

AIFD Gearing up For "Imagine"

Certified Floral Designer Application Deadline April 15

he American Institute of Floral Designers has all its plans set in motion for the 2011 National Symposium. The highly anticipated "Imagine" is taking place July 4-9, in San Francisco at the Marriott Marquis Hotel. The room block at the Marquis is now open and ready to accept your reservations. At a rate of only \$155 plus taxes, you'll want to reserve your room early as the block will go quickly. To make your reservation, call (888) 575-8934. Ask for the "AIFD" block.

Designers are all abuzz as they prepare their presentations for you. Expect to see some of your favorites, including **Kristine Kratt AIFD**, **Bill Schaffer AIFD**, **Hitomi Gilliam AIFD**, **Natasha Lisitsa**, **Soho Sakai AIFD**, **Gerry Gregg AIFD**, **Rene van Rems AIFD** and so many more during this educational design extravaganza. Eight countries will be represented on stage! Just "imagine" what an awe-inspiring event this is going to be.

Our Symposium Partners have also been busy helping AIFD prepare

- Continued on page 6 -8
ge - 12

Inside

AIFD Calls for CFD Candidates! - 4

Line Up & Get Noticed - 8

The Importance of Image - 12

Leadership Profile - 15

Designer Spotlight - 19

President's Welcome Imagine... 2011 is Here and the Excitement Begins...

Imagination is the highest kite that one can fly. - Lauren Bacall

HAPPY NEW YEAR! As I write this message I look out the windows into a snowstorm; our second one in two weeks. Amazing! This is Georgia. We almost never get snow. I can't remember ever having two snows in less than a month's time. In fact, this year we had our first White Christmas in 120 years. (No... I wasn't alive for the last one ③). The unexpected snow added a lot of excitement to the holiday season. It slowed the pace and gave us more time to spend together with family. Change—it often comes when you least expect it, but with change comes the opportunity to explore a different perspective. That experience helps us to... imagine new possibilities.

Everything you can imagine is real. - Pablo Picasso

Turning the calendar page to 2011 quickens the pace of preparing for Symposium '11 in San Francisco. Have you secured your place as a volunteer for this great event? If not, quickly contact **James Lowe AIFD** (see page 16) to reserve your volunteer space in an area that interests you. You wouldn't want to miss the fun!

AIFD, like other large membership organizations, is exploring ways to use social media to the benefit of our members. Join the parade! In support of symposium and to keep yourself in the loop, go to the IMAGINE Facebook page http://on.fb.me/gzTsKO and LIKE the site. Really fun activities (that you will want to participate in) will be announced there. You'll want to know about these exciting developments immediately—so sign up now! While you are on Facebook, go to the AIFD page and LIKE it as well, http://on.fb.me/hRIONd. Suggest both to your floral friends so that you can connect easily with other AIFD members. This is a great resource, as these are the very people who share your passion for flowers and experience the same challenges in business that you do.

Creativity is more than mere imagination. It is imagination inseparably coupled with both intent and effort. - Alex Osborn

President-Elect **Tom Bowling AIFD** is working on the time-consuming task of assigning committee positions for 2011 – 2012. If you have special areas of interest that you would like to contribute to, please contact Tom to let him know you are available if needed. Tom will provide great leadership for those interested in contributing to the advancement of AIFD.

A priority for National Board leadership is meeting the changing needs of our membership within the regions they represent. I have appointed an International Task Force to be sure that we meet the needs of our international members, as well. If you have suggestions for either, please let me know as we are interested in hearing your ideas.

The Career Development Committee is working to develop programs with state FFA organizations. If you have local contacts or are interested in participating within your state, contact **Tom Simmons AIFD** (chair), or the committee member of your region—**Todd Bussey AIFD**, **Carolyn Fowler AIFD**, **Craig Theimer AIFD**, **Michael Quesada AIFD**, **Michael Hollenbeck AIFD**, **Lisa Greene AIFD**, or **Mary Linda Horn** (board liaison).

As your AIFD committees and regional boards gear up for a flurry of spring floral activity, please contact your leaders to offer your services in getting the jobs done. Both your time and talents are needed. It is important that each of us commit to attend AIFD events this year in support of the hard

work our fellow members have invested.

We are what we imagine ourselves to be. - Kurt Vonnegut, Jr.

AIFD is your organization. It is important that it become what you collectively choose it to be. If you have suggestions as to how we should continue to grow and improve the organization, please e-mail me at sharonmcgukin@yahoo.com with your ideas. We would love to have your input. Thanks for all you do to make AIFD strong during challenging times. Good luck for a great 2011.

Celebrate life with flowers!

Sharon McGukin AIFD, AAF, PFCI AIFD National President





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AIFD Calls all Potential CFD Candidates

Certified Floral Designer Application Deadline April 15



Floral design artists anxious to earn the floral industry's coveted Certified Floral Designer (CFD) designation with the ultimate goal of being an AIFD accredited member are being reminded by the American Institute of Floral Designers (AIFD) that the deadline to submit an application for this year's evaluations is April 15. The Application to Participate will be mailed to all Candidates mid-February.

To be eligible to be evaluated, a design artist must first successfully complete one of five education pathways. Included in the education pathways is one that

recognizes a designer's past experiences (three years or more in floral industry). Other pathways include: completion of courses that meet learning objectives as established by AIFD and offered by approved private floral design schools or state floral association certification programs, completion of a series of online and hands-on courses offered by AIFD and completion of undergraduate degree or studies in approved programs.

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

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

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

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











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- Continued from Cover -

for what is going to be the floral event of the year. Help us express thanks to our Partners by supporting their businesses.

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Symposium is a major event and each year many attendees ask if they can volunteer to help in some small way. We'd love your help. You do, however, need to be Full or Education Only registered in order to be a volunteer. If you are interested, contact <code>James Lowe AIFD</code> at (701) 838-2868 or <code>jalowe@lowesfloral.com</code>. Check <code>www.aifd.org</code> for the most recent updates and to download the complete 2011 National Symposium brochure. See more about volunteering on page 16.





AIFD Awards: Call for Nominations Deadline to Submit: Feb. 28

Nominations are now being accepted for:

- Award of Merit: Industry
- Award of Merit: Non-Industry
- Award of Distinguished Service: AIFD
- Award of Distinguished Service: Floral Industry
- Award of Design Influence
- AIFD Special Award of Recognition

In your letter please include the following:

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

Please direct your letters to:
Suzie Kostick AIFD

AIFD Awards Committee Chairperson
E-mail: suzie@cenflo.com

Elite Symposium Sponsors to Date:

















AIFD Florist Supplied FEI Bouquets

Arrangements Provided for the 2010 Alltech FEI World Equestrian Games

LEXINGTON, KY—Bouquets in the awards ceremonies and flower arrangements for the VIP and hospitality areas had a Kentucky twist at the 2010 Alltech FEI World Equestrian Games.

The Best of Flowers, a shop owned by Mary Jo Johnson AIFD, located in the heart of Lexington, provided bouquets for awards ceremonies and flower arrangements for VIP and Hospitality areas as the Official Supplier and Preferred Florist of the 2010 Alltech FEI World Equestrian Games.

"We designed a bouquet that was colorful, bold and beautiful to match the strength of the Equestrian Athlete that truly celebrated the winner," said Mary Jo Johnson, owner of The Best of Flowers. "It was our pleasure to feature the varied and unique cut flowers from the fields of California, with an emphasis on the magnificent sunflower. The Best of Flowers designs are rooted in nature and we applied our expertise to enhance the beauty and pageantry of this challenging and festive occasion."

The 2010 Games are the eight world championships of equestrian sport and were held for the first time in the United States Sept. 25-Oct. 10, 2010 at the Kentucky Horse Park in Lexington, Ky.



Photos from www.alltechfeigames.com

PANTONE REVEALS THE 2010 COLOR OF

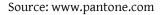
THE YEAR, HONEYSUCKLE

"It's a Color for Every Day—With Nothing 'Everyday' About it."

Leatrice Eiseman, executive director of the Pantone Color Institute® explains that, "In times of stress, we need somehting to lift our spirits. Honeysuckle is a captivating, stimulating color that gets the adrenaline going—perfect to ward off the blues. Honeysuckle derives its positive qualities from a powerful bond to its mother color red, the most physical, viscerally alive hue in the spectrum."

Unlike it's predecessor for 2010, Turquoise, Honeysuckle is a direct reference to the world of flowers. Look for roses, peonies, carnations, tulips, callas, Gerberas, and Alstroemerias in this vibrant tone. In fact the list of flowers that are available in this color is seemingly endless.

Eiseman continues, "The intensity of this festive reddish pink allures and engages. In fact, this color, not the sweet fragrance of the flower blossoms for which it was named, is what attracts hummingbirds to nectar. Honeysuckle may also bring a wave of nostalgia for its associated delicious scent reminscent of the carefree days of spring and summer."









Focal Points 7

and Line up GET NO

By Suzie Kostick AIFD, PFCI

Article Courtesy of Flora Magazine Illustrations courtesy of the "AIFD Guide to Floral Design" Published by the American Institute of Floral Designers www.aifd.org

Every designer has a favorite element they like to use or demonstrate in their design work. For some it's color, for others it's texture and for yet others it's pattern. For this designer, it's line.













I believe it to be one of the easiest ways to give a distinct personality to a design, and one of the most diverse of the eight elements. Sure you can do a lot with color, and there are multiple forms to create. Pattern can be exciting to play with, as is texture. But, overall, line is—in my opinion—the quickest and most obvious way to give your designs an identity and get them noticed.

Line creates the primary foundation of every design. It forms the structural framework of a design and it constitutes a visual path for the eye to follow. Line gives importance to your design and can express various feelings and moods simply by its direction.

Lines are commonly described in one of two ways: static or dynamic. Static lines are straight, rigid and without much motion or visual energy; they move in either a horizontal or vertical direction. On the other hand, dynamic lines are curved, contorted, or even zigzag, and they move in more than one direction. Dynamic lines create visual excitement and express motion.

Of the 26 different types of line design (see below) I've chosen a few of my favorites to share with you here. Take a look and line up to be inspired.

1) RADIATING LINE: Radiating lines can be quickly understood by looking at the fully fanned tail of the male peacock. All lines extend outward from a central point of convergence.



used to join different parts of a design into one unified composition. 4) HORIZONTAL LINE: Horizontal lines stress width rather than height, and grant a sense of calm and restfulness compared to other line directions.

- 5) DIAGONAL LINE: A diagonal line is one that slants at an angle relative to the horizontal and vertical axes. Visually striking, diagonal lines are dramatic and energetic.
- 6) VERTICAL LINE: Vertical lines stress height and suggest power and strength, and often appear formal and dignified. In a properly executed vertical line, the lines create continuous

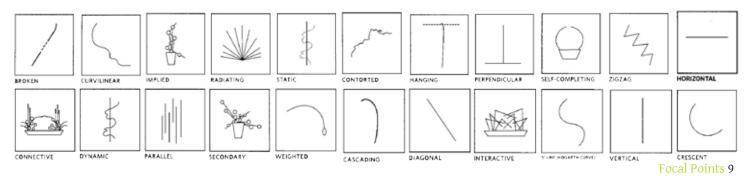


2) PARALLEL LINE: Parallel lines are usually two or more lines that extend in the same direction. Parallel lines can be either vertical or diagonal in direction, although vertical is the most common of the two.

3) CONNECTIVE LINE: Connective lines—either actual or implied—are

movement from the focal area up to the top edges of the design and then back down to the focal area.

7) CASCADING LINE: Cascading lines are graceful and seemingly free flowing lines which move in a downward direction. Flowing materials such as lily grass, ivy, and spray orchids easily lend themselves to the waterfall-like effect of this line.



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NERC Memorial Scholarship for 2011 National Symposium "Imagine"

AIFD will be heading to San Francisco for "Imagine," our 2011 National Symposium, before you know it. Do you know of a floral student or intuitive designer who would like to attend our next symposium? If they are a first-time attendee they can apply for the North East Regional Chapter Memorial scholarship.

All they need to do is download the application found on the Chapter's webpage, www.aifd.org/NewChapters/Northeast.htm, follow the instructions and return it to **Ken Norman AIFD** via e-mail at colony2006@verizon.net or by mail at Ken Norman, Colony Florist, 43 Hillside Ave., Midland Park, NJ 07432.

The deadline for application submissions is March 1, 2011 so don't delay!

** IMPORTANT INDUSTRY NEWS **

Quality of Flowers More Important to Consumers than Price: The Floral Marketing Research Fund (FMRF) has just released a comprehensive study on Consumer Preference for Flowers as Gifts. According to the study, the quality of flowers is more important to consumers than price. When compared with other attributes when purchasing flowers, consumers ranked quality the highest consideration in the buying process, followed by color, price, design and other factors.

That's just one finding from this comprehensive research study now available from the FMRF. Funded in part by Asoscolflores and other industry individuals and organizations, this research provides important insight on how consumers perceive floral advertising, price, longevity, fragrance, appropriateness of flowers for specific occasions and other preferences.

The "Consumer Preference for Flowers as Gifts: Age Segments, Substitutes and Perceived Risks" is the result of a two-year project funded by FMRF, which was conducted under the guidance of **Chengyan Yue**, **Ph.D.**, at the University of Minnesota, with support from **Bridget Behe**, **Ph.D.**, Michigan State University and **Charlie Hall**, **Ph.D.**, Texas A&M University.

"Our industry needs to be aggressive in seeking ways to bring our beautiful product to more people and to make sure we understand who our future customers are and what is important to them," says **Paul Bachman**, of Bachman's Inc., in Minneapolis, and chairman of the FMRF. "The Floral Marketing Research Fund is dedicated to addressing these extremely important marketing questions, and we are excited that Dr. Yue's research hit the bulls-eye in what we hope will be an ongoing program directed at critical marketing topics."

Reports can be downloaded from the FMRF website: www.floralmarketingresearchfund.org.

Everything You Need to Know:

gardeners. Not only is it a beautiful plant with lacy green leaves and large showy flowers, it's a low maintenance herbaceous perennial.

Tecolote bulbs have been perfected through 60 years of hand-selection and breeding of those with the finest traits. An ideal cut flower, the blooms range from three to five inches across and come in many colors—so luminous they amaze everyone who sees them—including white, red, orange and yellow. One Tecolote Ranunculus bulb can produce up to 30 flowers atop long stems. The plant likes warm weather but can be grown successfully in most climates.

Ranunculus leaves, grass green and vaguely celery-like, grow in a mound six to 12 inches across. Flowers emerge on 12- to 18-inch stems in March from fall-planted bulbs and in June and July from spring-planted bulbs. They last up to six weeks. The clawlike bulbs, more correctly tubers, come in four grades or sizes. The largest, called jumbos, are the ones you should rely upon; they are at least seven to eight centimeters (2-3/4 to 3-1/8 inches) in circumference, or about 7/8 inch in diameter.

At retail, you can expect to pay about 50 cents for each jumbo bulb and 25 cents for number twos. Increasingly, nurseries also offer ranunculus in fall or spring as bedding plants in four-inch pots. While the cost per bulb in pots is greater, this is a good option if you need only a few plants for a container.

Here are two ranunculus color schemes that have proven popular. Interplant pink ranunculus with salmon Iceland poppy and red-purple pansies, and accent with a few yellow and pink English primroses. Another favorite scheme combines salmon ranunculus with blue Chinese forget-me-not.



DESIGN MANAGER: Visionary leader able to design floral arrangements with ease, great style, speed and versatility. Requires hands-on ability to manage and work with a team of floral designers to motivate and develop talents while executing and delegating the workload throughout the year and during high volume holidays/seasons. Will also work closely with inter-departments and customers by understanding the nature of designs and explore operational needs to produce a win/win outcome. Must have at least 6-8 years of relevant design/industry experience with a significant amount in a lead role position. Full-Time, requiring weekend, holiday and evening availability.

WEDDING/EVENT COORDINATOR: Organized individual whose primary function will be to meet with customers/brides, capture their ideas and create their day/event with a high level of customer service, professionalism, and enthusiasm. Experienced designer with a specialty in weddings is preferred, but individuals with event coordination backgrounds, sales and industry knowledge in related capacities are encouraged to apply. Full-Time, requiring weekend, holiday and evening availability.



FRONT COUNTER/SALES: Experienced team player who is comfortable in all things retail! Looking for a self-starter who is interested in assisting customers via telephone and on a walk-in basis by capturing sales opportunities and highlighting services/products with enthusiasm and poise. Must be professional and mature at all times. Experience in high volume retail is desirable but other experience such as admin, call center and hospitality is also helpful. Weekends, holidays, with evening flexibility required.

Forward resume and portfolio attachments for all positions to: brenda@karinsflorist.com for review. For more information on Karin's Florist, visit the website: www.karinsflorist.com.

The Importance of Image Why reputation matters - at work and at home

By John Klingel AIFD, AAF, PFCI

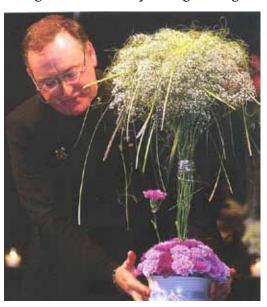
I know I'm not going to win any literary awards here, but let's talk about something that's important: reputation. Many people really don't think about their reputation. I would like to share my ideas about recognizing the building blocks in creating a stellar reputation. And for the record, I'm still working on mine.

What an individual consistently says and does defines their reputation. A reputation is a work in progress; it's complete when you're dead. Then, it becomes your legacy—think Ebenezer Scrooge. It isn't a one-time incident that you can take praise or apologize for. Basically, people fall into one of two categories, those who create and those who destroy. I know that sounds a bit dramatic, but after all, we are florists. Where would the excitement be if there weren't some drama, right?

Embracing what you do and the people you do it with builds mutual respect and harmony. Hidden agendas and arrogance are destructive and do not work at all in an environment conducive to team building and productivity. In more causal terms, "honey, it's not all about you."

Professional floral designations are indeed fine credentials, but [they] don't measure the depth of character of the individual who holds them... our reputation does. Commit yourself to a higher standard, not only professionally, but personally too. Take responsibility for your actions and don't slough it off on somebody else.

I have learned, the hard way of course, that whatever feels good is most likely the right thing to do. By the



same token, whatever feels bad should be avoided. That goes for people, too. Make an effort to avoid rumor mongering. It doesn't bode well with creating a fine reputation.

Your reputation doesn't depend on telling people what they want to hear. Honesty is the best policy. If you have an opinion you're passionate about, share it even if others don't agree. As a matter of fact, they may disagree vehemently, or even take offense. Truth has a funny way of doing that.

Present yourself as a professional not but also your physical appearance. I know we live in a casual climate, but folks, when you're out in public, or in

What an individual consistently says and does defines their reputation. A reputation is a work in only with your attitude, progress; it's complete when you're dead.

your shop, look like you sell aesthetic value. I'm really surprised how people dress in their businesses. I wonder if they service a wedding looking like that. Yikes! I hope the flowers look better.

Working creatively in your chosen field brings joy into your life as well as those around you. What can you do today that will have a positive affect on someone, whether a customer or coworker? Think of it this way: every customer complaint is an opportunity to learn. Every coworker's complaint is an opportunity to understand.

We've all heard, "I had a bad day." No, you created a bad day. The power of creation lies in all of us; sometimes we just fail to see it. There's plenty of 'gloom and doom' out there—just watch the news. Instead of focusing on the misery in life, focus on the joy and everyday gifts we have: good health, talent, opportunity—yes, it still exists—and honest, loving relationships. Tomorrow when you rise tell yourself, "This is going to be a great day," then take the steps to make it true.

Every graduate from the design school who continues on successfully is a reflection on the work done here. I am very proud of that, but it's not to be confused with riding on the coattails of someone else's hard work and success. Don't claim to be something you're not, or offer





Congratulations go out to North Central chapter member Derek C. Woodruff AIFD of The Floral Underground in Michigan, for all his hard work on the TV show "The Arrangement." He was a finalist! Good for vou Derek!

Congratulations go to Carolyn Clark Kurek AIFD who proudly announced the opening of the C2K Floral Design School in Indianapolis. A dream in the making finally came true on Dec. 6, 2010 when she received notification from the State of Indiana Commission on Proprietary Education that her application for accreditation had been approved. The sky's the limit Carolyn!

NEW FLOWER SHOP PURCHASE

Village Green Floral and Garden Center has just been purchased by Blaine Kohler AIFD, along with partners Gretchen Sheeley and Lou Ann Egbert. Best wishes for much success!

Congratulations go to Dorota Ramirez AIFD and her husband Gabriel, who welcomed their daughter, Carmen Marie, to the world on Sept. 19.

Congratulations go to Julie Drago AIFD, who was featured in Canadian Florist in the article, "Looking Inside Interior Design." Visit http://bit. <u>ly/flTwV0</u> to read the full article.

GOT NEWS???

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

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

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

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

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

E-mail your tips, ideas, articles and images to **Erika Williams**, director of communications, at erikawilliams@assnhqtrs.com or call (410) 752-3318 with questions.





AIFD's finest—sponsored by

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Featured in this issue:



Darla Pawlak AIFD, PFCI



Julie Poeltler AIFD





Rich Salvaggio AIFD, AAF,

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 **Colleen Kelly AIFD**, president of the Northeast Regional Chapter.

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

Colleen: My job as president of the Northeast Region is to read and be familiar with all the policies and procedures of the chapter. I attend and preside over all the general meetings and the annual national AIFD board meetings. I appoint all committee chairs and serve as an ex-officio on all committees. I also set all the dates and plan the agenda of board and general member meetings. My presidency allows me to send press releases from the NERC memorial scholarship and any flower shows the region has that would behoove the membership. As president I work in conjunction with the national representative for our region. I communicate with our members through our newsletter where I encourage members to participate in chapter and national events. I check regularly for national or regional changes, just to stay on top of things.

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

Colleen: My personal goal for the Northeast Chapter is to open the lines of communication between myself and all our members. There are often very good members who would like to be more involved, but just don't know how to start. I also have a passion for education and believe that the young people in our local schools from high school to colleges don't understand just what AIFD is all about. It's up to us to get the word out to them and to our fellow florists in our communities so they understand what we represent and how we have so much to offer that can help them, through our experience.

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

Colleen: I did have a mentor in getting involved with AIFD, my brother. I can remember when he first started to get involved I was fortunate enough that he took me to Baltimore to a small scale symposium. It was my first experience with the overwhelmingly beautiful floral designs. Everything about it was wonderful. After that, he helped me get involved with designers from all over the world that he'd met and I took classes from them. I learned from some of the best in our business. He encouraged me to prepare for my test by giving me surprise packages at work with a typical design to make and then he would make one and teach me what I was doing wrong. It was through his mentorship that I started out on the board of our region and worked my way up the ladder in most of the position of our board, which taught me how each position worked, right up to the presidency. When AIFD started the mentor program, I really loved getting to meet our new members, and potential members. I was in their shoes once.

AIFD: Most floral designers have certain jobs they love to do—special talents. Do you have a favorite job you like doing? Colleen: My favorite job was being secretary of the regional board. I loved being in touch with everyone and helping our president. Other than my AIFD role, when I'm working, I really love designing weddings. Working with customers is also great. You make lasting friendships with people who you and your shop have done a good job for.

AIFD: What issues are most important to you professionally?

Colleen: Issues that are most important to me are getting the word out about AIFD, education and getting younger designers involved so we always have a fresh outlook for our group.

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

Colleen: There's nothing better than going home to my family. I really enjoy working in the garden, mowing the lawn and just being around home, family and friends.

AIFD: What advice do you have for aspiring AIFD members and/or floral designers? Colleen: Check out the AIFD website. It's been my experience that if I ever have a question all I do is contact national headquarters and they either answer it or send me in the direction that I need to go to get the answer. Start at the bottom, work your way up. Because in the end, you will have long-lasting friendships with people from all over the world in all walks of our industry.



The Reading Corner

Book reviews on business and design trends with AIFD by the AIFD Publications Committee

"Made to Stick: Why Some Ideas Survive and Others
Die" by Chip & Dan Heath



Quite bluntly, the sticky advice in this book will lead you to transform the way you communicate your ideas.

But for any good read, certain criteria must be met: 1. There must be an attractive cover, 2. A series of experiences and events to which the reader relates, 3. A good villain exists as part of the story and 4. A great finish. From idea collectors/educators/co-authors/brothers Chip and Dan

Heath, this book guides you through six principles of how powerful ideas endure and others do not. But first, the cover.

Now really, if the garish orange cover with the realistic looking duct tape doesn't grab you, then perhaps you can be coaxed to open this book for #4, the great finish, the 'extra sticky' material at the end of the book. Written by true academics that understand the value of a succinct message for their busy readers, the authors include 36 pages of quick reference information in crib, not format. (We creative types always read the back of books first anyway!)

Next, the stories that we relate to. "We all have good ideas," says Dan Heath, "but having the idea isn't enough." It is how we frame the ideas that make the difference. A series of engaging

stories from history, urban legends, Aesop's fables, and other researchers research, led to discovering the key qualities to ideas that survive the test of time. How can I do it, you ask? Present your ideas in a Simple, yet Unexpected way. Include Concrete information from a Credible source. Attach an Emotional connection and communicate it all in a Story that will be remembered. These are qualities of SUCCESS that make ideas stick in our memories and our culture.

But before our story can evolve further, enter the arch villain suitably named "The Curse of Knowledge." Yes, we learn that we can be our own worst enemy. Leadership has knowledge on so many levels that it can impede progress and communication within a company. For example, the message expressed in a mission statement can be so abstract that the idea of how to translate it into day-to-day operations is lost. Too much knowledge has gotten in front of the message. But concrete information and using a story to communicate that a service idea to employees will keep the message alive.

Once you are aware of how to battle the "Curse of Knowledge," you are ready to proceed in making your ideas stick and you can in fact learn to recognize other people's ideas as well. Now this is a winning strategy in any business.

There is one last little secret about this book. Originally it was written for science and history teachers on how to get their lessons to stick with a classroom of hormonal teens. However, it also won rave reviews from a variety of academic and business circles. So think about it, if the book's intent was to get teens to remember something they were told, what kind of success do you think it will have for your customers?

Yes, infinite possibilities! Another quick reference for those who only want to surf: www.madetostick.com.



Want to Volunteer???

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

Want to Be a Mentor???

The dictionary defines a mentor as a loyal friend, wise advisor, a teacher and a guardian. Do you remember your first symposium? Did you know anyone? Did you wish that there would be someone that you could go to with questions? Maybe show you the ropes and take you behind the scenes of our National Symposium?

CAILL FOR VOLUNTIEERS!!!

We have heard from many first timers that they felt somewhat alone and intimidated when they attended their first symposium. I'm sure a lot of you can remember and relate to those feelings.

We need approximately sixty mentors in San Francisco. Each region is challenged to send a minimum of ten members to our program. More would be even better! Each member will be "assigned" to four or five new attendees. You can help them get to know just what happens at symposium. It will be nice for them to know there is someone they can turn to with questions or concerns.

The First Timers Orientation and Tour is Monday, July 4, at 5 p.m. I hope to see all the regions well represented. Let's show our first-timers what a great organization AIFD really is!

- Image Continued from page 12 -

something you don't. It's vital to know the difference between fact and fiction.

Fact: What I urge students to do, I have myself done: attending conventions and participating in design competitions. This creates a reputation for being a good designer (and you might win). Fiction: When you do, your reputation is that you always win.

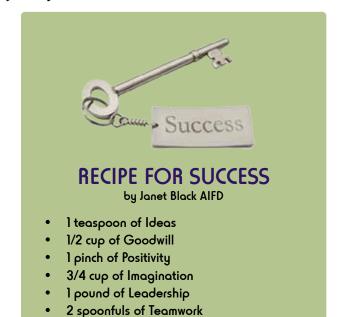
Because of the relationships I've built in the industry, the Center has placed many local students in jobs. In essence, 'success stories' offer excellent opportunities for students to gain additional experience. Thanks to all of you who have opened up your backrooms to novices. Your reputations are beyond reproach, in my eyes anyway.

Each day brings forth new and exciting prospects.



Seeds
planted years
ago that are
nurtured
continue
to grow,
enhancing
our
reputations.
Take care
of those
relationships.
I can think
of several

times when a referral from someone I barely knew led to an incredible opportunity (judging the Interflora World Cup in Shanghai, China)! It is indeed a small world. People who clearly understand image value and work daily to maintain a solid reputation—personally and professionally—reap the rewards. Building a reputation is a journey, not a destination.



1 cup of Market Vision

1 bag of Hope

3 tablespoons of Challenge



Cut Flowers Gaining Momentum and a Sign of Economic Growth in Ethiopia



The Ethiopian Horticulture & Floriculture Industry developed in the past five years towards a full grown player and put itself on the world map as one of the leading exporters of cut flowers.

The area for greenhouses grew in the past five years with an average of about 50 hectares per month. Consequently exports accelerated the need for airfreight capacity considerably and the process of accomplishment is well on track. It can be said that the Ethiopian government—by putting a lot of emphasis on the development of the Ethiopian Floriculture & Horticulture Industry—is responsible for a great deal of this enormous achievement.

Besides the Ethiopians themselves, in particular the Israelis and Dutch growers have made big efforts to establish Horticulture & Floriculture businesses in Ethiopia in recent years. As far as the Floriculture sector is concerned, Ethiopia went through a similar development as Ecuador went through back in 1992. Although the circumstances were not exactly the same, there are many characteristics that looked a like. To name a few: climate, altitude, landscape and proximity of international airport in relation to the location of the flower farms, are circumstances that one can also find in Ecuador, a country that also developed a highly successful export industry of cut flowers.

It was decided by both organizers of Expo HortiFlora Ethiopia, EHPEA & HPP, that the Expo will be held for the fourth time in 2011 and will continue as a Biennial Trade Fair. For this reason the Expo will take place next year from Wednesday, March 23 to Friday, March 25 in the Millennium Hall in down-town Addis Ababa, and will offer exhibition space in all three halls of the exhibition site.

With this venue it has found an excellent location to promote its Floricultural & Horticultural Industries and able to show the world what it has to offer during the HORTIFLORA EXPO 2011. The Expo will not only serve as a platform for exhibiting national and international suppliers who want to meet Ethiopian growers, but as well for exhibiting Ethiopian growers who want to meet international buyers of flowers and fresh produce! For this purpose also farm tours will be organized during the week of the exhibition.

Production of vegetables and fruits still takes place on a modest scale, but is momentarily growing rapidly as well. Therefore

ETHIOPIA GEARING UP FOR HORTIFLORA 2011!

Addis Ababa—The preparations for the fourth edition of the Ethiopian horticulture and floriculture trade exhibition in Addis Ababa have lifted off. From March 23-25, 2011, the Millennium Hall in downtown Addis Ababa will be the showcase to the world for the Ethiopian horticulture and floriculture industry. Many buyers of fresh flowers, but also vegetables and fruits, from Europe, the Middle East and the USA are expected to attend. Furthermore, growers from Ethiopia as well as other African countries are expected to visit this important trade event.

Official Dutch Preparation

The Ethiopian Horticulture Producers Exporters Association (EHPEA) and HPP Exhibitions are the organizers and are committed to maximizing their joining efforts for a prime trade exhibition. The government of the Netherlands announced this week to support the event with an official Dutch pavilion and it is expected that more than 50 Dutch-based companies will follow this initiative.

Ethiopia Second Largest Exporter of Flowers

Ethiopia is currently ranking second in exports of fresh cut flowers, after Kenya, which holds a strong first place in Africa and the rest of the world. There is also a strong growing interest from the U.S. market in African grown flowers, due to a structural shortage of flowers from South America. Especially the increased selling of flowers through supermarkets in the USA forces importers to start sourcing on other continents. For this reason several big flower buyers from the USA have already announced to attend next year's trade show in Addis Ababa. More information can be found on www.hortifloraexpo.com.



HortiFlora Ethiopia 2011 will also include these two horticulture sectors in its exhibitors and visitors profile. With the current available stand spaces, the Trade Show has room to grow and allocate not only more and bigger sized stands, but as well exhibit more sectors that are important for the perishable export industry of Ethiopia.

HortiFlora Ethiopia 2011, will be held from Wednesday, March 23 through Friday, March 25, 2011, in Addis Ababa, Ethiopia. See call out box for more information.

Source: www.hortifloraexpo.com

Celebrating Life with Personalized Tributes

Submitted By North East Regional Chapter Photos Courtesy: Polly Berginc AIFD



A Sympathy Design Show was held at BW Wholesale Florist in the Strip District of Pittsburgh to relate fresh ideas for sympathy expression to local florists. **Polly Berginc AIFD** was the featured designer and speaker, designing tributes which honored the memory of loved ones by incorporating symbols from their lives. By expressing memories of a special life, the families can honor their loved ones with personalized expresssion and give them the memorial they deserve.

Below are tributes to a guitarist and an avid gardener. Other designs that were featured were designed for cremation memorial services.



Designer Spotlight

Hot Colours, Hot Trends! Concepts of Living Art from Sarah Horne AIFD

Sarah is a multi-award winning international floral designer having won numerous medals for Professional Floristry at the RHS Chelsea Flower Show, including two gold medals. A successful florist, running her own commercial business, Sarah Horne Flowers in Laemington Spa, England, she is aware of the importance of making sure that her floral studio is always creating designs that keep her clients coming back for more.

Ever the designer, Sarah is always keen to push the boundaries to the limits and this can be seen not only in her award winning competition designs but in her demonstrations to the floral world, encapsulating intricate and beautiful creations with skills and techniques that she shares with her audience. Over the years Sarah has been invited to demonstrate her technical and artistic skills at Hampton Court, Tatton Park and Chelsea flower shows and as far afield as America, Canada and Europe.



Sarah has an infectious passion for the floral industry and is a keen advocate of continuous professional development. She is a member of the European design group, Pandora's Box, and has in recent years attended their training workshops all over Europe, with such esteemed lecturers as **Gregor Lersch**, **Tor Gundersen** and **Per Benjamin**.

Sarah is very much in demand for workshops teaching widely throughout Europe and the rest of the world and much of her time is spent on stage demonstrating her design skills to a diverse range of audiences. These range from small intimate groups of flower lovers, to contemporary flower clubs around the country and through to a 1,200 strong audience of professional florists at the AIFD National Symposium in Chicago 2008. The educational information that Sarah shares is so worth attending one of her demonstrations or workshops for, not to mention the inspiring designs that are created.

Sarah's design work has been widely published throughout the UK as well as in countries such as Russia, Spain and Canada. In 2008 and 2009/2010 her work was featured in The International Annual of Floral Art.

A great entertainer, she has an amazing stage presence and enjoys comparing international floral demonstrations, whether for the American Institute of Floral Designers, the annual conference for the Society of Floristry or for Interflora demonstrations. This past summer, Sarah was the commentator for the much acclaimed program at AIFD in Boston, Raising the B.A.R.—A Botanical Art Revolution.

Sarah has recently been in collaboration with **Jo Jarvis AIFD** and created a book that is the culmination of ideas and inspiration, showing designs "outside of the box," *Botanical Art - For Your Eyes Only*. It celebrates living art—both man-made and man himself. A fresh, modern take on floral design is combined with artistic displays, making this a truly unique and inspirational coffee table and reference book. Perfect for those with an interest in any modern art form, especially floral design; this book is an inspiration for any aspiring florists.

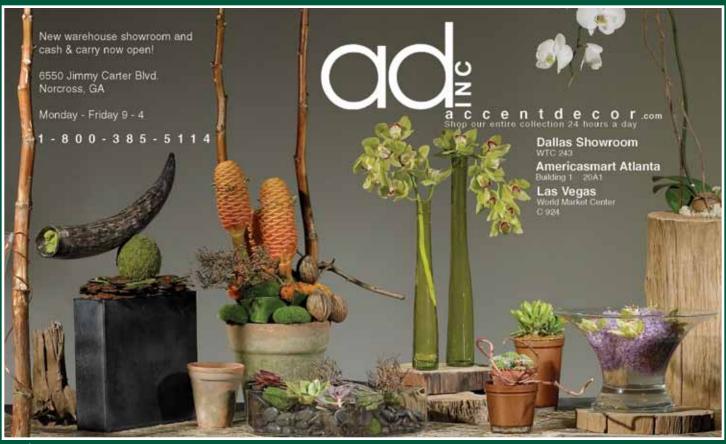


You Need to be Online!

AIFD has added a new 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: erikawilliams@assnhqtrs.com. Make sure it is labeled with your first and last name.



Calendar

March 6, 2011

AIFD Southwest Region
"Wedding Extravaganza"
San Bernadino, CA

March 12-13, 2011

Hands-on Workshops:

- Arrangements: Everyday & Sympathy Personal Flowers: To Wear or Carry
 - Charlotte, NC

March 19-20, 2011

Hands-on Workshops:

- Arrangements: Everyday & Sympathy
 - Personal Flowers: To Wear or Carry Torrence, CA

March 25-27, 2011

"Botanical Art" Southern Conference
Charlottesville, VA

July 2-3, 2011

2011 Professional Floral Design Evaluation San Francisco, CA

July 4-9, 2011

2011 National Symposium
San Francisco, CA

July 9, 2011

2011 Foundation Workshop San Francisco, CA

American Institute of Floral Designers

720 Light Street, Baltimore, MD 21230 Phone 410-752-3318 / Fax 410-752-8295 aifd@assnhqtrs.com / www.aifd.org

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SAIFD Chapter Updates

<u>Forbes Chapter - Kishwaukee College</u>

The floral students have had a busy fall. The students sold 85 pies and bouquets for Thanksgiving. We also did 25 arrangements of orchids and hydrangeas for the Kishwaukee College fundraiser. The college is all decorated for the holidays and so is the Ellwood House in DeKalb, which the students were able to decorate as a community event. We have a great group this year and I hope that we can raise enough money to be able to send several students to symposium this year.

Submitted by Janet Gallagher AIFD, advisor

Gateway Chapter - Kenosha, Wis.

We have been busy. One of our highlights was our AIR Program. We had **Sue Bal AIFD** as our designer. Sue was dynamite! Her program was on Contemporary Ikebana. She opened the students minds to new creativity and space. What an awesome program! We had about 40 in attendance.

We would like to thank our sponsors, Milwaukee Floral Supply and, of course, AIFD for their continued support and grant. Thank you, Sue. We appreciated all your expertise.

Another event that we had was our Turkey Sale. We made flower turkeys and sold them. This year we sold about 70 turkeys. Wow! It was a bit overwhelming but we survived. We have had a few other fundraisers as we are planning to go to symposium in July. Our semester is coming to a close and we gathered for a final get together party at school. So 'til next year, be blessed.

Submitted by Jane Edwards AIFD, advisor

Prairie Chapter

The Prairie Chapter was busy this fall!

In September, we visited a local supplier to see a design program. It is always fun to take the new design students to a design show. They really enjoy the programs and are equally fascinated by the wholesale houses and the goodies they provide to all of us. Plus, the free food is always a good deal!

We have added a new adjunct to tell you how exciting it is to share my room with someone who is totally into floral like her old mentor. She has been a real help to me and to our students. Hopefully, she will be here to assume my position in five years. She is a natural in the classroom and really excels in her designs. Getting her AIFD designation is definitely in her plans. I did not know I would be the agricultural and horticultural department chair a year ago. Consequently, I have many weddings and several outside events this fall semester. I am glad that the Wedding and Events class is a reality this year.

This is the fifth class in design that JJC offers its students. This class really gives students a healthy dose of wedding and event work fun (nightmares and horrors!). The class was a necessary addition since most of my students want to do these types of floral designs for a living.

The Boston Symposium was awesome! We took five students to compete this past July. I can barely wait until next July. These experiences are something that I could never simply describe to my students. I am so grateful to the student competition committee. They do a great job setting up the contest. It is exciting for everyone.

By the way, July 4, 2011 is less than 175 days or 4200 hours away! San Francisco, here we come!

Submitted by **Donna Thiemer**, advisor

Scott Chapter - University of Illinois

The University of Illinois (U of I) Scott Chapter had three members compete at the 2010 AIFD National Symposium this year. While we did not have any students in the top three, we are very proud of them. Great job ladies! During symposium students also helped designer Ty Leslie AIFD in the design room. Under his guidance, he let the students design a full casket blanket. It was a great learning experience and they had a fabulous time.

We had our first meeting of the semester on Sept. 7. We had 25 people in attendance, which is a large number for our chapter. We think the larger number is directly related to participating in the U of I quad day, a day in which clubs showcase their activities.

We held an AIR program on Oct. 5, sponsored by **Judi Borah AIFD**, **Bill Doran**, the UI Horticulture Curriculum and the Crop Sciences Department at the University of Illinois. Our inspiring feature designer was Judi and the program was titled "Autumn in your Hands." Judy used beautiful bold fall colors to create her floral arrangements. She gave tips on color use, scale and depth and talked about using props in floral designs. After Judi's presentation, she guided students to create a stunning fall centerpiece using a small pumpkin as the focal point.

In mid-October, we participated in the volunteer iHelp program during UI Homecoming week. Students designed and gave out corsages and boutonnieres at a local nursing home and visited with the "Illini-fan" residents. The body flowers were well received and we had fun doing it!

We continue to look for new ways to help students with their travel expenses to AIFD National Symposium. This semester we raised money by having weekly silent flower auctions and we had great a response. We also made and sold Thanksgiving centerpieces, which we have done in the past.

We are ready for winter break, but once we get back, we will continue with club activities and start planning for National Symposium. We are looking forward to it!

Submitted by Trisha Locke AIFD, co-advisor

AIFD Quick Updates

The Missouri Botanical Garden's Annual Orchid Show for 2011 will be "Floral Maya"

A floral experience, with Mayan influence, will highlight the Missouri Botanical Garden's permanent collection of 8,100 orchids. With over 400 orchids on display at one time, over 46,000 visitors attend the show in an eight-week period.

This year, Exhibit Designer Pat Scace AIFD has gathered a group of St. Louis-area AIFD members from "border" regions to create interpretive Mayan headdresses using preserved botanical materials. Displayed on moss-covered mannequins, the event this year is a nod to accredited floral artists (AIFD members) while also promoting the "local talent" idea to other American Public Garden Association members. Scace is working with members from the AIFD North Central Regional Chapter (Lee Russo AIFD, Debi Dawson AIFD) and South Central Regional Chapter members (Danny Whitehurst AIFD, Rhonda Moeckel AIFD, Catherine Thoele AIFD and 2011 inductee, Jenny Thomasson).

The show, a 5,00 square foot temporary landscape, began installation on Jan. 3, and opened to the public on Jan. 29. The show will run through March 27.

Set Design Work Progresses for "Paris Underground"

In a few short weeks members of the Northeast region will converge on the city of brotherly love to help transform the Pennsylvania Convention Center into a spectacular floral and garden display known as the International Philadelphia Flower Show. This year's theme is "Springtime in Paris." Once again, AIFD has been selected to compete in the central feature display category by the Pennsylvania Horticulture Society. Themes and categories are developed and selected by PHS at least one year prior to show opening. The category chosen by AIFD and PHS to support "Springtime in Paris" is "Paris Underground."

The Paris underground is a series of man made tunnels and quarries below the streets of Paris. These subterrain catacombs have become a destination for urban culture and creativity. Subject matter includes art, music and writing, including sculpture, drawing and graffiti. The visionary behind the AIFD exhibit is NERC member and liaison to PHS, Ron Mulray AIFD. Ron has worked closely with the set designer to recreate the Paris underground. Visitors will be treated to one of the most dramatic and theatrical displays ever achieved by AIFD. Of course an exhibit of this magnitude does not happen alone. Co-chairwoman Theresa Colucci AIFD has enlisted the talent of AIFD members from across the country to participate. "As chairman of the exhibit, I have gathered a group of featured designers to create floral art and interpret the many themes within the Paris underground," Colucci said.

After a year of meeting, planning and budgeting, to see the convention center evolve into "Springtime in Paris" will be incredibly exciting and gratifying. Anyone that would like to participate in bringing "Paris Underground" to life is welcome to help. Set up week is March 1, with the show opening to the public

March 6. During show week we ask members to sit at the exhibit and greet the public. There are always many questions and many accolades. The display will be dismantled immediately following the closing on Sunday, March 13. Members of the NERC look forward to seeing you in Philadelphia at the "Paris Underground."

Oahu Island AIFD Members Featured at the 2010 State Of Hawaii Inaugural Events In Honolulu

Debbi Barrett-Holt AIFD of Floral Network in Honolulu was appointed by Hawaii's new governor, Neil Abercrombie, to lead a team of stage and floral designers responsible for the decor and enhancements at various venues for the 2010 Hawaii Inaugural Celebration this past December. Debbi states, "Although I loved the work we created at the Governor's Gala Dinner, the staging and décor for the Governor's celebration lu`au and venues at the State Capitol, I am especially proud and humbled to have had the opportunity to implement my design concepts and ideas at the historically significant 'Iolani Palace... the only Royal Palace situated in the United States... and where our governor took his oath of office before a crowd of 2,000 people." The design included the specific use of several culturally significant plants, flora and leis, as well as a variety of island-grown tropicals and several emerging floral products that are not indigenous to Hawaii. The Governor's Gala Dinner featured 3,000 stems of various types of protea from one farm on Maui, and a large stage sculpture (16w x 14h x 3d) utilizing stocks of giant gold bamboo, pincushion protea and upright heliconia. Never has Hawaii seen so many protea and bamboo featured at a singular event here in the islands!

At the very core of Debbi's design team were fellow O'ahu island AIFD members featured in this photo against the ceremonial backdrop and Hawaii's State Seal at the `Iolani Palace Pavilion. Included from left to right are Debby Di Bella AIFD, Cory Ho AIFD, Debbi Barrett-Holt AIFD and Toshie "Aya" Castillo-Anzai AIFD.

Many thanks to other very talented island designers, the State of Hawaii, the principals and staff of Floral Network, Hawaii State Farm Bureau, Flora-Dec, Maui's Bailey Farms, Hilo's Greenpoint Nursery, Hilo's Kui and I Florist, Cindy's Lei Shoppe, the Hilton Hawaiian Village Resort, and our community volunteers who graced the various projects with their industrious hands, perceptive eyes and gracious spirit. Mahalo me ke aloha nui kakou!

Our Condolences



Perry Gene Walston AIFD, age 51, died at home on Jan. 6, of cancer. He was inducted into the American Institute of Floral Designers (AIFD) in 1983. He went on to become an award winning floral designer in Houston, Washington, D.C. and Atlanta. His designs were featured in numerous national symposiums

and in educational seminars, books, magazines and websites over the past 20 years. In 1990, he became co-owner of Atlanta Floral Arts with partner **Randy Cotton** and in 1999 opened and managed the retail boutique Pretty Home and Garden in Atlanta. AIFD's thoughts are with the Walston family at this difficult time.

Ned Davis AIFD from the Vermont Academy of Floral Design recently suffered the loss of his brother, Donald. Our sincere sympathy goes out to Ned and his family at this sad time.

NEWS FROM THE AIFD SOUTH WEST REGION

The South West Region of AIFD has been busy over the past couple of months with various projects and are currently underway with organizing and coordinating their efforts for its upcoming "A Wedding in The City" Wedding Program as well as their upcoming "Art & Flowers" Floral Exhibition. The program is scheduled for Sunday, March 6, 2011 in San Bernardino. Chair Alex Jackson AIFD, along th with Derrick Vasquez AIFD, are working tirelessly to make this our "GEM" of the year. A state of the art DVD commercial for this program, created by Public Relations/Marketing Chairperson Gerard Toh AIFD, will soon be available to view and will eventually be downloaded virally thru various media sources. Local SW AIFD designers for this program include Lori Novak AIFD, Susan Ayala AIFD and Lorraine Cooper AIFD. The SW Region is thrilled to also feature the outstanding talents of Easterner, Carol Caggiano AIFD, to round out this phenomenal design panel for this "must see" event.

Successful floral displays and floral demonstrations were held during September and October at the Los Angeles County Fair Grounds Floral Pavilion, which helped educate the general public and promote both SW AIFD, as well as National AIFD. This endeavor could not have been possible without the amazing talents of Jim Hynd AIFD, Susan Ayala AIFD, Bette Lou Barker AIFD, Dolores Yeager AIFD and Song Yun AIFD.

Memorial Day Weekend (May 26-30) will mark the start of our "ART and FLOWERS" Exhibition in San Bernardino. SW AIFD Board Member Derrick Vasquez AIFD, will hand select 10 pieces of art that will be florally interpreted by the talents of the SW AIFD region.

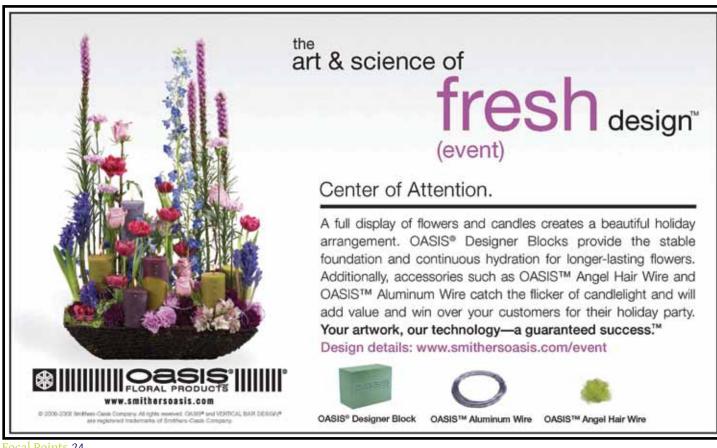
The SW Region's "ON LINE-IN LINE" e-magazine is off and

running. We've received rave reviews from our regional membership as well as AIFD Members outside our region. This bi-monthly project is the result of hours of hard work by the talented Gerard Toh AIFD. Assisting Gerry with this task are his invaluable team players Pam Null AIFD and Jenny McNiece AIFD. Along with our e-magazine, Jenny has been working with Kim Woertendyke-Alvarez AIFD, creating the first ever Facebook page for the SW region.

Tom Simmons AIFD, Susan Ayala AIFD and Lori Novak AIFD, are currently working on creating a Regional Policies and Procedures for the SW region that will be submitted to National for review. These policies and procedures will contain pertinent information necessary for professional functioning of the SW region alone.

In addition, members of our SW AIFD region are busy producing A.I.R. programs, CSFA programs and providing lectures to some of our Regional SAIFD chapters and universities. Gerard Toh AIFD, recently produced A.I.R. Programs at the Community College of Southern Nevada as well as at Cal Poly in San Luis Obispo, Calif. Carolyn Fowler AIFD recently produced a program on behalf of the California State Floral Association at Golden West College in Huntington Beach, Calif. SW AIFD President, Michael Quesada AIFD, recently lectured incoming freshman and transfer students at Cal Poly on the possible professional avenues that may exist to ornamental horticulture graduates after successful completion of their degrees. The list goes on. These are just a sampling of some of our members dedication and hard work within our valued SW region.

For information on any of the above programs, the "On-Line/ In-Line" magazine or have any concerns, please contact SW AIFD President, Michael Quesada at (888) 962-0032 or kalflower@aol.com.



AIFD EDUCATION IN SAN FRANCISCO

AIFD's new Practical Floristry Hands-on Workshop was held September 11-12, 2010 at City College of San Francisco. This workshop was a two-day session focusing on retail floristry and practical use in floral shops. **Tom Bowling AIFD** instructed the class with the help of **Joyce Mason-Monheim AIFD**. AIFD Education would like to thank **Holly Money-Collins AIFD** and **Steven Brown AIFD** for hosting this event.









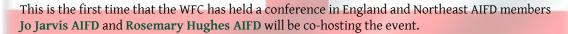






Quintessentially British

Quintessentially British with a twist! is the theme for the World Flower Council's (WFC) 2011 conference to be held Sept. 22-27 in London.



There will be workshops, demonstrations, a visit to New Covent Garden Market, a tour of London, a dinner cruise on the Thames, a gala dinner themed to "A Midsummer Night's Dream" plus lots more happening during the conference.



The World Flower Council is an established organization dedicated to furthering the cause of world peace through the beauty of flowers and the sharing of knowledge among those who have chosen the floral industry as their profession. Visit www.worldflowercouncil.org for more information.









CALIFORNIA ASSOCIATION OF FLOWER GROWERS & SHIPPERS

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

Our Membership Currently Consists of:

* 186 Floral Members

(California Floral Growers & Distributors)

*** 396 Associate Members**

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

* 23 Ag Buddy Members

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

Membership Transportation Benefits

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

Below are some of our services:

* NORCAL FedEx Program

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

*** NORCAL OnTrac Program**

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

*** Discounted Airline Rates**

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

Join us for our 2010 Member Meeting at La Costa Resort & Spa on August 10th.

For an application to become a member, please contact Chris Johnson, Director of Transportation, at 760-533-5580 or email chris@cafgs.org. For more information about NORCAL, visit our website at www.cafgs.org.