support.

Thanks North Central, for a great year, for continuing a great legacy, and for your support in so many ways. I am confident that our future is bright as we work together.

Incoming President's Letter

Laura Parker AIFD, CFD

The members of the North Central Chapter have been busy as usual. We have several projects in the works beginning with our annual public awareness and scholarship fundraising event, Nature's Creative Edge, this month in West Michigan, along with plans to participate in the Chicago Flower & Garden Show in conjunction with our midyear meeting in March at Navy Pier. We are currently working on a long range strategic plan for the chapter and continue to develop mentoring opportunities for those seeking accreditation by AIFD.

We are proud to have had many of the North Central PFDE candidates receive invitations to induction in Denver, and many achieve CFD designations. We are proud of those PFDE candidates who completed their testing and will continue to develop their art and retest in Denver. What an amazing accomplishment for all of them!

I look forward to spending time with some of you in Fruitport, Michigan at Nature's Creative Edge, Sept. 17-21. If you have not made plans to participate in some way with this beautiful and restorative event, I encourage you to find a way to make it happen. The theme this year is "Suspension" which should inspire some amazing design work! For more information go to www.facebook.com/NaturesCreativeEdge and see the details! North Central Chapter members are among the most generous, uplifting, and supportive in the industry so if you have not had a chance to build relationships with fellow NC designers this is a great opportunity. I can't wait to see as many of you as possible! Make it a great day!

South Central Chapter

Outgoing President's Letter

Todd Sweeden AIFD, CFD

No report submitted.

Incoming President's Letter

Eva Riter AIFD, CFD

Join SOUTH CENTRAL for our FALL DESIGN FORUM.

Going above and beyond what is expected is something the South Central Region is known for, and once again our region will not disappoint! This year we are hosting a second Design Forum in Denver, Co., Oct. 26, 2014. Your regional board has approved doing a program entitled "In Loving Memory...Funeral Tributes for Today." The program is being coordinated by two dedicated Colorado members, **Sandi Yoshihara-Sniff AIFD, CFD** and **Lisa Weddel AIFD, CFD**.

You may be thinking, "Why a Sympathy Design Forum?" Well, all of us do funeral work practically every day! For many shops it is still the largest category of sales – it is the backbone of the industry for many. Funeral directors and florists help families celebrate their loved one's life – creating touching tributes that give a family comfort and closure during a very stressful time. As florists we should be honored to make such an impact at such a vulnerable moment. Why not expand your knowledge and learn what others are doing to build their sympathy sales in their home states?

A program like this has never been done before! Our program

features AIFD members from all over the South Central region who will be sharing ideas and teaching us about sympathy trends from memorial services to traditional services. You'll learn modern styles, new techniques, and how to sell your ideas to customers effectively. The South Central region is composed of eight states; Arkansas, Colorado, Kansas, Oklahoma, Missouri, Nebraska, New Mexico, and Texas. Could you imagine what you could learn from each one of these fabulous states? There is a reason why these states are called the heartland, all of us from this area have heart!

We'll also have our usual fundraising raffle – and you could win a general registration to AIFD's 50th Anniversary Symposium "Journey" in Denver next July! That makes attending even more worthwhile! Plus, we usually have lots of other goodies donated by regional members that are fun to win.

Special thanks to Sandi and Lisa (both members of our regional board) for making this program come together. This program is their brain child. They have collaborated together to create and coordinate everything from who's designing to the host wholesaler. Mark your calendar for Oct. 26, 2014 at DWF Wholesale in Denver. Advance registration is JUST \$35.00 per person and includes lunch - and you don't have to be a South Central member to attend – the program is open to EVERYONE! You can find a digital copy of the brochure on our regional webpage for more information. Come discover what makes South Central an amazing region. I'm designing at the program for Oklahoma and I hope to see you there!

North East Chapter

Outgoing President's Letter

Polly Berginc AIFD, CFD

What an inspiring and fulfilling year this has been for me as President of the North East region. I have traveled to several regional events, and had the pleasure to personally meet many NERC members, and share their concerns and visions for the industry, our chapter, and AIFD. As your President, I have seen first-hand how many of our members truly give so much of themselves to promote the field of professional floristry and the mission of AIFD.

The participation and volunteer efforts of our regional members has been phenomenal. You have participated in stage programs, educational workshops, museum floral and art exhibitions, garden club events, art festivals, and the Philadelphia Flower Show, as well as other occasions. All of these events were valuable opportunities to promote AIFD and the floral industry, demonstrate higher excellence in design, and share our passion and expertise with future potential members. Together, we are shaping the future of our industry.

When I attended the national board meeting last spring in Baltimore, National Past President **John Kittinger AIFD, CFD** asked us to write out our goals for the coming year, and his message to us was to "enjoy the journey." I can truly say that it has been an amazing journey; full of commitments,

accomplishments, cherished friends, and seeing visions of what could be become a reality. I leave my term feeling an inner sense of accomplishment and gratitude. This has truly been a team effort; and without the hard work and assistance of my board and other active members within our region, these achievements could not have been reached. I thank each and every one of you for your commitment to our region and AIFD. Your support has been incredible; when asked of you to help out with a task or to lend a hand, you delivered. I also want to thank **John Kittinger AIFD, CFD** for his support and for sharing with us our "Best of Show" celebration at the Philadelphia Flower Show. I look forward to working with **Tim Farrell AIFD, CFD, PFCI**, our new National President, and supporting his goals for this coming year.

Chicago's "Transition Transformation" Symposium is now a sweet memory, and my highest compliments to **Frank Feysa AIFD, CFD** and his team for a fabulous job well done. My congratulations to our new NERC President **Theresa Colucci AIFD, CFD** and her board, and offer my support in to them for the upcoming year. It has truly been an honor and privilege representing the NERC and serving as your President. I leave you with this message from my heart: Dream, Believe, and Achieve!

Incoming President's Letter

Theresa Colucci AIFD, CFD

It was great seeing and connecting with many of you at Symposium in Chicago. I hope you all came back with renewed creativity! Hopefully what we learned will turn into profits for our businesses! Congratulations to our three new inductees **Jennifer Dietrich AIFD, CFD**, **Brad Higginson AIFD, CFD**, and **Rhonda Little AIFD, CFD** and our new CFD's **Yoli LaGuerre CFD**, **Keith Shihong Lin CFD**, **Yong Hee Petrik CFD** and **Jennifer Harvey CFD**. Welcome to the region!

The week after Symposium we kicked off the year with a competition and design show at Hillcrest Gardens in Paramus, N.J. chaired by **Dot Chenevert AIFD, CFD**. Hillcrest customers were educated on principles and elements while watching design competitions on stage by NE members **Lisa Greene AIFD, CFD, PFCI**, **Mary Robinson AIFD, CFD**, **Ron Mulray AIFD, CFD**, **Chris Ondrak AIFD, CFD**, **Ken Norman AIFD, CFD, PFCI** and myself. The finale was an onstage competition between Hillcrest Garden Customers that had competed in a previous design competition! What a great event! Dot did a great job! Thank you to all members that attended and supported!

We look forward to our fall design show at Jacobsen's wholesale in Boston on Sept. 30. Members **Janet Black AIFD, CFD, PFCI** and **Suzanne Sampson AIFD, CFD** are working together to bring us a fantastic show. We would love to see you there! If you are interested in participating, please contact Janet or Suzanne.

Our region is only as strong as our active members. Please reach out and get involved. We have events throughout the year and want you to share your amazing talent and creativity! It is the best way to make your AIFD experience the best it can be. You'll be happy you did!

"The worst enemy to creativity is self-doubt." - Sylvia Plath.
Don't let self-doubt stand in your way!

Northwest Chapter

Outgoing President's Letter

Lily Chan AIFD, CFD

No report submitted.

Incoming President's Letter

Kim Oldis AIFD, CFD

It seems that we just left Chicago - a tremendous Symposium filled with education, passion, and networking. "Transition Transformation" came to us through all of these opportunities - and believe me ... We had it all! One of the highlights was witnessing **Rachelle Nyswonger AIFD, CFD**, **Mike Hollenbeck AIFD, CFD**, and **Hitomi Gilliam AIFD, CFD** shine on stage with each of their programs.... Education, passion and a true commitment to our profession... you did it ... thank you for representing our Chapter so very well.

It was also great walking through the workroom and committee meetings, and seeing so many of our members volunteering in more ways than we can really count - thank you for being active members!

Another highlight...actually, a milestone, was the rebirth of our chapter pin! A huge thank you to **Steven Brown AIFD, CFD** and **Emil Yanos AIFD, CFD** for having the original artwork and then fine tuning it for the 21st Century! I know that the pin is just a symbol - but more importantly it shows that we are unified in our mission of excellence, education, and enthusiasm for the floral industry and our chapter. For all who attended the meeting - they received theirs...after our next board meeting we will decide how to distribute the pin to each member and we will let you know how we will do this. It was with great joy that we got to present our three new inductees with theirs - **Callie DeWolf AIFD, CFD**, **Jamie Hindley AIFD, CFD**, and **Leisa Cook AIFD, CFD**. Congratulations to you three!

Our Chapter meeting was full of familiar AIFD faces, new inductees, CFD members, SAIFD students and a couple of guests - over 35 in attendance. I can honestly say that emotion and passion ran the meeting. I think we are on the road to continuing the work that was started and the work that needs to continue in order to make our chapter thrive and grow.

The work you ask? An October program/hands-on workshop in Sacramento, an awareness opportunity in Portland in November, another awareness opportunity in the spring in San Francisco, and hoping for a spring program in British Columbia/Seattle area. More details to follow! Watch for your newsletter or go to www.aifd.org then go to the Chapters link. You will find Northwest Chapter to see the what and where for all of these opportunities. We will keep you posted

as they get more organized. If you have a desire to volunteer at one or all of the events - please know that we want you, need you, and look forward to your help - contact anyone on our board. They will follow through and get you connected.

As most of you know, I am honored to inform you that I also have a seat on the National Executive Board. Serving as the National Secretary, with that said, my commitment to our Chapter is as strong as ever and I know that with the support from the Northwest Board and its members, I will be able to fulfill both of these positions...I thank you.

This goes without saying but please feel free to connect with me if you have ideas, concerns, questions or just want to say hi...I am here for you.

Southwest Chapter

Outgoing President's Letter

Lorraine Cooper AIFD, CFD

It has been my deepest honor to serve as the President of the Southwest region of AIFD during the 2013-2014 year. I have had the pleasure of working with an incredibly dedicated and talented board and I know that our region is in very capable hands for the next year. There are many members who have volunteered countless hours of hard work to make this past year another FABULOUS experience for all of us. Thank you to all of the 2013-2014 Board Members who so faithfully worked tirelessly for our region - you all are incredible inspirations of greatness. Thank you to all of the members who were involved in our year and who gave of themselves for the benefit of others. I encourage all of the regional membership to join in and participate. AIFD can only give back exactly what you invest in it - there are a million ways to participate - come join the party!

Incoming President's Letter

Ken Snauwaert AIFD, CFD

It was deja vu as I watched the class of 2014 being inducted. I remembered, as I watched the newest members being inducted, on the same stage I was inducted on six years earlier! This year as the President of the Southwest region I was delighted to welcome six new members to our region. Congratulations to **Conni Jo Casey-Harris AIFD, CFD**, **Phan Tu Lai AIFD, CFD**, **Thorne Minh Lam AIFD, CFD**, **Katherine Larsen AIFD, CFD**, **Gayoung Park AIFD, CFD** and **Cindy Pham AIFD, CFD**! We look forward to you taking an active role in the chapter. We have an amazing year of educational outreach planned across our region. We will kick off the year with a workshop in Orange County in October 2014. Then a full day of design inspiration at our annual Wedding Show on March 1, 2015 in San Bernardino, Calif. which is always a crowd pleaser. Another education program is planned in Las Vegas in April 2015 that will ignite the artist in you! Plus, I am very excited about our chapter's collaboration with the North West Region at the San Francisco Flower and Garden Show in March 2015! This is a wonderful opportunity to bring our talent to the public. We will close our year with our Member's and New Inductee Brunch on May 31, 2015.

Our PR committee continues to publish an amazing bi-monthly blog "Design In Line" <http://designinlinemagazine.blogspot.com> headed up by **Gerry Toh AIFD, CFD**. If you're not on the mailing list please subscribe today at swaifd@yahoo.com, it's free! You may also keep abreast of everything happening in our region on our website at www.allabouttheflowers.com. Don't forget to LIKE and follow our Facebook page www.facebook.com/SWAIFD too!

We welcome to the board **Susan Ayala AIFD, CFD, PFCI**, **Susan Bean AIFD, CFD**, **Bob Gordon AIFD, CFD**, **Cathy Hickman-Frost AIFD, CFD**, **Sam Van Wert AIFD, CFD**, and **Azheny Zdeb AIFD, CFD**. A special thank you goes out to all of the very talented and dedicated board members.

I would like to encourage each of our members to reach out and encourage SAIFD members. We have two SAIFD Chapters in our region at colleges that have wonderful floral design programs; one at the College of Southern Nevada in Las Vegas, Nev. and the second at Golden West College in Huntington Beach, Calif. These students are the future of AIFD and the industry! Please take time to get to know them, you will be amazed at their hunger for knowledge and guidance. Get involved with a student chapter the rewards are immense!

Let's ignite the passion we share as we Journey to Denver in 2015 to celebrate 50 years of floral design excellence.

Southern Chapter

Outgoing President's Letter

Sylvia Bird AIFD, CFD

Those of you that went to the National Symposium in Chicago 2014 know that at the Southern Members' meeting the new Southern Executive members and Board members were sworn into office by **Eddie Payne AIFD, CFD**. Your new Southern President is **Russ Barley AIFD, CFD** and President Elect is **Robyn Arnold AIFD, CFD**.

At Symposium we pinned seven new inductees and wish them continued success in their career.

I want to thank you all for your support, friendship and confidence in me for my year in office as President. I know that Russ will do a great job as President and will lead Southern to continued good fortune.

Incoming President's Letter

Russ Barley AIFD, CFD

Thank you for the opportunity to serve as your new President, it is with great respect that I hold this office and lead this organization to the best of my ability. I look forward to helping bring Southern back to where other organizations look up to us in AIFD and I think with a little more emphasis on education and communication we can certainly do that. The board is so giving of their time by volunteering and are dedicated individuals who care about

educating themselves and helping others as well. I encourage each of you, whether you are a board member or not, that if you have a great idea of how to bring consumer and industry awareness to light, please let me know and this will be directed to the board of directors.

We are working on a Blooms and Art Event for a Spring event in North Carolina and those who may be interested in participating are certainly welcome to do so.

Our Southern Conference, Botanical Bliss, is scheduled to be held April 10-12, 2015, in Birmingham, Ala., co-chaired by **Mandy Majerick AIFD, CFD, PFCI** and **Kevin Hinton AIFD, CFD**. Please mark your calendars and join us for a phenomenal weekend of floral education and fun.

If I can answer any questions or be of any service to you please do not hesitate to give me a call, again, thank you for this opportunity to serve as your leader.





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AIFD News & Notes

Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! Take a look at the recent AIFD press clippings and visit www.aifd.org/2012/01/pressclippings/ for website links to view them.

September 2014

<http://globalpetals.com/blog/three-insider-tips-from-hitomi-gilliam-and-others-at-the-2014-aifd-conference.html?>

AIFD 2014 Symposium

August 2014

www.perishablenews.com/index.php?article=0038835

AIFD award mentioned

www.perishablenews.com/index.php?article=0038742

AIFD member wins Sylvia Cup

www.perishablenews.com/index.php?article=0038711

AIFD member recognized

http://marshfieldmail.com/news/local-girl-in-a-big-world/article_09eb4f06-26f4-11e4-9d08-0019bb2963f4.html

CFD recognized

www.daily-chronicle.com/2014/08/11/petal-boutique-owner-lauded-for-design-skills/afc8g5r/

CFD recognized

www.houmatoday.com/article/20140812/ARTICLES/140819913/-1/sports?p=1&tc=pg

AIFD member mentioned

www.midweeknews.com/articles/2014/08/06/f100e1fb-04614d91a2a7cac2633c7bbe/index.xml

CFD recognized

www.saukvalley.com/2014/08/04/rock-falls-designer-earns-certification/a5xhgan/

AIFD member mentioned

www.perishablenews.com/index.php?article=0038432

AIFD members at Sylvia Cup

July 2014

<http://www.floraculture.eu/?p=19906>

AIFD inductees mentioned

www.stltoday.com/lifestyles/fashion-and-style/upcoming-st-louis-fashion-events/article_cfa8a361-6c73-5a07-80d4-2dbd8ccfb64a.html

AIFD members mentioned

www.florint.org/Newssingle.44.0.html&tx

Focal Points 22

[ttnews\[pS\]=1406635489&tx_ttnews\[tt_news\]=995&tx_ttnews\[backPid\]=91&cHash=63876601fd](http://ttnews[pS]=1406635489&tx_ttnews[tt_news]=995&tx_ttnews[backPid]=91&cHash=63876601fd)

AIFD Symposium mentioned

http://fremonttribune.com/news/local/floral-institute-recognizes-strudthoff/article_ebfdde1f-4e4f-5540-bc48-52710d4d2778.html

CFD mentioned

www.mywebtimes.com/news/local/ottawa-chiropractor-retiring/article_474be198-6a7e-50cf-a08a-7ea20e75522e.html

CFD mentioned

www.swbooster.com/Business/2014-07-25/article-3812583/Parsons-achieves-floral-design-highest-designation/1

AIFD member mentioned

www.multibriefs.com/briefs/afwpi/afwpi072414.php

AIFD Symposium

www.floraculture.eu/?p=19903

AIFD's new president announced

www.chicagotribune.com/business/careers/chi-tony-abruscato-honoree-american-institute-of-floral-designers-20140722,0,6552163.story

AIFD award mentioned

www.designschoolshub.com/list-floral-design-schools-united-states/

AIFD listed

<http://globalpetals.com/blog/eleven-influential-florists-you-should-know.html>

AIFD member featured

www.bizjournals.com/baltimore/potmsearch/reprint/submission/2920411?ana=e_potm_thx

AIFD award recognized

http://kauaifestivals.com/festivals/kauai_aloha_floral_design_studio_show.html

AIFD member featured

www.mustanglist.com/ml_pages/383/2014/07/120574.html

AIFD and the Chicago Flower Show

<http://floral.today/2014/06/aifd-preppers-blooms-chicago/>

AIFD and "Blooms Over Chicago"

June 2014

www.ukiahdailyjournal.com/blogs/ci_26041187/hey-flower-guy-be-or-not-be

AIFD member featured

www.orlandosentinel.com/news/local/lake/os-lk-bob-tucker-floral-designer-of-the-year-20140624,0,6536036.story

AIFD certification mentioned

<http://insurancenewsnet.com/oarticle/2014/06/21/four-speakers-earn-their-stripes-in-pfcis-class-of-2014-a-520754.html#>

U6g8mvdWzw

2014 PFCI class

AIFD Communication Center

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

Sept. 5 - AIFD's Floral Food for Thought - September 2014
 Aug. 28 - Beloved Floral Industry Professional Passes Away
 Aug. 13 - Beloved AIFD Member Passes Away
 Aug. 11 - Cast Your Vote Now for the 2014 Fitz Design Body Flower Contest
 Aug. 8 - AIFD Wants to Hear From You - 2014 Symposium Survey Deadline Extended!
 Aug. 7 - AIFD's Floral Food for Thought - August 2014
 July 21 - American Institute of Floral Designers Needs Your Input on Symposium
 July 18 - AIFD Wants to Know Why We Missed You at the 2014 Symposium
 July 10 - Beloved AIFD Member Passes Away
 July 1 - AIFD's Floral Food for Thought - July 2014
 June 26 - Last Chance To Get Your Premium Registration for AIFD's 2014 Symposium "Transition Transformation!"
 June 24 - Important News from AIFD's Gold Elite Partner Green Point Nurseries
 June 23 - AIFD Focal Points is Hot off the Desktop!
 June 20 - Help Spread the 2014 Symposium "Transition Transformation" Buzz!
 June 20 - REGISTER NOW - AIFD's 2014 Symposium "Transition Transformation" is Coming to Your Area!

Thank You to the 2014-2015 Elite Partners



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Our Journey to the 50th Anniversary has just begun!

By Janet Black AIFD, CFD, PFCI

During Symposium it was my pleasure to meet many of our outstanding members who helped shape this organization. Yes, I have read about them but to meet them in person was even more breathtaking. I was fortunate to receive one of the Frabel sculptures this year and found out that **Jan Bjurstrom**, AIFD fellow, had the vision for the presentation of this sculptural award.



During the early years the award was just given to the fellows. The foliage is symbolic of the heights and goals that AIFD reaches; the butterfly is symbolic for the new life given to our industry through education and development of AIFD. The fellow medallion art work was commissioned by Jan and oh, yes; the "Dogwood Award" for the outgoing Presidents was developed by Jan. When she was National Treasurer, policies were formed establishing a chart of accounts and a financial committee to help incoming officers with budgets.

Did you ever wonder how the regions were formed, Jan helped develop this concept, wrote the original by-laws for the North Central Region and all the other regions followed. The "portfolio" process for testing! A binder was submitted with categories; funeral, wedding, personal flowers, designer choice, hospital/office type design, were photographed and sent back to Headquarters. The Membership Committee reviewed, the binder of photos returned it to the candidate with a pass or resubmit within a certain amount of time. If successful you were invited to test during the next Symposium. Yup, Jan's idea. A fabulous designer, commentator and business dynamo!

Revitalizing the Sympathy Business

Featuring AIFD designers from eight states in the South Central region!

It's time to reinvent sympathy business in the floral industry. The market has changed. What was once a dominant and thriving part of our business, is now struggling to stay relevant. It's time for retailers to raise their game and design better products for today's sympathy customer.

AIFD's South Central Region and DWF Wholesale Florists are joining forces to present "In Loving Memory...Funeral Tributes for Today." This power-packed day will feature AIFD designers from eight states. The program will highlight best-selling trends in our region and how to maximize sales.

Mark the date on your calendar: Sunday, Oct. 26, 2014. The location is DWF Wholesale Florist, 4800 Dahlia Street in Denver, CO, 80216. Register before Oct. 22, 2014 and you pay \$35.00 per person (at the door is \$45 per person). Pre-registration reserves your lunch. Contact **Lisa Weddel AIFD, CFD, PFCI** at 303-587-7912 or lweddeldesign@q.com for more information.

Hotel reservations: For out of town attendees, we have secured a block of rooms at a discounted rate for this event at the Denver Renaissance Hotel, 3801 Quebec St., Denver, CO, 80208, 1-888-228-9290. The cut-off date for the room block is Oct. 3, 2014. Please request the South Central AIFD room block.

Visit <http://aifd.org/wp-content/uploads/2014/06/SCOct2014DesignForum.pdf> to download the event brochure.

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

Believe in the Magic...

September 30, 2014

500 Albany Street

Boston, MA 02118

with William P. Graham, AIFD

Join us on Tuesday evening, Sept. 30th at Jacobson, for an evening of inspiring designs that will make you believe in the magic of the holidays even more.

Feel free to shop before and after the show and browse through all the wonderful things Jacobson has displayed for you.

Come prepared as the designs using both fresh & permanent flowers will be auctioned off.

We will also have a 50/50 raffle to benefit the NERC AIFD.

6:00 pm Light Dinner
7:00 pm Design Show
8:00 pm Auction

Tickets **\$25.00** per person

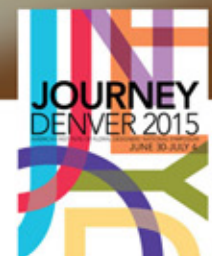
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BloomNet

Cal Glads, LLC
www.calglads.com

CalFlowers
www.cafgf.org

California Cut Flower Commission

Candle Artisans, Inc.

Connie Duglin Linens

Container Source, Inc.
www.containersource.com

Crystal River Design

David Austin Roses
www.davidaustinrosesusa.com

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

DESIGN358

Elite Flower Services, Inc.

Eufloria Flowers

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Florabundance, Inc.
www.florabundance.com

FloraCraft
www.floracraft.com

Floral Supply Syndicate
www.fss.com

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

Florists' Review Enterprises

FloristWare
www.floristware.com

Flower Shop Network

Flowers &

FP Flourishes
www.fpflourishes.com

FTD
www.ftdi.com

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Focal Points 26

i Bulb Lily Occasions
www.ibulb.org

Jacobson Floral Supply, Inc.

JetRam Inc.
www.jetraminc.com

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Nature's Flowers

Ocean View Flowers

Passion Growers

Random Acts of Flowers
www.randomactsofflowers.org

Russell's Bromeliads
www.russellsairplants.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

The John Henry Company
www.jhc.com

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

Transflora

Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Valley Floral Company

Virgin Farms Inc.

Wm. F. Puckett, Inc.

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Aimi Floral Designers
www.flower-recipe.com

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

Canadian Institute of Floral Design
www.ProFlorists.net

Fiorissima Internacional
www.fiorissimainternacional.com

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Hennepin Technical College
hennepintech.edu/programs/overview/floral-design

Institut de Artflor
www.idartflor.com

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

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

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

Koehler & Dramm Wholesale Florist
www.koehlerdramm.com

Korea Garden & Floral Design School

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers
Pui Wa Floral Design School
www.cpwdesign.com.mo

Southern California School of Floral Design
www.philrulloda.com

St. Louis Academy of Floral Arts
www.STLAFloaldesign.com

Teleflora Education Center
www.myteleflora.com

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

Yola Guz AIFD School of Floral Design

State Floral Association Education Providers

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.org

Certified Professional Florist (Colorado)
www.coloradoflorists.org

Georgia State Florists' Association
www.georgiastateflorist.com

Green Academy Belgium
www.greenacademybelgium.com

Illinois Certified Professional Florist (ICPF)
www.isfaflorists.com

Illinois State Florist Association (ISFA) Illinois
State Florist Association (ISFA)
www.isfaflorists.com

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire Certified Floral Designer
www.nhsfa.com

North Carolina Certified Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdfloarists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

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