

# Focal Points

## AIFD Calls all Potential CFD Candidates

### *Professional Floral Design Evaluation Application Deadline April 15*

**F**loral 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 evaluation is April 15.

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 Miami.

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 Guide* reference tool. They must successfully complete the online test with a score of 80 percent or better by May 1.

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 10 in Miami two days prior to the opening of AIFD's National Symposium "Caliente!"

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. To enroll to earn a CFD or to just learn more about this floral industry recognition program, visit [www.aifd.org/NewMembership/Accreditation.htm](http://www.aifd.org/NewMembership/Accreditation.htm).

## Inside

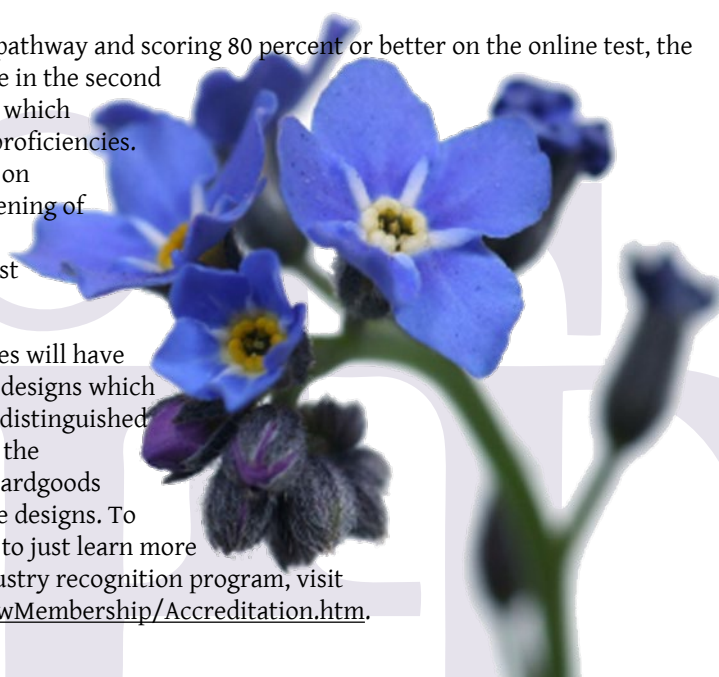
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# President's Welcome

What an exciting time for the flower industry! Everywhere you turn; there are activities that involve consumers viewing flowers in a positive way. The New Year is often filled with activities such as bridal shows, home and garden shows and multiple holidays that are celebrated with flowers! We are in the thoughts and faces of many customers and potential customers. It is important to recognize the impact the sweet fragrance of a hyacinth blossom or the face of a sunny daffodil has. With many parts of the country still in winter's grip, a dull and dreary day can be improved with flowers in some way shape or form. Flowers do have the power to make this change happen.

When most people hear the word change, one of two responses generally happens. The first response is often, people dig their heels in, cross their arms, and take a very determined stance to resist all types of change. The cry of "why do we have to change" is often the question. Responses such as, "We have always done it this way," or "I know I am not going to like this" are common reactions. Others on the other hand respond to changes as an opportunity to grow and move forward with the needs and demands that surround them. Ask the dinosaur which position he would have rather done, stay the same as he did, or change to meet the demands that were happening around him. The obvious answer is to morph and make the necessary modifications to meet the needs of what is happening around them.

AIFD just finished participating in an intense strategic planning meeting to respond to that same situation. Twenty six of the finest organizational leaders from AIFD and industry visionaries from outside the organization examined the past, present and future of AIFD to 'take its temperature' and to see if we were still meeting the needs of its membership. It was interesting to remember AIFD meeting at colleges in California with a few interested and focused visionaries at the time coming together to make an impact by promoting the art of professional floristry. Little did they know just how big and broad AIFD would become in less than 50 years! But as we know, we cannot stand still and continue to operate the same way we did 50 years ago. We dress differently than we did 50 years ago; we shop differently, and have different means of transportation than we did in the past. Does it mean those were bad choices? The answer is no, they were the best choices at the time. But now, we have many more choices, opportunities and demands on our organization that we must respond to in order to keep us impactful in the floral industry.

While we may look in retrospect and remember the smaller, less costly symposiums of years past, it is important to remember that often we outgrow our current operating environments and need to make the necessary changes to achieve the desired outcomes. Larger flower shops and studios, bigger houses, larger automobiles are often necessary as growth happens. But to ensure success, we as an organization need to make sure we are all focusing on the same set of goals and determined objectives to make the changes effective. That was the intent and outcome of the strategic planning session. Now with our common goals identified, we came up with objectives of how, when and why we are going to make these goals happen. While we discovered that some of the goals were similar to ones that were identified almost 10 years ago in the last strategic planning meeting, some were totally different and were not issues 10 years ago. Both were considered to be good and deserve the fresh attention of our organization.

While everyone wishes we could wave a magic wand and make all the challenges go away, the fact is that we do have the power to help. What can I do you ask? Start by being PROUD of the accomplishments you have made to achieve CFD and/or AIFD! Share this with other industry professionals so they too will want to share in the same accomplishment. Next, MENTOR! Help and encourage others to travel the path to become AIFD. Watching someone you helped achieve their accreditation is richly rewarding. SUPPORT AIFD by attending symposium and the other educational opportunities that AIFD makes available to the industry. VOLUNTEER your time, efforts and energy on a state, regional, or national level. Get involved to help make the changes you want to see happen for a better AIFD!

You CAN make the difference. We can choose to be a dinosaur or we can make the necessary changes both small and large to ensure a stronger AIFD for the future! Use your power to make a difference in your future!



  
Tom Bowling AIFD, PFCI



# February Marketing Tip

## POS Systems Can Hike Holiday Sales

By Beth O'Reilly AIFD

**Joe Guggia AIFD**, a current freelance florist in Santa Maria, Calif., shares the advantages of information stored in Point of Sale (POS) Systems to help hike up sales. Having recently sold his shop, Camfeldt's, after 32 years of being an owner, he was able to leave a successful business tip to the new owner who was a long standing employee. Every holiday, including Valentine's, his staff makes personal sales calls to clients from information gathered on the POS. This is a great way to not only maximize your sales, but it also gives you the opportunity to take care of your repeat customers before the holiday last minute rush. Most clients feel like they are a VIP customer by getting a personal phone call. The information and data that most of us have at our fingertips through our point of sale systems is phenomenal. When making calls you already know what the client spent on last year's delivery, who it went to, the delivery date, when the order was placed and taken, their e-mail address and phone number. You can even see the card message. Joe explains, "We virtually have half of our orders (and credit card money) by the week before Valentine's Day. This is a KEY element in today's retail floral world, and really helps cash flow in January, which is a slow month. The personal touch is really appreciated with our client base, especially the men who would call the day before." Joe then goes on to explain "things change from year to year, but virtually 90% reorder. They simply love the idea and the personal service."

At Joe's shop an employee always made the calls, one that is personable with great phone skills and excellent sales ability, of course. Camfeldt's has been practicing this since 2004 and the new owner continues to do it to this day. His shop placed a huge emphasis on this procedure and Joe says that some clients would not have reordered without the extra nudge. They would either forget to reorder, get too busy, wait till the last minute, and in some instances they may not have even remembered who they called to send flowers.

Camfeldt's does not let this opportunity pass them by on any major holiday. They always start calling before Valentine's Day, Easter, Administrative Assistants Week, Mother's Day, Thanksgiving, and Christmas. They also skim their systems to do monthly Birthday and Anniversary calls. He says he would print them out a year in advance and then have the lists in a special folder for his employees.

Joe believes that a POS system is very important to a shop's success in this day and age. He also notes that florists need to remember that Valentine's is a flower selling holiday, "so create your own specials that are unique but different price points so the sales staff can easily sell designs that are profitable." It's a tough holiday, but a great money maker (even when holiday product goes up in price). Beyond the preparation, the organization and the making of a well-oiled machine, Joe wants to remind us all that "the wheel was made centuries ago, but we can change the spokes to give it a new look. Do it with enthusiasm! Design a dozen roses creatively so that they have much more visual value. Clients can really accept a price increase if it looks as much or more."



## AIFD Northeast Chapter Plans to Hula in Philly

Now that the holidays are over the Northeast Chapter of AIFD is gearing up once again for the 2012 Philadelphia Flower Show that is set to take place March 4-11 at the Pennsylvania Convention Center in Philadelphia.

The Chapter is very excited about this year's theme, "Hawaii - Islands of Aloha." The chapter exhibit will be focusing on the theme of "The Beautiful Dance: Song, Chant & Hula." The AIFD display is inspired by hula and the various topics of the Hawaiian dance. Hula is a way of telling a story through physical movement, and designers will interpret these stories through floral design. Legends of goddesses, the elements, and King Kalakaua are a few of the subjects that inspired the exhibit.

Northeast has a great line up of designers this year as always and is looking forward to the show! Come out, see the show and support your fellow AIFD members! More information can be found at [www.theflowershow.com/home/index.html](http://www.theflowershow.com/home/index.html).

Photo courtesy of the Pennsylvania Horticultural Society



# Bits and Pieces



- **ATTENTION ALL AIFD MEMBERS** - Election ballots for the selection of the 2012-2013 AIFD leadership teams (National and Chapters) were mailed on Feb. 13. You should have received this information in the mail. Please make sure you cast your vote. If you have any questions or if you did not receive this information in the mail please contact **Tom Shaner** at [tomshaner@assnhqtrs.com](mailto:tomshaner@assnhqtrs.com) or 410-752-3318.
- President-Elect **Ann Jordan AIFD, AAF** is actively contacting people to assign committees for the upcoming year. If you are interested in participating, please contact her at [ann@ajdesigns.us](mailto:ann@ajdesigns.us). If the committee you are interested in is fully committed, contact the new chairperson and offer your services as a resource person who can be called upon for extra help. Many hands make light work! We need your help!
- The AIFD Education Committee would like to invite you to submit applications for Instructors to teach the AIFD Connection, Practical Floristry and On-Line classes. If interested, please contact **Richard Milteer AIFD, AAF, PFCI**, at [rmilteer@koehlerdramm.com](mailto:rmilteer@koehlerdramm.com) for an additional information and an application.
- After 10 years of importing fresh cut orchids from Thailand, Amy's Orchids is closing operations. Amy and her family would like to thank all of their loyal customers, and everybody in the floral industry. For further information, please contact **Tom Vail**, Amy's husband, via e-mail: [tom@amysorchids.com](mailto:tom@amysorchids.com).
- It is with great regret AIFD announces that **Audrey Muhl**, a former AIFD member, passed away on Jan. 18. Because of dementia in her later years, Audrey was no longer an active AIFD member but she had been so proud of being one.
- Don't miss out on the \$1,000 AIFD Northwest Region Scholarship for "Caliente." The application must be received by April 1, 2012. This Scholarship is only for applicants in the AIFD Northwest Region. Visit [www.aifd.org](http://www.aifd.org) for more details.
- The Northeast Floral Expo will be held in Sturbridge, Mass. March 10-11. The event will feature: main stage design shows featuring **J Schwanke AIFD, Keith White AIFD** and **John Hosek AIFD**; Hands on sessions featuring the above mentioned talent plus **Mandy Majerik AIFD, PFCI**; an extensive trade fair featuring Delaware Valley Wholesale Florist, Cromwell, Conn. For more information visit [www.NortheastFloralExpo.com](http://www.NortheastFloralExpo.com).
- The World Floral Expo is taking place March 14-16, 2012 at The Javits Convention Center in New York, N.Y. For more information visit [www.worldfloralexpo.com](http://www.worldfloralexpo.com).
- AIFD members **Hitomi Gilliam AIFD, Mary Linda Horn AIFD, AAF, PFCI, Jim Johnson AIFD, Lottie Nys AIFD** and **Nitaya Emig AIFD** will be hosting the 8th Annual Designing for Excellence event, a hands-on workshop for accomplished designers. This event is set to take place March 16-18 at Texas A&M University in College Station, Texas. Details at [www.aifd.org/DforE2012Brochure.pdf](http://www.aifd.org/DforE2012Brochure.pdf).

- Save the date - March 18! The South Central Region of AIFD presents a Wedding Sell-O-Bration - Education and AIFD Awareness event. Join us and our co-hosts Baisch & Skinner in St Louis at The Linda Kay Learning Center. Cost is \$35.00 per person for this all day event which includes lunch and a chance to win a education registration to "Caliente" - AIFD Symposium in Miami! Everyone is welcome! For more information or to RSVP contact **Frankie Peltiere AIFD** at [frankie@FestiveAtmospheres.com](mailto:frankie@FestiveAtmospheres.com) or 314-740-0338.

- The International Floral Trade Expo (I.F.T.E.X.) is taking place March 21-23, 2012 at the Oshwal Centre Westlands in Nairobi, Kenya. For information visit [www.hppexhibitions.com/floriculture/2012/kenya/index.php](http://www.hppexhibitions.com/floriculture/2012/kenya/index.php).

- Baisch and Skinner donated all the product of the 2011 National Convention of the Future Farmers of America (FFA) where AIFD presented an informative program designed to assist teachers in developing their floral design curriculum.

## YOU NEED TO BE ONLINE!

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

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

E-mail the image to **Molly Baldwin**, AIFD director of communications at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com).

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

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



# AIFD Hands-on Workshops

When was the last time you “brushed-up” on your design skills? When was the last time you studied under one of the industry’s top floral artists?

AIFD Education “Connection,” “Practical Floristry” and “On-line Workshops” are a golden opportunity for you to make this happen, and there is one coming to an area near you or through your computer this year. Why not give yourself a present and sign up? The courses are full of detail, advanced techniques and provide the latest and most up-to-date information available. Look over the following list, all of which are posted on the AIFD website at [www.aifd.org](http://www.aifd.org). We look forward to seeing you at one or more of these magnificent workshops.

**March 17-18, 2012 - Practical Floristry - Southern Floral Wholesale, Houston, Texas**

**March 24-25, 2012 - Practical Floristry - Pennock Wholesale, Philadelphia, Pa.**

**April 14, 2012 - Photography Experience - Baisch and Skinner Wholesale, Phoenix, Ariz.**

**April 21, 2012 - Body Flower Experience - Frank Adams Wholesale, Portland, Ore.**

**Sept. 8, 2012 - Body Flower Experience - Location TBA, Orlando, Fla.**

**Sept. 15, 2012 - Bouquet Experience - Oklahoma City Flower Market, Oklahoma City, Okla.**

**Sept. 29, 2012 - Body Flower Experience - Rojahn Malaney Wholesale, Milwaukee, Wis.**

**Spring 2013 - TBD - Koehler and Dramm Wholesale, Minneapolis, Minn.**

Don’t miss these opportunities. Your AIFD Education Committee is dedicated to providing you the very best in continuing education and we know you are anxious to help support these classes. We look forward to seeing you there.

## AIFD Needs Your Articles!!!

AIFD is always looking for member inspired material for *Focal Points* as we believe learning from your peers can be the most inspiring and educational. If you have any ideas for topics you would like to see featured in *Focal Points*, or any articles that you've written that you believe would be helpful and educational, we want to hear from you!

For example, on page 10 of this issue, AIFD member **Wayne Gurnick AIFD** submitted an article titled "Confessions Of A Wedding Planner: Not All Flowers Are Created Equal!" This article had been posted on the AIFD LinkedIn page and it inspired a great discussion where over 18 comments were submitted about it. This is just a sample of what we are looking for.

## Got News???

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

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

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

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

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

## Thanks to the AIFD 2011-2012 Partners:



# American Institute of Floral Designers



## 2012 Symposium • July 12-16, 2012 • Miami, Florida

While some final tweeking is still taking place, the general schedule of events and educational programming for the exciting 2012 National Symposium has been completed. Get ready for a fantastic gathering this July in Miami when AIFD unveils "Caliente." A full tentative schedule, complete with descriptions of each event, is now available on the AIFD website at [www.aifd.org](http://www.aifd.org). Here's are some highlights:

### Tuesday, July 10

2 p.m. - **PFDE Orientation and Reception** (invitation only)

4 p.m. - **PFDE Session** (invitation only)

4:30 p.m. - **Certified Evaluator/Judge Workshop**

### Wednesday, July 11

7 p.m. - **PFDE Reception**

### Thursday, July 12

5:30 p.m. - **1st Timers Orientation and Tour**

6:30 p.m. - **Students Radiate in Miami** - View the exciting creative works of the AIFD Student Competition.

### Friday, July 13

1 p.m. - **A Salute to AIFD Partners, Partners Expo Opens**

7:30 p.m. - **Las Flores Caliente en Miami Opening Reception - Floral creations by Frank Feysa AIFD**

10 p.m. - **Hospitality Event (DJ - Dancing)** - Hosted by AIFD's dynamic Southern Regional Chapter

### Saturday, July 14

8:45 a.m. - **Buenos días "Caliente"** - Welcome to the AIFD 2012 National Symposium.

9 a.m. - **"SHINE - A Journey Toward the Light"** - Featuring Marie Ackerman AIFD, PFCI, AAF - Sponsored by Silver Elite Partner The Teleflora Education Center

10:15 a.m. - **"A Fresh Look at Christmas"** - Featuring Paul Miller AIFD, PFCI

11:15 a.m. - **"A Lot of Hot Air" Luncheon** - Featuring the floral decor of Tracy Proctor AIFD

12:45 p.m. - **"Hot Topics - From the Field to the Home"** - Featuring Designs Created by Alan Parkhurst AIFD, PFCI - Sponsored by Platinum Elite Partner Elite Flowers

1:45 p.m. - **"Nature's Way"** - Featuring Dan Firth AIFD - Sponsored by AIFD's Gold Elite Partner Florida Nursery, Growers and Landscape Association

3 p.m. - **"News Flash - Live at 3"** - Featuring Ted Bruehl AIFD and a panel of international designers - Sponsored by Gold Elite Partner "Colombia, Land of Flowers®"

6:30 p.m. - **"Celebrating the Best" Awards/Induction Ceremonies** - Featuring the floral creations of Kevin Coble AIFD and flowers provided by AIFD Gold Elite Partner Greenpoint Nursery

8 p.m. - **"Celebrating the Best" Awards/Induction Dinner and Dance Celebration** - Featuring the floral creations of Kevin Coble AIFD - Flowers provided by AIFD Gold Elite Partner Greenpoint Nursery of Hawaii

### Sunday, July 15

7:30 a.m. - **Registration, Book Store and Technology Room Open**

7:30 a.m. - **Body Bar Buffet Opens** - Sponsored by Platinum Elite Partner Fitz Design - Coordinated by Jessica Parker AIFD and SAIFD Student Members

8 a.m. - **Kick It Off The Early Bird Way** - Enjoy one of two excellent education programs before the main stage opens -

**"Hot Exposures in Photography"** - Featuring Scott Acevedo

AIFD - Sponsored by Platinum Elite Partner FTD or **"Up Selling the Wedding - Part I"** - Featuring Dan Fisher -

Sponsored by Platinum Elite Partner Fitz Design

9 a.m. - **"Made In America - The American Floral Trends Forecast 2012-2013"** - Featuring Talmage McLaurin AIFD - Sponsored by Silver Elite Partner Florists' Review Magazine

10:15 a.m. - **"A New Day"** - Featuring Randy Wooten AIFD, PFCI and Chris Collum AIFD - Sponsored by Platinum Elite Partners NORCAL/California Association of Flower Growers and Suppliers and Syndicate Sales

11:15 a.m. - **Creating A World-Class Service Organization** - Featuring Dennis Snow - Sponsored by Platinum Elite Partner Bloomnet

12:15 p.m. - **"Sand In My Shoes - Customer Service Challenges" Luncheon** - Featuring the floral decor of Michael Whaley AIFD - Sponsored by Platinum Elite Partner Bloomnet & NAPCO

1:45 p.m. - **"Art Deco - Miami, the American Riviera"** - Featuring Ruben Consa AIFD and Yola Guz AIFD



3 p.m. - ***“Objects – be the best designer you can be”*** - Featuring Pim van den Akker - Sponsored by Platinum Elite Partner The AIFD Foundation

6:30 p.m. - ***Leadership Gala Reception***

7:30 p.m. - ***“Translucence” Leadership Gala and Dance*** - Featuring the floral creations of Rich Salvaggio AIFD, AAF - Sponsored by AIFD Platinum Elite Partners Teleflora and Queens/Benchmark Flowers

## Monday, July 16

7:30 a.m. - ***Kick It Off The Early Bird Way*** - Enjoy one of two excellent education programs before the main stage opens - “Parties that POP!” - Featuring Chris Norwood AIFD - Sponsored by Platinum Elite Partner FTD or “Up Selling the Wedding – Part II” - Featuring Dan Fisher - Sponsored by Platinum Elite Partner Fitz Design

8:15 a.m. - ***PFCI’s You’re On In 3, 2, 1 ... Episode 2***

8:30 a.m. - ***“In Step with AIFD”***

9:30 a.m. - ***“Emotions”*** - Featuring Deborah De La Flor AIFD and Jacob McCall AIFD - Sponsored by Gold Elite Partner Design Master color tool, inc. and Silver Elite Partner Transflora/Delaware Valley Flowers

10:45 a.m. - ***“Texture of Tango”*** - Featuring Miguel Figueroa AIFD and Mario Antonellio of Brazil

11:45 a.m. - ***“Afternoon Tea With Friends” Luncheon*** - Coordinated by the AIFD Foundation - Adriene Presti AIFD and Ron Mulray AIFD - Floral Product Provided by Platinum Elite Partner NORCAL/California Association of Flower Growers and Suppliers

1:30 p.m. - ***“Some Like It Hot”*** - Featuring David Denyer and David Ragg - Sponsored by Platinum Elite Partner Accent Decor and Silver Elite Partner Reineri from Holland

3 p.m. - ***“Les Saisons des fleur de Mariage”*** - Featuring Ian Prosser AIFD, AAF, NDSF - Sponsored by Platinum Elite Partner FTD

4:30 p.m. - ***Pim 101*** - Featuring Pim van den Akker (additional fee workshop)

9 p.m. - ***Viva AIFD! Viva Las Vegas!*** - Hosted by AIFD’s South West Regional Chapter

## Hotel Reservations

The AIFD 2012 National Symposium “CALIENTE” will take place in the Hyatt Regency Miami Hotel (400 SE Second Ave, Miami, 33131). All activities will be held in the Hotel and in the adjoining James L. Knight Convention Center. AIFD has secured a limited room block at the hotel at the fantastic rate of only \$149 per night (single) or \$174 (double occupancy) plus taxes for those registered to attend “CALIENTE.” To make your reservation – and do it soon – go to [www.aifd.org](http://www.aifd.org) and click on the CALIENTE logo on the home page; then scroll down to the hotel reservation link or call Hyatt’s national reservation line 888-421-1442; you must reference AIFD Annual National Symposium to get the favorable AIFD rate.

## How To Get There

Miami International Airport (MIA) is by far the closest airport; although you can fly into Ft. Lauderdale (FFL) (25 miles away). From MIA or FFL, you can either take a cab

(\$25-\$35 from MIA or \$80-\$90 from FFL) or the Super Shuttle [www.supershuttle.com](http://www.supershuttle.com). They have shuttles staged at the airports and the cost to our hotel is \$17.00 from MIA or \$25 from FFL. For your return trip back to the airport, they require an advance reservation at least 24 hours in advance. Even though they have shuttles staged at the airport, it would be best for you to reserve that in advance as well.

## Symposium Attire

“CALIENTE” will present to you the hottest ideas in floral design, but CALIENTE also means it’s hot in Miami in July, so dress appropriately. Remember, too, that the hotel and convention center are air conditioned. Proper attire for most Symposium programs is “comfortable business casual.” There are several events, however, where other clothing is more appropriate. Suggested attire for the Awards/Induction Dinner is cocktail dress and coat & tie. Suggested attire for the elegant Leadership Gala is Black Tie and Evening Gown. If you’re planning a visit to Miami Beach or South Beach, dress cool and comfortable.

## Advance and On-Site Registration

The programs lined up for CALIENTE are truly sensational and an early registration sell-out is possible. Be sure to register early! Advance registrations will close June 28 and must be received with proper payment in the AIFD office by that date. On site registrations (if available) will open at 8 a.m. on Thursday, July 12 in the Hyatt Regency Miami. No checks will be accepted for on-site registrations; cash or approved credit cards only. **Important:** priority to meal function registrations will be given to those with Full Registrations.

## Special Registration Options

AIFD highly recommends the Full Registration as it is the greatest value. This includes all programs, seminars (except for those indicated otherwise), and meal functions. However, there are other options designed to fit everyone’s budget and time restrictions. An Education Only Registration includes all programs and seminars (unless otherwise indicated), but no luncheons or dinners. Or, you may opt for a Single Day Registration and view only the programs and activities of the day(s) of your choice. Please note, there are very few restaurants in the immediate vicinity of the hotel.

## Want to Volunteer?

Symposium is a major event that would be impossible to stage without the help of hundreds of volunteers. For many attendees, the time spent working as a volunteer is one of the most rewarding parts of their Symposium experience. If you’d like to volunteer, we’d love to have you. You do, however, need to be registered as a Full or Education Only attendee of Symposium in order to volunteer. If you are interested in volunteering, please contact **Janet Frye AIFD** at 828-253-8180 or [enchantedflorist@bellsouth.net](mailto:enchantedflorist@bellsouth.net).

## Caliente is on Facebook

The Caliente Facebook page features the most up to date news and happenings going on with the event. Like the page now at [www.facebook.com/AIFD.Symposium](http://www.facebook.com/AIFD.Symposium).

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[www.davidaustinroses.com](http://www.davidaustinroses.com)



# AIFD ACOGLADES

**Wendy Pine AIFD** (pictured right) was declared the Slant Six Drag Racing National Champion for 2011. Wendy accumulated the most points for the season overall in the country and was the first woman to ever hold the title! Congrats Wendy! 🌸



**Vince Butera AIFD, AAF PFCI**, was featured in the January 2012 issue of *Floral Management* for this inspiring story on how he was able to achieve a 21 percent sales increase in 2010 despite the recession. His article "What a Difference a Year Makes" can be found in the issue on page 20. 🌸

Four AIFD designers, each of whom work for competitive companies, came together to work, coordinate and execute floral décor for "Ahold USA Citation Dinner and Dance" an event that took place on Oct. 1, 2011 at the Philadelphia Marriott Downtown. The event was attended by anyone who is anyone in the northeast mass market or supermarket world. Ahold USA challenged the designers to absolutely WOW attendees. In the photo the designers are left to right: **Robert DeBellis AIFD, PFCI, James Dempsey Jr. AIFD, Paul Miller AIFD, PFCI and Alan Parkhurst AIFD, PFCI.** 🌸



AIFD member **Kathy Whalen AIFD** was the focus of the article "A Day in the Life: Event coordinator has kept working since she is having so much fun" that was posted on [naplesnews.com](http://naplesnews.com) on Feb. 10, 2012. The article highlighted her business, Nature's Daughter, and how she has built it to be financially and creatively successful through "word of mouth." Read the article at [www.naplesnews.com](http://www.naplesnews.com). 🌸

**Fred Chlan AIFD** of Flowers by Fred in Saskatoon, Canada was featured in the article "Saskatoon florist helps a booming city bloom" that ran in *The Star Phoenix* on Feb. 2, 2012. The article highlights his "groundbreaking floral designs" among other parts of his life story. Read the article at [www.thestarphoenix.com](http://www.thestarphoenix.com). 🌸

For the past 19 years **Rick Orr AIFD** of Rick Orr...flowers in Champaign, Ill. has curated Petals & Paintings - an exhibition that features floral arrangements created by award-winning regional floral designers, in response to works of art selected by Orr from the University of Illinois at Urbana-Champaign's Krannert Art Museum's permanent collection. This year's exhibition, celebrating its 20th year, is taking place April 20-22, 2012. More details at [www.kamcouncil.org/Petals\\_Paintings.html](http://www.kamcouncil.org/Petals_Paintings.html). 🌸

**Jo A. Jarvis AIFD** of 3-5-8 Productions Ltd. in Reading, Pa. was featured in the *Reading Eagle* on Jan. 30, 2012 in an article titled "Flying Hills woman's book spotlights artistic floral arrangements." The article focused on her book "Botanical Art, For Your Eyes Only," along with her floral arrangements and her collaborations with **Sarah L. Horne AIFD**, and **Susan Weisser AIFD**. Read the article at <http://readingeagle.com>. 🌸

[PRweb.com](http://prweb.com) posted the article "San Francisco Florist Says Consider Unique Japanese Ikebana Flower Arrangements for Valentine's Day" on [prweb.com](http://prweb.com) on Jan. 27, 2012 that featured **Kaori Imaizumi AIFD** of Blooming Floral Design, Inc. in San Francisco, Calif. In the article, Kaori suggested San Franciscans looking for an artistic new way to express their love (on this Valentine's Day) should check out Japanese Ikebana arrangements. Read the article at [www.prweb.com](http://www.prweb.com). 🌸

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# Confessions Of A Wedding Planner: Not All Flowers Are Created Equal!

By Wayne Gurnick AIFD

Recently, a fellow floral designer and member of AIFD asked me why I promote the DIY floral projects and retailers such as Trader Joe's and Costco that tend to undercut pricing at boutique floral shops. It was a good question and particularly well-suited for me. Once upon a time, I owned a specialty floral design studio, Floral Creations by Wayne. I still feel a sense of longing when I recall the thrill of fresh flowers, endless creative materials and just the way the florist knife feels in my hand...so alive!

I also remember explaining to clients the difference between a rose at my store and that sold by a street vendor or the supermarket down the street. "This rose is long stem - you are paying a premium for its height and the size of the bloom. Also, because of its high quality, it will last for more than one week. But if it doesn't, I stand behind my product and will replace it. Also, I add creative design and style touches to everything that goes out from this store, even just a single flower. But, I understand that all these things may not be important to you, in which case you will save a few bucks by buying elsewhere."

Many of our clients now are interested in DIY projects, to save money and have more direct involvement with their wedding. We bring you tips on how to handle flowers, where to buy them and how to design them, if you are interested in doing it yourself, whether for your wedding or another celebration, or just because. But I will be the first one to tell you that not all flowers are created equal. What's best? Well, it depends...

**Quality and selection of flowers and supplies.** Specialty floral design boutiques have a greater selection of flowers as well as the ability to place special orders with their suppliers. If having blush peonies is very important to you, then a boutique flower shop is the best place to go. These shops also stock a wide assortment of supplies - containers, pedestals, accents and ribbons - and often have items available for rent, too. On the other hand, places like Trader Joe's and Costco buy directly from growers and are able to offer fresh product at very reasonable prices. Because they order in bulk, special orders are not possible and in fact it's best to use whatever is available.



Photo courtesy of Moments by Wayne Blog  
Table top and floral design by Wayne Gurnick AIFD.

**Design expertise and creativity.** Professional florists train and develop their skill and talent over the course of years. To become an AIFD accredited florist, one must go through rigorous testing in design and floral technique. Why does it matter? Fresh flowers are just the raw material - no matter how fresh and beautiful, they still need to be designed and displayed. Floral arranging is an art form, an expression of creativity. The pros know the proper mechanics to use; something that's very important in bridal bouquets, corsages, and boutonnieres, as well as all floral decor for weddings and special events.

**Customer experience.** The buying experience is vastly different when you visit a boutique flower shop as compared to buying flowers at a farmer's market or grocery store. You can expect advice and recommendations about style, color and all other aspects of floral design, from a professional floral designer. Also, a flower shop is more likely to provide you with a sample of what you can expect on your wedding day.

**Refrigeration, delivery and set up.** It's really important to consider the logistics of how the floral arrangements will be stored, transported and set up on the day of your wedding. Floral businesses have appropriate refrigeration and trucks, as well as the staff to deliver and set up your flowers at the designated time. Clients are often surprised to find out that the venue that they've chosen for their wedding has a limited window of time for set up - it's usually no more than two to three hours prior to your invitation time! If you are counting on friends and family to shuttle the centerpieces from your house to the hotel earlier in the day, you may find out that the room is not available for set up until much later.

So, what's best, you want to know? What should you do? I have to ask YOU - what's important to you? Are you looking for unique floral design, specialty flowers and personalized color schemes? Do you believe that floral design and decor makes an important statement? My advice to you would be to select a professional floral designer whose style and expertise matches your vision. However, if you are simply seeking a pretty object to occupy the center of your table at the lowest possible price, then the DIY route and fresh flowers from a local retailer may be the right answer for you. Just remember to factor in your time.

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# Everything You Need to Know:

**M**ysotis, commonly called Forget-me-nots, comes from the Greek "mouse's ear," (after the leaf). It is a genus of flowering plants in the family Boraginaceae. Its common name was calqued from the French, ne m'oubliez pas, and first was used in English in c. 1532. Similar names and variations are found in many languages.

Although Forget-me-nots aren't traditionally used in floral design, because of their beautiful colors and their meaning, they can make a great addition to a summer bridal bouquet or wedding decorations.



## Description

A spring-flowering favorite, Forget-me-nots are biennial or short-lived perennials that self-seed to come back for many years. Plants form a low mound of grey-green leaves, smothered with clusters of bright sky-blue flowers, each with a tiny yellow eye. Excellent for massing with spring-blooming bulbs. Seedlings may be easily moved in fall or very early spring. Seedlings should be thinned to stand about six inches apart, to reduce fungal disease problems, particularly in regions with hot, humid summers. After flowering, discard all but a few plants, in order to produce seed for next year. Forget-me-not flowers are a variety of steady bloom. There are different varieties in the Forget-me-not flowers. For instance, those of which bloom for only one season and last for one season only. While another kind of Forget-me-not flowers bloom for many years permanently. And they are available in the colors of white, pink and blue.

These colors of flowers bloom during the summer. Though these flowers like to hide themselves in the shade, with adequate supply of water, they will bear the full light of sun. There are other models of forget me not flowers called 'Blue Ball' and 'Ultramarine' which last and bloom a season only. The leave of these flowers are as thin as hair which is invisible under many throngs of blue color flowers. These flowers could scale up from 8" to 12." But if see those of permanent varieties, those are very hard with thickly leaves. Another variety called 'White Ball' grows slow and shaggy.

## Meaning

Forget-me-not flowers are the symbol of true love, hope, remembrance and memories.

## Folklore and legend

In a German legend, God named all the plants when a tiny unnamed one cried out, "Forget-me-not, O Lord!" God replied, "That shall be your name."

Henry IV adopted the flower as his symbol during his exile in 1398, and retained the symbol upon his return to England the following year.

In 15th-century Germany, it was supposed that the wearers of the flower would not be forgotten by their lovers. Legend has it that in medieval times, a knight and his lady were walking along the side of a river. He picked a posy of flowers, but because of the weight of his armor he fell into the river. As he was drowning he threw the posy to his loved one and shouted "Forget-me-not." It was often worn by ladies as a sign of faithfulness and enduring love.

*\*Sources - [www.perennials.com](http://www.perennials.com), <http://forgetmenotflowers.org/>, <http://en.wikipedia.org/wiki/Forget-me-not>.*



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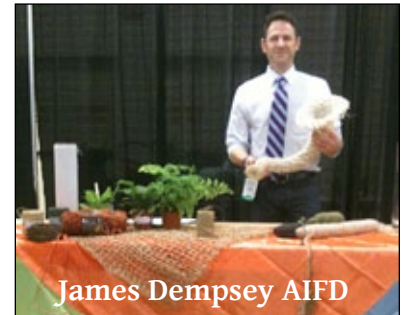
# AIFD Members Showcase Talent at TPIE

Several AIFD members came together as a team to present programs at the Tropical Plant Industry Exhibition (TPIE) "Setting the Trends with V.I.P.s - Very Important Plants" that took place Jan. 19-21 at the Broward County Convention Center in Fort Lauderdale, Fla.

The AIFD design team consisted of **Janet Black AIFD**, **AAF PFCI**, **James Dempsey Jr. AIFD**, **Pam Grimal AIFD**, **Theresa Montana AIFD**, **Ralph Null AIFD**, **Rae Roberts-Griffith AIFD**, **ICPF** and **Heidemarie Stachel AIFD**. **Jodi Duncan AIFD** served as an evaluator. Over the three day event the team presented the following programs: "VASEBOOK: You'll "like" this Grouping of Plant and Container Connections," "Hue Got It - Exploring Tropical Color and Plant Combinations," "Escape the Everyday - Clever Solutions to Mundane Merchandising," "Holiday Haute Couture - Custom Designed Plants and presentations," "UPcycle - It's (eco) LOGICAL! Re-purpose & Re-think your way to Plant Profits," "Orchid Occasion - Celebrations and Parties Exploring the Orchid," and "Super Succulents - Today's Hot Design Trend with Cool Profits." This is the third year TPIE has partnered with AIFD members to provide demonstrations all three days of the show.



Janet Black AIFD



James Dempsey AIFD



Rae Roberts-Griffith AIFD



Ralph Null AIFD



Heidemarie Stachel AIFD (left) and Theresa Montana AIFD

	<p><b>Neil Whittaker, AIFD</b>      <b>Kevin Coble, AIFD</b>      <b>Tom Ziffer, Artist</b></p> <p>Discovery Cove      Sea World      Universal Studios      Magic Kingdom</p>	
<p>Adventure Island</p> <p><b>FNGLA</b></p> <p>Epcot</p> <p>Lego Land</p> <p><b>Ann Jordan, AIFD</b></p> <p>Animal Kingdom</p>	<div style="text-align: center;">  <p><b>American Institute of Floral Designers</b></p> <p><b>Southern Conference</b></p> <p><b>Diversity</b></p> <p><b>APRIL 13-15, 2012</b></p> <p>information: <a href="http://www.aifd.org">www.aifd.org</a> or <a href="mailto:BritaE50@aol.com">BritaE50@aol.com</a></p> <p><a href="http://www.PEABODYORLANDO.com">www.PEABODYORLANDO.com</a> (800) 42-DUCKS or (407) 352-4000</p> </div>	<p><b>Disney Wedding &amp; Event Tour</b></p> <p>Culinary Masters</p> <p><b>Rick Rivers</b></p> <p>Bok Towers</p> <p>Blizzard Beach</p>
	<p><b>David Powers, AIFD</b>      <b>Len Beckett</b>      <b>Kirby Holt, AIFD</b>      <b>Ian Prosser</b></p> <p>Wet &amp; Wild      Hollywood Studios      Leu Gardens</p> <p>Harry Potter      Busch Gardens</p>	

# AIFD' Growing Presence in the Social Media World

Social media is one of the biggest fads to hit our lives since the invention of the Internet. Along with all other major and small businesses, AIFD is keeping right along with the trends in social media. In case you haven't been following the AIFD social media train, here's an update:

## Link up with us on LinkedIn!



LinkedIn is the world's largest professional network on the Internet with more than 135 million members in more than 200 countries and territories. AIFD has a LinkedIn page that, as an AIFD member benefit, is only open to AIFD members. Use LinkedIn to network and connect with other members. It's also a great source for information! Your network is full of industry experts willing to share advice. Have a question? Just ask or start a discussion on the AIFD page! A link to the AIFD page can be found on the AIFD homepage at [www.aifd.org](http://www.aifd.org) (click on the LinkedIn symbol to get to the page).

## Watch Us!



YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. AIFD has a channel on YouTube that is dedicated to posting videos that are enriching and interesting to floral designers. AIFD already has several videos posted including a recap to last year's Symposium! Check it out for yourself at [www.youtube.com/user/AIFDHqtrs/videos](http://www.youtube.com/user/AIFDHqtrs/videos).

## Like Us? Show it!



AIFD's presence on Facebook continues to grow. AIFD has been using our Facebook page as a way to get breaking news, event details, member accolades and so much more straight into your hands. Are you a fan of the AIFD Facebook page? If not, you need to be!

Simply visit [www.facebook.com/AIFD.CFD](http://www.facebook.com/AIFD.CFD) and like our page today.

## Spread the Word on Twitter!



Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Did you know AIFD is on twitter? That's right tweeps, AIFD has its own twitter handle. Follow AIFD on twitter at <http://twitter.com/AIFDHqtrs> to get up to date information, event details and much more.



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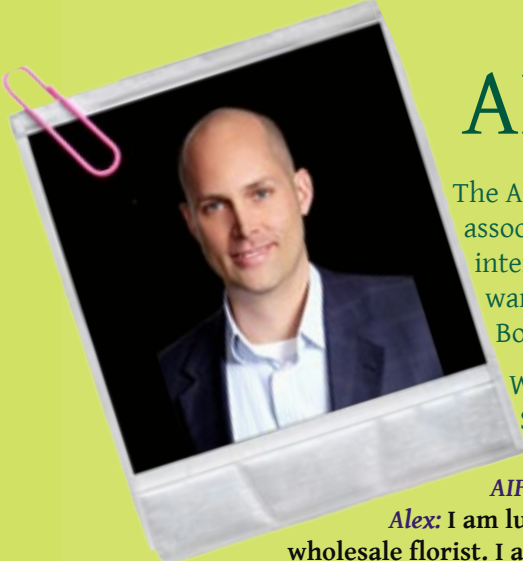
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# AIFD Leadership Profile



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 **Alex Jackson AIFD, PFCI**, president of the Southwest Chapter of AIFD.

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

**Alex:** I am lucky enough to work for a large company that is both a retail florist and a wholesale florist. I am the Retail Operations Manager for Phoenix Flower Shops where my job is to make sure that all nine of our retail locations have the proper people, fresh flowers, green and blooming plants and home décor merchandise at all times. I also coordinate our event and wedding business. I am also the Supply Buyer for Downs Wholesale Florist. I source and purchase anything that is used in any of our stores as long as it isn't a fresh product.

*AIFD: As a member of the region and President what are your personal goals for the advancement of AIFD?*

**Alex:** The Southwest Region of AIFD has made great strides and I am very proud of our region and its members. I would like to see SWAIFD reach a larger audience away from the traditional florist. Our Region has focused on marketing ourselves to event planners, caterers, fashion designers and other allied trades. I would love to see these other industries understand the value of a partnership with an AIFD accredited florist.

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

**Alex:** While I have many friends throughout AIFD who continually challenge and inspire me, **Mike Sinanovic AIFD** piqued my interest in floral design when I was 17 years old. He opened the door to AIFD and it has been an amazing journey so far.

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

**Alex:** I thoroughly enjoy the challenge of the complicated...whether it might be a specific detailed bouquet or organizing a large scale event. There is no better satisfaction than standing back and admiring the completed responsibility of an intricate and detailed composition.

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

**Alex:** Education! AIFD must be in the forefront of educating the florists who will be taking our jobs one day. Book knowledge and information gained from webinars and videos are a great tool for improving as a florist, but there is no substitution for hands-on, face to face education. We are a technique driven industry and we must not forget that most of us learned what we know at the feet of another more experienced florist.

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

**Alex:** I live in Phoenix, Ariz. where it is sunny and warm 350 days a year and we have a few small hills in the city. I enjoy the challenge of running up and down those hills and being in the desert. The city looks great from the top of Pinnacle Peak on a Sunday morning!

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

**Alex:** Get involved! As with most things in life, you only get something when you are willing to participate. I have discovered lifelong friends through AIFD and those friends have become my partners in the happiest and most satisfying moments of my life and career.

# What's Going On?

## AIFD Chapter Reports

### *Southern Chapter Report*

*Karen Farmer AIFD*

This year has started off with a bang! AIFD members from several chapters, Southern Chapter included, were spotted at TPIE, the Chicago Market and will certainly be found at the Philadelphia Flower show in March. There is a lot going on so be sure and check out our Facebook page from time to time to see who is where and doing what.

**Robyn Arnold AIFD** is one of several of our members who will be making our presence known in St. Petersburg, Fla. with the 2012 FFA Career Development event on March 17. AIFD members will be there to mentor and teach our future leaders. If you would like to help in anyway please contact Robyn.

My mother used to say, (and still does) "Don't wish your life away," but I have to admit I had been wishing for Valentines Day to be over so that April would be that much closer! Don't get me wrong; I LOVE Valentines Day, I love the hustle and bustle, I love the crisp, cool smell of flowers everywhere I turn, and I love the business that it brings our way! But I am so excited about the Southern Chapter Conference this year that I feel like a kid on Halloween anticipating Christmas. I know it's coming and I can hardly wait!

Our Southern chapter members have worked very hard, and they continue to do so with great momentum. Our goal? To bring some of the best designers, fabulous product and inspiring creations to Orlando! This is going to be a chance of a lifetime and we hope that no one will miss out on a minute of this extraordinary experience. **Brita Edlebaur AIFD** is the chairperson with **Russ Barley AIFD** the co-chair and they are working their magic!

I hope everyone had a stress free and profitable Valentines and I look forward to seeing you in Orlando if not sooner!

### *Southwest Chapter Report*

*Alex Jackson AIFD, PFCI*

The new year brings out the best in our SWAIFD members because it is FLOAT TIME! Led by the incredible talents of **Jim Hynd AIFD**, the dedicated team again brought home the honors with their fabulous creativity and designs with several floats in the annual Rose Bowl Parade. Among the team members were SWAIFD members **Susan Ayala AIFD** and **Kate McCormick AIFD**. Kudos to all of the AIFD members who showed the world what we are all about (see pg. 18 for photos).

Details are plentiful for the annual SWAIFD Wedding Extravaganza! This year we have expanded our event to two

days. On Saturday, March 10, 2012 we are lucky to have **Carol Caggiano AIFD** for a fabulous hands-on class detailing elements of wedding design. There are only 30 available spaces for the incredible experience so be sure to call **Martin Flores AIFD** to register at 909-888-0161.

Sunday, March 11, 2012 will be a full day of amazing flowers, creative techniques and lots of fun and excitement. Mrs. Caggiano will kick off our day followed by the charming **Kenneth Snauwaert AIFD** and the lovely and talented **Ian Prosser AIFD, AAF, NDSF**. Register for this "can't-miss" event by calling **Michael Quesada AIFD** at 888-962-0032. A special thanks to **Gerry Toh AIFD** for all of his expertise with our teaser video, show website and marketing material.

Those of us who attended last year came away with a bag full of new ideas and this year will be no different. Check out [www.youtube.com](http://www.youtube.com) and search SWAIFD for our new fabulous video for more information and a sneak preview. Don't forget [www.designinlinemagazine.blogspot.com](http://www.designinlinemagazine.blogspot.com) and [www.facebook.com/swaifd](http://www.facebook.com/swaifd) for all the happening in SWAIFD!

### *South Central Chapter Report*

*Suzie Kostick AIFD, PFCI, MCF*

Greetings from the South Central Region. Spring is in the air and we couldn't be more excited about its arrival. Over the past few months we have been busy planning our education and AIFD Awareness program taking place March 18 in St Louis. A Wedding Sell - 0 - Bration, co-hosted by Baisch & Skinner, is being held at the Linda Kay Learning Center and will feature the design talents of **Beth O'Reilly AIFD** of the Flower Studio in Austin, Texas.

**Frankie Peltiere AIFD**, the events coordinator and SC Fundraising Committee Chair, has been hard at work getting all the details lined up and promises show attendees a day filled with design inspiration and sound business ideas that will help increase wedding business. The cost to attend is \$35.00 per person and includes lunch for the all day event. One of the many exciting things to happen during the show is that one lucky attendee will win an education registration to the National Symposium "Caliente!" Each paid registration to the March 18 event will receive one chance to win the Symposium registration. Other door prizes will be given away throughout the day and tickets will be available for an increased chance to win. You must be present to win.

South Central is also preparing to present the first South Central Lifetime Achievement Award in Miami during our annual SC Regional Members meeting. This will be the first of what will become an annual presentation and a way for us to



tip our hats and pay tribute to one outstanding SC member who helped build and support the SC region AIFD. If you're a member of the SC Region and would like to nominate someone we are looking for members of the SC Region who have been involved in leadership in the SC Region someone who has made a difference in the development of the region, someone who has been a long time contributor, participant and mentor throughout the region. Send your nomination by April 8, 2012 to **Kerry Sallabedra AIFD**, chairperson of the SC Historian Project, at [kerryandcompany@gmail.com](mailto:kerryandcompany@gmail.com). Be sure to include all your reasons why you feel this person deserves to be honored for their Lifetime of Achievement to the SC Region. The SC Board of Directors will review all the nominations during their April Board meeting and the Award will be presented in Miami.

Lastly I would like to personally invite everyone take a look at all the amazing educational opportunities provided by AIFD. Starting with the years biggest event – National Symposium – "Caliente" is gearing up to be another spectacular educational event. Don't forget about the AIFD Connection classes, the Practical Floristry Hands-On workshops, and all the regional programs that are available. There are many opportunities for everyone to roll up your sleeves, get involved, meet new friends and learn a little something along the way!

## **Northeast Chapter Report**

**Suzanne Sampson AIFD, NHMFD**

Hope all had a wonderful holiday season. Now that 2012 is here we are getting ready for a busy year. We hope that Valentine's Day was good for everyone. Then here we go... Philadelphia Flower Show is coming along nicely. The dates for the flower show are March 4 through March 11. Massachusetts Horticultural Society will host the Boston Flower and Garden Show on March 14 through March 18. On March 21 we will be having a Spring design program at Hillcrest Gardens in Paramus, N.J. We will have more fine tuned details soon. Then we will all be preparing for Easter and the beginnings of SPRING. With that being said we (NERC) hope to see a lot of you at these upcoming events, they are going to be filled with beautiful florals and great educational information.

## **Northwest Chapter Report**

**Emil Yanos AIFD**

I hope everyone had a great Holiday! Hopefully you got in a little rest time before Valentine's Day. Any holiday can be busy for many of us in the floral industry.

We've been very busy in the Northwest. **Kimi Ynigues AIFD** is chairing a slew of programs in Idaho. She will be assisted by newly inducted **Erik Witcraft AIFD**. They along with **Ian Whipple AIFD**, **Mike Hollenbeck AIFD**, **Toni Chow-Tibbits AIFD**, and **Lily Chan AIFD** are putting on a Hands-on

program for the Idaho State Floral Association. **Kimi**, **Erik** and **Mike** will also be doing a Hands-on program for the FFA in Twin Falls, Idaho. We also have another Hands-on program for the Idaho Horticultural Society, led by **Lily**. They will be busy up in Idaho.

We are also working on a Prom/Wedding Hands-On program in the San Jose, Calif. area. Day one of this weekend event will encompass a hands-on workshop focusing on prom florals. The second day will start with a wedding design program, followed by another hands-on workshop, with the focus being wedding flowers.

A design program at the San Francisco Flower Mart is also in the development stages. One of our local growers contacted **Lily Chan AIFD** to see if we could put something together for them later in the spring or early summer.

I look forward to see all of the hard work our members have put into their projects come into fruition. This year is developing into something very interesting.

## **North Central Chapter Report**

**Dan Kotecki AIFD**

The North Central Chapter started 2012 with a great awareness event. Our semi-annual meeting took place on January 20-22 at the Chicago Gift Mart. President-elect **Loann Burke AIFD**, **PFCI** coordinated a fantastic program including great design presentations by **Mandy Majerik AIFD**, **PFCI** and **Tim Farrell AIFD**, **AAF**, **PFCI**, an industry trend program by **Bob Williams** of Smithers Oasis, and a social media presentation by **Jodi Duncan AIFD**. All these programs were not only available to our members, but to all mart shoppers. The Chicago Gift Mart was very excited to have us there. They worked closely with Loann to make sure everything went smoothly, and even prepared special gift bags for all of our members. We hope this is just the beginning of a great relationship for our future meetings. More information about the meeting is available on our Facebook page.

March is shaping up to be a very busy month of activities for North Central. The Michigan Great Lakes Expo and the Milwaukee Museum of Art March 2-4, Illinois State Floral Association Conference March 9-11, and the Dayton Home and Garden Show March 23-25. These are all great awareness events with several chapter members involved in many aspects to ensure success, but extra help is always appreciated.

We always look forward to Nature's Creative Edge, which takes place the third weekend in September on the property of NC member **Bob Friesse AIFD**. It's open to everyone who would like to participate, so mark your calendar and plan to make a trip to Fruitport, Mich. for this fun and creative event. This year's theme is Kiddy Literature and Fairytales.

Hope everyone had a fabulous and profitable Valentine's Day!

# SNAPSHOT:

**SOUTHWEST CHAPTER MEMBERS, LED BY JIM HYND AIFD, BROUGHT HOME HONORS WITH THEIR FABULOUS CREATIVITY AND DESIGNS WITH SEVERAL FLOATS IN THE ANNUAL ROSE BOWL PARADE.**



## Communication Center



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

Feb. 6, 2012 - AIFD Has Menu for Success with Two Outstanding Education Events!

Jan. 31, 2012 - Need Inspiration? Education? Hands-on Learning? AIFD Has the Answer!

Jan. 24 - Latest News from AIFD's Gold Partner FTD

Jan. 17, 2012 - AIFD 2012 Award Nominations Needed

Jan. 3, 2012 - Beloved AIFD Member Passes Away

Jan. 2, 2012 - December 2011/January 2012 Focal Points is Hot Off the Press!

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



### FLORAL DESIGNERS NEEDED

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

### LOVE TO SKI? RESORT FLORAL SHOP FOR SALE

Long-established flower shop featuring a full inventory of unique home accessories, located in a high-traffic outdoor pedestrian mall. Earn income while you ski, golf, bike, fish, hike, and relax in this beautiful Rocky Mountain resort. Excellent high-end clients and upper-income shoppers. Contact: [mountainretail@gmail.com](mailto:mountainretail@gmail.com).

### EXPERIENCED FLORAL DESIGNER NEEDED ASAP

I am a funeral director. I am about to open a florist in Brooklyn, N.Y. I need an floral designer experienced not only in funeral design, but all aspects of the floral trade. Salary negotiable. Please contact R. Steven LeGall at 917-854-1847.

Please contact Molly Baldwin, AIFD director of communications, at 410-752-3318 if you would like to submit a classified posting.



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# Calendar

## March 11, 2012

Floral Extravaganza - "It's All About the Flowers"  
National Orange Show and Events Center  
San Bernardino, CA

## March 17-18, 2012

Hands-on Workshops  
- Arrangements: Everyday & Sympathy  
- Personal Flowers: To Wear or Carry  
Houston, TX

## March 24-25, 2012

Hands-on Workshops  
- Arrangements: Everyday & Sympathy  
- Personal Flowers: To Wear or Carry  
Philadelphia, PA

## April 13-15, 2012

Southern Conference "Diversity"  
Peabody Hotel  
Orlando, FL

## April 14, 2012

Connection: The Photography Experience  
Baisch & Skinner Wholesale Florist  
Phoenix, AZ

## April 21, 2012

Connection: The Body Flower Experience  
Frank Adams Wholesale  
Portland, OR

## July 10, 2012

2012 Professional Floral Design Evaluation Session (PFDE)  
Hyatt Regency  
Miami, FL

## July 12-16, 2012

2012 National Symposium  
Hyatt Regency  
Miami, FL

## July 16, 2012

2012 Foundation Workshop  
Hyatt Regency  
Miami, FL

## American Institute of Floral Designers

720 Light Street, Baltimore, MD 21230  
Phone 410-752-3318 / Fax 410-752-8295  
[aifd@assnhqtrs.com](mailto:aifd@assnhqtrs.com) / [www.aifd.org](http://www.aifd.org)

### Executive Officers

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### AIFD Staff

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Membership Coordinator: Kelly Mesaris  
[kellymesaris@assnhqtrs.com](mailto:kellymesaris@assnhqtrs.com)



# 2013 AIFD Symposium

June 28 - July 2  
Las Vegas, NV

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

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

For the best consideration: Complete all questions with as much detail as you can. We request a detailed outline of your program, with sketches or pictures and a video clip. In this wonderful digital age, video cameras are everywhere. Think of this as an audition. Set up a simple scene, make a sample arrangement, relax, be yourself, talk about your program, explain it to the camera, make it come alive. Don't worry about the quality. We are looking for fresh ideas and your ability as a presenter. If you are going on stage in front of a thousand people, you can perform for the camera. The video should be approximately 20 minutes in length, no editing or music needed—just you and your program ideas. Your video clip may be in any format: VHS, mini-DV, DVD or a digital file uploaded to us. We are looking for fresh ideas and your ability as a presenter. We want each designer to demonstrate their “Passion” for their topic as it relates to floral design. If you have any questions please contact **Lori Novak AIFD** at [fowcorvilla@aol.com](mailto:fowcorvilla@aol.com) or **Tom Simmons AIFD** at [tomassimmons@gmail.com](mailto:tomassimmons@gmail.com).

*\*Please note the dates for the 2013 Symposium that were posted in the Dec. 2011/Jan. 2012 issue were incorrect. The correct dates are listed above, June 28 - July 2, 2013. AIFD apologizes for this mistake.*



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

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

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

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

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

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

The AIFD Foundation Proudly Presents:

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

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

***For complete information on the AIFD Foundation Inc., visit us at  
[www.aifdfoundation.org](http://www.aifdfoundation.org).***



## 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:***

**\* 172 Floral Members**

*(California Floral Growers & Distributors)*

**\* 391 Associate Members**

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

**\* 20 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.*

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

2901 PARK AVENUE, SUITE D-3, SOQUEL, CALIFORNIA 95073  
WWW.CAFGS.ORG \* PHONE: (831) 479-4912 \* FAX (831) 479-4914



## Last Call for AIFD Award Nominations

*There are only a few days left to send in your award nominations for the six awards that AIFD can bestow.*

Nominations are being accepted through **Feb. 29, 2012** for the six awards that AIFD can bestow:

- Award of Merit - Industry
- Award of Merit - Non-Industry
- Award of Distinguished Service to AIFD
- Award of Distinguished Service to the Floral Industry
- Award of Design Influence, and
- 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 for the award

Please direct your letters to: **Suzie Kostick AIFD, PFCI**, awards committee chairperson, [suzie@floramag.com](mailto:suzie@floramag.com).

Information on how to nominate someone can be found at [www.aifd.org/NewNews/2012AIFDAwardNom.htm](http://www.aifd.org/NewNews/2012AIFDAwardNom.htm).



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