

Focal Points

*Purpose is the reason you journey.
Passion is the fire that lights the way.*

-author unknown

As we get set to head to Denver in a few weeks to share in an amazing Journey together, let us let our passion be the driving force that gets us there!

It's passion that drives you to be the best designer you can be.

It's the passion of the industry to share the joy, the healing power, the beauty and the elegance of flowers.

It's the passion of students and PFDE candidates to blossom into future designers and AIFD members.

It's the passion of AIFD members who serve as mentors to others.

It's the passion of educators who make it their life work to inspire, promote and teach the art of floral design.

And it's the passion we all have to help make each other and this industry the strongest and best it can be.

So AIFD wants you to ask yourself, as we head into another exciting Symposium...what is the passion that is driving YOU to experience the Journey of a lifetime?

See you in Denver for the journey of a lifetime!

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American Institute of Floral Designers

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Executive Director: Thomas C. Shaner
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Director of Finance & Administration: Monica Shaner
Director of Communications: Molly Baldwin-Abbott
Director of Membership: Stephanie Dodd

AIFD Mission Statement

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

Calendar

June 22, 2015 – June 25, 2015

Corsages & Boutonniere
Koehler & Dramm's Institute of Floristry
Minneapolis, Minn.

June 22, 2015 – June 23, 2015

Advanced Wedding Designer
SO CA School of Floral Design
Anaheim, Calif.

June 24, 2015 – June 26, 2015

Special Events /Decor Designer
SO CA School of Floral Design
Anaheim, Calif.

June 28, 2015

2015 AIFD Professional Floral Design Evaluation Session
Sheraton Denver Downtown Hotel
Denver, Colo.

June 30 – July 4, 2015

2015 Symposium "Journey"
Sheraton Denver Downtown Hotel
Denver, Colo.

July 6, 2015 – July 10, 2015

Floristry 1 – Basic
Koehler & Dramm's Institute of Floristry
Minneapolis, Minn.

July 6, 2015 – July 17, 2015

Floral Designer/Shop Operations
SO CA School of Floral Design
Anaheim, Calif.

July 6, 2015 – July 30, 2015

Floristry 2 – Intermediate Design, Evening
Koehler & Dramm's Institute of Floristry
Minneapolis, Minn.

Many more events are posted online!

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

**This list is not all inclusive.
Please visit the AIFD website
for a full list of events.*

President's Farewell



"Each of you is a star with talent and skills that shine bright. Together we all make a magnificent sky... truly a wonder to behold."

My "Journey" as President of AIFD is quickly coming to an end. It has been an exciting year and I cannot believe how fast the time has gone. I am so proud of the accomplishments WE have made during this last year. By WE, I mean board members, committee persons and members alike. The entire National Board of Directors has listened carefully to the needs of our membership and has taken actions to modify the way we do business to better fit the needs of our members. We have taken a very close look at ways to bring value to membership in AIFD and ways to give incentive to floral designers everywhere to seek our accreditation in floral design. Our chapters have been working hard to bring awareness of AIFD and its mission to designers on the regional level. I was privileged, this year, to attend some of the meetings and flower show displays produced by our regional boards. At each and every one of these events, there was great interest in learning more about the art of floral design and our regional boards and committees were so supportive of all of these efforts. This year has also given me the opportunity to meet many of our members, upcoming inductees, and candidates. I can truly say that the collective creativity of this group is inspiring and what I have learned from all of you has made me a better designer.

Our National Symposium continues to be our largest investment of both time and money. The success of this event is crucial to the continuation of AIFD. Over the last year, we have very closely examined each and every line item and time slot allocated to Symposium. Our goal is to change Symposium so that it better meets the demands of time and finances of our members. Please know that actions are in place to control the cost of this event and to make decisions, going forward, to be respectful of your time and money when it comes to our annual convention.

Together, with the Membership Committee, we are exploring options to bring opportunities for certification (CFD) to local and regional venues. We are working closely with our Educational Partners to make this happen, so look for updates on this matter in the near future.

Over the past two years, a special task force was set up to help document and preserve the history of AIFD from the last 50 years. **Janet Black AIFD, CFD, PFCI** and **Susie Kostick AIFD, CFD, PFCI** have devoted their time and have visited home office to gather and organize the history of AIFD. They will be making a special presentation in Denver, and will have our historical information on our website in the months to follow.

As I leave office, I am ever so confident that our National Board

will be in good hands under the leadership of **Joyce Mason Monheim AIFD, CFD, PFCI**. Joyce is a driving force in the industry and brings to the table a wealth of knowledge and connections with retailers, wholesalers and manufacturers from all across the country. Please join me in thanking her for accepting this challenge and agreeing to serve AIFD as the 2015-2016 National President.

This July also marks the completion of leadership for a few of our National Board Members. **Jim Rauch AIFD, CFD** will be ending his term as the North Central Representative. Jim has always represented our heartland with great dedication and has always expressed opinions and votes in the best interest of his region. **Marie Ackerman AIFD, CFD, PFCI** will be leaving as the South Central Representative. Marie, with her great knowledge base of the industry and corporate experience, has been a very valuable member of our board. **Bill McKinley AIFD, CFD** has finished out his second term as a Director at Large. Bill has brought to us a great insight from the world of academia, and his efforts and guidance on education matters have truly strengthened our programs and educational opportunities as designers journey through the accreditation process. **Suzie Kostick AIFD, CFD, PFCI** will be leaving her role as a Director at Large. Suzie has been a very dedicated Board Member, and having served two terms as National Secretary, has given hundreds of hours in maintaining and rewriting policies and procedures, Bylaws and Committee Notebooks. We are truly grateful for her extraordinary service and dedication to the Institute. And last, but not least, **John Kittinger AIFD, CFD** will complete his years of service to our National Board. John was a true role model and level headed leader in his years in office, and as Past President, I could not have asked for a more honest and helpful advisor. Please take the opportunity to thank each and every one of these members who are retiring from our National Board. AIFD is truly better because of their leadership and dedication.

I am looking forward to seeing many of you in Denver for "Journey" our 2015 National Symposium! I hope you have already made plans to join us, but if not look for updates on Facebook and AIFD.org. **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** have put together an exceptional lineup of educational programming and networking events. We are very grateful for their key roles on making this Symposium so successful.

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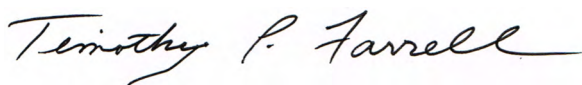
President's Farewell

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I also would like to extend a special thank you to **Tom Shaner** and **Kristen Phillips, IOM**, our executive directors, and the entire staff at Headquarters. Their assistance to me in the past year has truly helped me to achieve the goals set out last July. We are extremely fortunate to have a management team that is truly willing to assist in moving AIFD in a positive direction.

In closing, I want to extend a sincere thank you to all of you for trusting to me the office of President of the American Institute of Floral Designers. To represent all of you at industry functions and events was truly an honor I will remember for the rest of my life. I am grateful to each of our members for what they share, what they teach and what they create. Each of you is a star with talent and skills that shine bright. Together we all make a magnificent sky...truly a wonder to behold.

Let us all continue to bring our best of design to everything we create, and through that, the American Institute of Floral Designers will continue to not only exist, but will evolve and flourish.



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

AIFD Selling Limited Edition 50th Anniversary Key chains



In honor of AIFD celebrating their 50th Anniversary this year, we are offering a handsome gold key chain for sale to AIFD members only. There is a limited number available. One can be purchased for \$20. To buy a key chain visit <http://aifd.org/marketplace/>. Please note they are only available to active, life, retired, and fellow members.

Saluting AIFD Life Contributing Members

The following Life Members of AIFD, who are waived of any membership fee requirement, continued to support the Institute with an annual contribution. These are the Chartered Life Contributing Members. AIFD appreciates their many years of membership and their continued financial support.

Orchid (\$1,000)

Dean O. White AIFD, CFD, PFCI

Peony (\$500-\$999)

Tina M. Coker AIFD, CFD, PFCI
Rich Salvaggio AIFD, CFD, PFCI

Rose (\$250-\$499)

Lillian Lindergren AIFD, CFD
Michael Merritt AIFD, CFD

Tulip (\$100-\$249)

Dian Brown AIFD, CFD
Donald Burdette AIFD, CFD
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Alan Parkhurst AIFD, CFD, PFCI
William C. Plummer AIFD, CFD



AIFD and Social Media



www.facebook.com/AIFD.CFD



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



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



www.youtube.com/user/AIFDHqtrs

A Fantastic Voyage for Leaders

Fifty years, and the journey continues. How appropriate it is that AIFD titled this year's National Symposium "Journey" for in spite of it being a 50th anniversary celebration, life is a continuous journey offering unlimited opportunities for excellence.

As the Executive Director for AIFD for 33 years, my journey has included 32 occasions (Denver will be the 33rd) on which new dedicated volunteer leaders are brought onto the National Board of Directors; 33 opportunities for individuals to achieve excellence all in the name of service to others.

Watching these new leaders grow and excel in the name of AIFD has been extremely rewarding for me. Each individual comes onto the AIFD Board as well as the six regional chapter boards, and brings with him or her so many new learning experiences for me. I am rewarded by watching them as they offer a fresh look at AIFD and how it should continue on its journey; constantly evolving to help promote the art of professional floral design through education, service and leadership. They bring new ideas, new technologies and new excitement.

Nearly 30 years ago, I wrote a short article for the then eight page *Focal Points* in which I espoused on the leadership skills of the protagonist rabbit (Hazel) of *Watership Down*. The point I tried to make was that all of us have special skills that can be applied to the betterment of all. In the book, Hazel, a previously unimportant member of the rabbit warren, becomes the leader of his fellow rabbits and guides them from a field about to be plowed over by developers to a new promise land. What led to Hazel becoming the group leader was his one significant leadership skill – selecting the best person (rabbit) to accomplish any task that needed to be addressed. Not only selecting them, but giving them full confidence, support and empowerment.

And so it is with the AIFD volunteer leaders, working together, they advance AIFD.

At the first meeting of the AIFD Board in Denver, we will welcome new directors **Loann Burke AIFD, CFD, PFCI, Debbie**

Gordy AIFD, CFD, Leanne Kesler AIFD, CFD, and Katie McCormick Kharrat AIFD, CFD as well as the 2016 National Symposium Coordinator **Lori Novak AIFD, CFD**. All proven leaders before their election, each of these AIFD members will help enhance the work of the Institute and will be a critical part of the administration for President **Joyce Mason-Monheim AIFD, CFD, PFCI**.

Of course, the other side of this equation (new members to the board) is the rotation off of several others who have spent 3-11 years serving AIFD. From Past President **John Kittinger AIFD, CFD**, who will continue to serve AIFD in a new capacity as a leader of the AIFD Foundation, to **Marie Ackerman AIFD, CFD, PFCI, Suzie Kostick AIFD, CFD, PFCI, Bill McKinley AIFD, CFD, and Jim Rauch AIFD, CFD**. Each of these individuals has proven his/her dedication to AIFD and he/she will be missed. From Marie's challenges for more education to Suzie's mammoth effort with policies and procedures to Bill's development of the CFD® program and Jim's constant review of financial implications associated with the Symposium, each has helped steer what 2000-2001 Past President **Derrick Vasquez AIFD, CFD** dubbed "The majestic ship AIFD."

As Derrick went out of office, he honored me with the personal presentation of a plaque that hangs above my desk. It read, in part, "In appreciation for a Fantastic Voyage."

I hope all of you will enjoy the journey (voyage) of AIFD and that you, too, will aspire to lead in the future.



Southwest Chapter Explores "Visual Tension"

The AIFD Southwest Chapter held their industry and community awareness event on May 17 in Las Vegas with an educational work shop "Visual Tension" with **Carolyn Fowler AIFD, CFD**. The event was so well attended it was filled to capacity.

Thank you to the host venue and fresh flower sponsor Greenfield & Co. and San Diego Floral Supply for their generous donation of hard goods.



Don't Miss THIS Journey!

(or ten reasons why Symposium is going to be GREAT this year.)

By Marie Ackerman AIFD, CFD, PFCI and Vonda LaFever AIFD, CFD, PFCI

"Journey" • June 30 - July 4 • Sheraton Denver Downtown • aifd.org/upcoming-events/2015-symposium/

The excitement of National Symposium "Journey" in Denver is building. I can tell because each day I get a little less sleep! I am simply in awe of the thousands of hours a dedicated group of volunteers put forth each year to make this event a reality. I am also grateful for the previous coordinators who have done this job before me. They are so generous with advice and assistance.

People always ask me "What are you looking forward to the most?" That's kind of like asking a mom which of her children is her favorite. Like a flower with a thousand petals, each program, luncheon, dinner, or event contributes to the beauty of the whole flower. Our team has been working for three years for these five days or so. So with no apologies to the newly retired Dave Letterman, here's our TOP TEN favorite things about JOURNEY. See how they compare to your list!

#10 - The Regional Chapter meetings. Don't miss your regional chapter meeting, it's how you can get involved in AIFD where it really matters at the regional level. Many regions are doing amazing things and providing education where it matters most.

#9 - National Committee Meetings and the Annual members meeting. See where AIFD is headed and how you can contribute. Together AIFD members can and will do amazing things!

#8 - Re-connecting with old friends and making new ones. Folks, we are our networks – it makes sense to keep expanding them. Challenge yourself to make at least 10 new friends this year. Don't wait for them to say 'hello,' introduce yourself first!

#7 - The AIFD Hands-on Classes. Brian Vetter and his four excellent teachers ([Kevin Ylvisaker AIFD, CFD, PFCI](#), [Sharon McGukin AIFD, CFD, PFCI](#), [Randy Wooten AIFD, CFD, PFCI](#), and [Wendy Andrade AIFD, CFD](#)) have been working for more than two years to deliver top quality education this Symposium. It's the first time AIFD has presented classes as part of Symposium and it promises to be AMAZING!

#6 - PFDE and the Student Competition. It is always a highlight to see emerging talent. Membership Chair [Jackie Lacey AIFD, CFD, PFCI](#) and Student Competition Chair [Trish Haislar AIFD, CFD](#) have lots of work ahead and we all get to see the incredible talent coming to our ranks soon!

#5 - The WORKROOM. Contact [Vicki McPherson AIFD, CFD](#) and [Kelly Norvell AIFD, CFD](#) to volunteer your time to bring this program to reality. It will change your life for the better.

#4 - The Spectacular GALAs. We do love to dress up and have a party! You have a front row seat to the industry's most spectacular events ever – Induction night by Denver's own [BJ Dyer AIFD, CFD](#) and the Leadership Gala by Southwest's [Gerry Toh AIFD, CFD](#).

#3 - Lunch and Mingle. A fun time to relax and meet new people, this year's luncheons by [Deborah De La Flor AIFD, CFD](#) and the AIFD Foundation's [Ron Mulray AIFD, CFD](#) will be a highlight for sure!

#2 - The Partners EXPO. Chairwoman [Eva Riter AIFD, CFD](#) and her committee are charged with putting together a classy table top trade fair which gives us all a chance to thank AIFD's Partners - the people who make all of this possible! I love seeing what's new all in one room! Breathtaking!

And the #1 one thing to look forward to in Denver...

THE PROGRAMS! We have collected an amazing group of talented designers to share, teach and delight you with ideas, techniques and strategies to make a difference in your life!

Oh yeah, and as a bonus, we will be celebrating AIFD's 50th year as an organization. An amazing feat for our organization. 50th Anniversary Chairs [Janet Black AIFD, CFD, PFCI](#) and [Susie Kostick AIFD, CFD, PFCI](#) have lots of hysterical (uh, I mean historical) things to share. And maybe even a few surprises!

See you in Denver!

Attendee alert - If you have time, be sure to visit the nearby Denver Botanic Gardens where [Deborah Butterfield's](#) bronze horse sculptures are on display throughout the various gardens. The gardens are not far from the hotel. Visit www.botanicgardens.org for more information. See photos of the sculptures below:



AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. By profiling these professionals, we want to offer you the opportunity to get to know the members. We'd like to introduce you to **Laura Parker AIFD, CFD**.

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

Laura: I am the owner of Fresh Start Floral Consulting LLC based out of Holly, Mich. We specialize in business support for small and medium size floral retailers, and in career coaching for freelance designers. We provide assessment and guidance in the areas of shop operations, management processes, financial management, staff training in design and sales, goal setting and strategic planning.

AIFD: What leadership role(s) do you hold within AIFD and throughout the floral industry?

Laura: I currently serve as the President of the North Central Chapter of AIFD and I am on the AIFD National Finance Committee. I am a Certified Florist through the Michigan Floral Association and serve on the Great Lakes Floral Expo Planning Committee.

AIFD: Within that role and as a member, what are your personal goals for the advancement of AIFD?

Laura: I am committed to working alongside fellow AIFD members to keep the Institute headed in the right direction in regards to pioneering educational opportunities for floral designers, ongoing financial stability, and to improving our professional ethics standards.

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

Laura: I have several mentors who have exhibited the professional and personal standards that inspired me to pursue my dreams of bringing high quality business support and training to the local floral retailer and designers. I have been blessed to serve under **Alice Waterous AIFD, CFD, PFCI** as both a designer, and project manager and watched her amazing ability to capture the trust of her clients, and to follow through with superior execution by building a strong team. I have had the benefit of working with **Bobbi Ecker-Blatchford AIFD, CFD, PFCI**, and **Bob Friese AIFD, CFD** on numerous industry projects at the state and national level. My experience with these fellow AIFD members has provided me with an opportunity to benefit from their passion, guidance and wisdom.

AIFD: Did you have a mentor who helped you on your journey to becoming AIFD?

Laura: I did not have a close relationship with any AIFD members as I sought my accreditation, but one of my fellow inductees who walked the journey with me was certainly a mentor to me in every sense of the word. **Suzie Kostick AIFD, CFD, PFCI** encouraged, challenged, and pushed my creative limits as we worked to complete our portfolios, our phase two testing, and were inducted. Her trustworthy support and honest critique of my work and my thought process has helped me to grow throughout my AIFD journey.

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

Laura: I love creating sympathy work. I believe that floral tributes that represent the life of a loved one are integral to a healthy grieving process. As designers we have the unique opportunity to help people express emotions that are difficult to express in words. We can help begin the healing process by providing tributes that share the message of a life well lived, or life ended too soon. Our floral designs can tell a story, start a dialog that can lead to healing, and provide comfort in moments of pain.

AIFD: What issues are most important to you professionally?

Laura: My deepest concern for this industry as a whole is the lag in adopting the cutting edge business practices that will keep floral retailing viable as we experience the global shift from the information age to the digital age. There are floral retailers in the marketplace who still write all their orders by hand, or do not have integrated technology in their shops. A great number of floral retailers are failing to step up as distributors in the market place, and as a result, are being left behind in a cloud of dust as alternatives to flowers are presented to the consumer in a powerful way.

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

Laura: I don't understand the question...Just kidding! I love to stay busy and when I am not working on a floral project you would likely find me painting or crafting, working in my gardens, volunteering in the baby pantry ministry at my church, or spending time with my family.

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

Laura: The best advice I would give anyone aspiring to further their design abilities and to grow professionally is to practice, to be brave, and to be involved by attending professional events locally, regionally and nationally.

Buy One, Get One 50% OFF!

Register one attendee for the August session of FTD Boot Camp and get 50% off a second registration.

FTD Boot Camp is our highly-rated, three-day management training program for florists wanting to learn new ideas to benefit their local business. Learn more at FTDi.com/FTDUniversity.

Date:	August 3-5, 2015
Location:	Downers Grove, IL FTD Headquarters
FTD Member Cost ¹ :	\$699 per person Now \$699 for first person, \$349 for second person
Non-Member Cost ¹ :	\$799 per person Now \$799 for first person, \$399 for second person
Instructor:	Ann Jordan AIFD, AAF FTD Education Consultant AIFD Past President

¹ This great value is inclusive of all education sessions, flowers, design tools and materials; refreshment breaks and lunch daily and a networking dinner on Monday.



**FOR AIFD
AND CFD
MEMBERS
ONLY!**

To take advantage of this special discounted price, call FTD Member Services at 800.788.9000 and mention promo code: **BOOTCAMPFORAIFD**.





Denver International Airport (DIA) has just installed a new piece of art just in time as we honor of AIFD's 50th Anniversary. **Price Davis**, Denver-based master craftsman and artist, recently installed "The Denver Lily," a nearly 30-foot-tall sculpture, in the terminal's main hall.

The three-piece, three-story sculpture, comprised of a base, flower pot and a stemmed flower with pod and leaves, is made of hand-forged sheets of steel that were stained and powder-coated. The sculpture is part of Davis' "Global Peace Through Art" initiative.

"We must celebrate the skilled artists that bring us beauty in our everyday lives. Art should inspire and take into consideration the diversity of its viewers," Davis said about the initiative.

The lily, a symbol of relationships and friendship, will welcome travelers to DIA through July.

"By installing a giant flower sculpture in the center of DIA, our goal is to surprise and delight passengers during spring, while showcasing a local artist's talent," said DIA's Art and Culture Manager Chris Stevens. "This bright sculpture is monumental in height, which also highlights the scale of Jeppesen Terminal's iconic tent roof architecture."

***WHEN YOU ARRIVE AT THE AIRPORT ON YOUR WAY TO SYMPOSIUM, PLEASE BE SURE TO SNAP A PICTURE OF AND INCLUDE #aifdjourney IN YOUR POST!**

Photos courtesy of <http://pricedavis.gallery/project/the-flower/>.

Bits and Pieces

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

- The following members were competitors at the International Floriculture Expo at their 8th Annual Iron Designer Competition that took place June 8-10, 2015 at McCormick Place, Chicago, Ill.: **Carolyn Minuttilo AIFD, CFD**, **Paul Ponn CFD** and **Marisa Guerrero AIFD, CFD**. Carolyn placed third in the competition. AIFD gives a huge congratulations for all of the competitors' hard work and achievement of competing.
- Several AIFD members participated in the Fleurop-Interflora World Cup Competition that took place June 11-13, 2015 at the Arena Berlin in Germany. The motto of the Fleurop-Interflora World Cup 2015 was "Freedom." **Deborah De La Flor AIFD, CFD** served as a judge. **Jacob McCall AIFD, CFD** was the USA contestant, **Caroline Loo Sooi Hing AIFD, CFD** was the Malaysia contestant and **Neil Whittaker AIFD, CFD** was the UK contestant. Neil was honored as the runner-up. Congratulations to all of the AIFD members who participated.
- **Todd Bussey AIFD, CFD** of Bussey's Florist & Gifts in Cedartown, Ga. was selected as Small Business of the Year by the Polk County Chamber for service to the community and the Polk County Chamber, respect for employees, and dedication to the local economy.
- **Bob Friese AIFD, CFD** was honored with Michigan Floral Association's Lifetime Award for his unending dedication to excellence and his constant willingness to share his knowledge. The presentation was made at the 2015 Great Lakes Floral Expo that took place March 6-8. Read more at www.perishablenews.com/index.php?article=0044114.
- **Callie DeWolf AIFD, CFD** was promoted to General Manager of the Floral Design Institute in Portland, Ore. She will be overseeing the teaching and support staff, handling day-to-day operations, and assisting with the creation of new educational programs to meet the needs of the changing floral industry.

Got News???

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

Everything You Need to Know:

Leptospermum, commonly known as tea tree, is a genus of shrubs and small trees in the myrtle family Myrtaceae described as a genus in 1775. The "tea tree" name arose from the practice of early settlers using an infusion of leaves of aromatic species in hot water to make a tea substitute.

Common Names: Leptospermum, Tea Tree, Lepto

Botanical Name: Leptospermum, (lep-yoe-SPUR-mum)

Availability: December through May

Vase Life: 7 to 10 days

Storage Temperature: 36 - 38 F

Ethylene Sensitive: Yes

Description: Clusters of small, double blossoms on woody stems with short, soft, needle-like, leaves.

Colors: Pink, red & white

Botanical Facts: The name is from the Greek words leptos (slender) and sperma (seed). A reference to the slender seeds of the plant.

Design Notes: Smaller stems work well as a filler. Longer stems add line to arrangements. Commonly used in contemporary and Asian styled design.

Purchasing Hints: Purchase branches with many buds just beginning to open. Avoid branches with mildew.

Conditioning: Remove all foliage that will be below the water line. Cut under water with a sharp knife. Hydrate in a solution of warm water and commercial floral preservative/floral food for two hours before storage or usage. Do not pack branches tightly in storage. Air circulation is needed to prevent mildew and brown spots.

Additional Notes: Branches with fully opened flowers are difficult to work with as the flowers shatter easily.

Other: The nectar from the flowers is harvested by bees; this is used to make Leptospermum honey. Honey produced from Australian Leptospermum polygalifolium, also known as jelly bush or the lemon-scented tea tree, has been found to contain up to 1750 mg/kg of 'methylglyoxal' (MGO), an antibacterial compound.

These flowers are also grown in double cultivars and they look great in all floral designs. However, they do not last when out of water and the single flowers do not last when wired. The 'Pacific Beauty' (Leptospermum poolgalifolium) is a useful flower to use in large church-service bowls and function arrangements, however use of Leptospermum in corporate designs is less desirable as they dry and drop when subjected to heating and air conditioning.

Most Leptospermum species make desirable garden plants. The hardiest species (L. lanigerum, L. liversidgei, L. polygalifolium, L. rupestre, L. scoparium) are hardy to about -8 °C (18 °F) to -10 °C (14 °F); others are sensitive to frost. They tolerate most soils (but many supplies specify ericaceous (i.e. lime-free) compost) and exposures with good drainage and full sun. Established plants are drought tolerant. They are often found as hedge plants on the west coast of the United States, and some species are popular for cultivation as bonsai. Many cultivars exist.

Sources: <http://floraldesigninstitute.com/page004.06.064.htm>, <http://en.wikipedia.org/wiki/Leptospermum>





American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

Congratulations to the 2015 AIFD Foundation Scholarship Recipients!

SYMPOSIUM SCHOLARSHIPS

Sue Atkinson – UK
AIFD Foundation Fund Recipient

Amanda Coghill – Scotland
North East Regional Chapter Fund, Don Stothart AIFD Fund and Rocky Pollitz AIFD Fund Recipient

Claudia Cowan - Jacksonville, FL
Southern Chapter Fund, Rocky Pollitz Fund and AIFD Foundation Fund Recipient

Jonna Blakesley - Gillette, WY
North West Regional Chapter Fund and Eulalah Overmeyer AIFD Fund Recipient

Melissa Bohl - Lamar, CO
South Central Regional Chapter Fund and Jim Treadaway AIFD Fund Recipient

Kandice Reinert - Coplay, PA
Eulalah Overmeyer AIFD Fund, Kirk Pamper AIFD Fund and Jim Moretz AIFD Fund Recipient

Mitchell Rubner - Highlands Ranch, CO
Jim Treadaway AIFD Fund and Rocky Pollitz AIFD Fund Recipient

Mary L. Smith - St. Peter, MN
North Central Regional Chapter Fund and Jim Moretz AIFD Fund Recipient

STUDENT SCHOLARSHIPS

Aubrey von Stein - The Ohio State University
Allen Shackelford AIFD Fund Recipient

Morgan Anderson - Texas A&M University
Allen Shackelford AIFD Fund Recipient

Rachel Sullins - Gateway Technical College
Allen Shackelford AIFD Fund Recipient

Dawn Mones - Cal Poly
Allen Shackelford AIFD Fund Recipient

Ashley Griffin - Gateway Technical College
Allen Shackelford AIFD Fund Recipient

NORTH WEST REGIONAL CHAPTER STUDENT SYMPOSIUM WINNER

Young Joo Pak - City College, San Francisco, CA
North West Chapter Fund Recipient

SOUTHERN CONFERENCE SCHOLARSHIP

Samantha Bates - Ponchatula, LA
Southern Chapter Fund and Kirk Pamper AIFD Fund Recipient

GRANTS

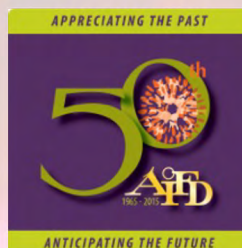
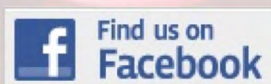
AIFD Foundation 2015 Symposium Committee
AIFD Foundation Fund, Eulalah Overmeyer AIFD Fund and Rocky Pollitz AIFD Fund

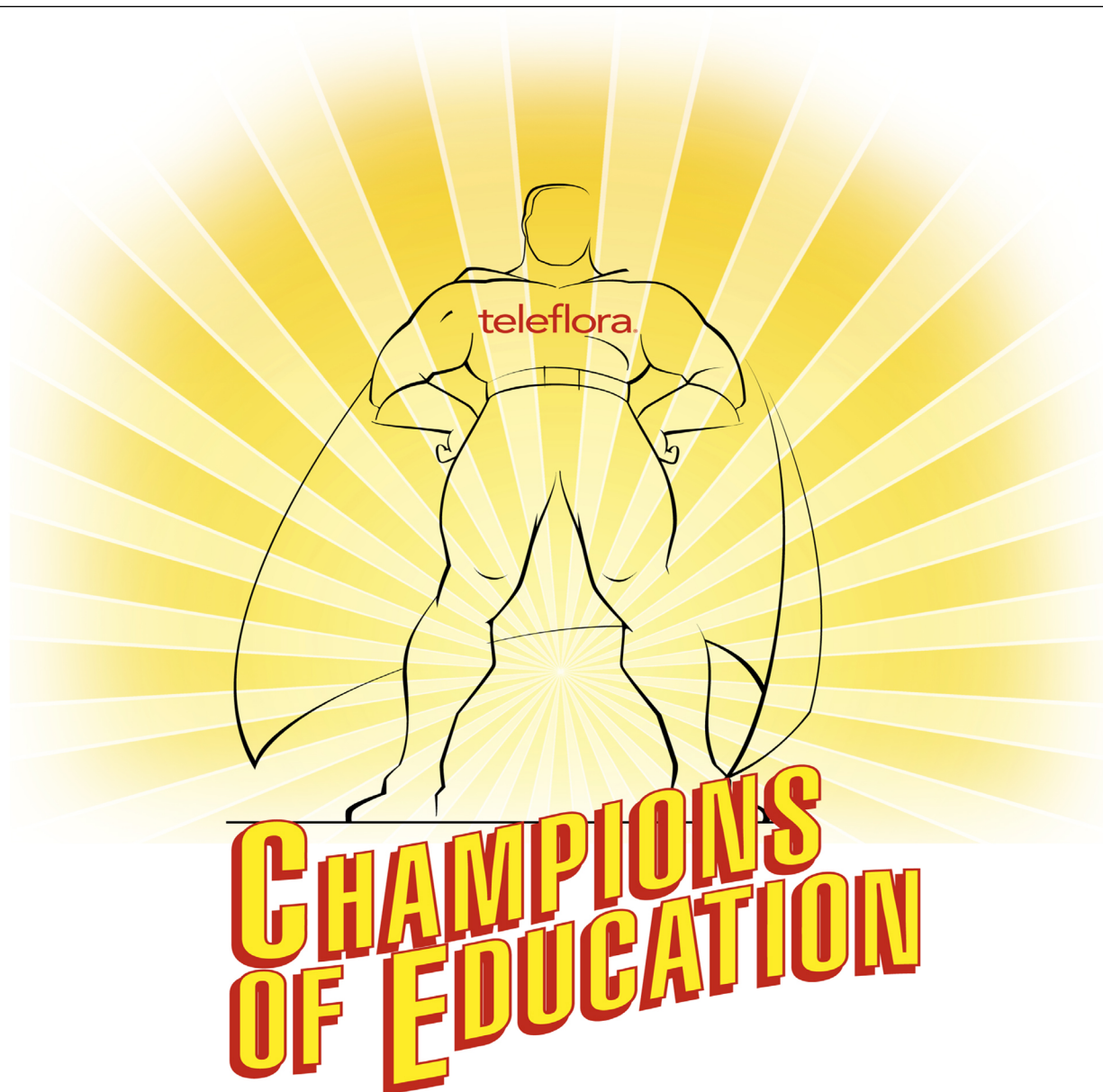
Florida State Florist Association 2015 Conference Committee
Florida Florist Fund

50th Club

Thank you to all of our supporters who have made a contribution to the 50th Club. With each donation we are getting closer to our fundraising goals of having 50 donations of \$500.00 and 500 donations of \$50.00 to establish a fund in the amount of \$50,000.00. We hope to meet this goal prior to the Symposium in Denver! Please contact Lona at lona@aifdfoundation.org or visit the AIFD Foundation website at www.aifdfoundation.org to make a donation online.

Stay up-to-date, view pictures of events, and learn more about scholarship winners by "liking" the AIFD Foundation on Facebook!





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- Offering eight three-day classes through the Teleflora Education Center, with over 160 participants

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Hitomi Gilliam AIFD
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John Hosek AIFD, PFCI
Alex Jackson AIFD, PFCI
Vonda La Fever AIFD, PFCI
Joyce Mason-Monheim AIFD, PFCI AZMF
Darla Pawlak AIFD, PFCI
Julie Poeltler AIFD, PFCI
Jerome Raska AIFD, AAF, PFCI, CAFA, MCF
Tom Simmons AIFD
Gerard Toh AIFD
Cindy Tole
Kevin Ylvisaker AIFD, PFCI



Spotlight On: The Industry

Garcia Company, Inc. Celebrates 50 Years

We are proud and honored to be able to celebrate our 50th year in business! Things do change, but not the quality relationships we cherish with our customers, factories that we represent, suppliers, and last, but not least, our team members.

Our motto from the beginning has been "The Best Lines In The Country."® That was expanded in later years to include "The Best Lines In The World."® This creates our mission to honor these statements to the people that we consider the "The Best Customers In The World."

We appreciate the opportunities to serve. It is our intent to extend this trusted relationship for many years to come. We thank you for your support.

Regards, The entire team at Pete Garcia Company, Inc.

FTD's Road to the World Cup Winner Announced

FTD is pleased to announce that Jim Ludwig's Blumengarten Florist, located in Pittsburgh, Pa., was selected as the winner of FTD's Road to the World Cup Sweepstakes. Owners **Linda and Jim Ludwig** received a once-in-a-lifetime trip for two to the prestigious 2015 Interflora World Cup design competition that took place from June 9-14 in Berlin, Germany.

The sweepstakes, hosted on the Mercury Network Facebook page in April, was created to give an FTD Florist the opportunity to attend the World Cup of florists and spread awareness of the international competition. The prize package includes airfare, hotel accommodations, tickets to the competition and \$500 spending money.

"I was in total shock when FTD called to notify me that I won," exclaimed Linda. "I really looked forward to visiting a place I have never been to before. I knew the World Cup would be fabulous. I took a lot of photos to share the inspiration!"

The Interflora World Cup is the preeminent competition for the international floral industry. This international festival of floristry, held every four to six years, upholds the craftsmanship, creativity and intensive cultural exchange of which the international transmission of floral orders worldwide was founded more than 100 years ago. Throughout the competition, 26 international participants created unique floral masterpieces with pre-planned and surprise materials. FTD Education Consultant **Jacob McCall AIFD, CFD** represented FTD and the United States in the invitation-only event.

"We are excited to offer our member florists opportunities to attend prominent floral industry events, such as World Cup, that expand their knowledge, encourage networking and increase awareness of the industry on an international level," stated **Tom Moeller**, FTD executive vice president - Florist Division.

FTD® Announces Free Flower Shop Makeover Contest

FTD is excited to announce the 4th Annual FTD® Makeover Magic Contest, which will award one lucky florist with a makeover of his or her flower shop by FTD Education Consultant **J. Keith White AIFD, CFD**. Any participating FTD Florist must complete three things to be eligible to win:

- 1.) Register and participate in the Revenue-Generating Merchandising Tactics webinar hosted by FTD University on Tuesday, Aug. 11, at 5 p.m. EDT/2 p.m. PDT.
- 2.) Submit a 75 word essay explaining why your shop interior deserves a makeover.
- 3.) Submit one or two photos of your shop's interior space and storefront window display.

All submissions must be sent to prdept@FTDi.com by midnight Pacific Daylight Time on Aug. 11, 2015. Registration for the webinar can be completed at www.FTDi.com/Makeover. The FTD Makeover Magic Contest was implemented in 2012 to not only award a flower shop a fresh, new look, but to show all FTD Member Florists cost-effective tips and tactics to improve visual merchandising to drive local business.

"This year, the focus of my webinar will be how simple merchandise placements can add revenue," explained **J. Keith White AIFD, CFD**. "I am looking forward to another transformation to help generate enthusiasm and added revenue for the shop winner as well as the webinar participants. My favorite part of the contest each year is getting to know the shop owner and transforming the space into the best possible work and sales environment. When you are proud of your workspace, it will translate into more revenue!"

Florists interested in participating in the 2015 FTD Makeover Magic Contest are encouraged to visit www.FTDi.com/Makeover for official contest rules and to register.

Learning is in the AIR

SAIFD Chapters Participate in Artist in Residence Programs

Seneca College - Trillium Chapter

The SAIFD Trillium Chapter hosted their annual AIR Program "Armature Structures explored - Dianthus Hanging Bouquet" (Workshop) on Feb. 17, 2015 with guest designer **Julie Drago AIFD, CFD**.

Julie has been a member of the floral industry in Canada for many years. She has been involved in numerous floral design shows and panels and gives workshops at various institutions throughout the city and country. Her design skills are visible in many floral industry showrooms, on catalogue covers, and in publications. She has also been a guest designer and presenter in numerous industry shows. Currently she is working as an event designer in the city.

The workshop Julie taught focused on the creation of dynamic, visually exciting floral arrangements with unusual foliage and a variety of green materials. She also demonstrated techniques for creating branch structures to be used as a decorative element, as well as a technical support.

Julie stressed that using traditional greens and foliage in non-traditional ways challenges the designer to expand his/her notions of what constitutes a good design. Julie demonstrated some very innovative and contemporary floral techniques, such as weaving and binding grasses. She showed the students how to use simple structures created with willow branches and dog wood branches, and used as a featured component within the design.

The second part of her presentation included a hands-on workshop with the SAIFD members who were excited to experiment with the techniques Julie was demonstrating. Students experimented with carnations, decorative pins and decorative wires to create a hanging bouquet. Julie's workshop was a great success and every student was filled with new inspiration.

On March 10, the Trillium Chapter invited guest speakers **Harvey Pope AIFD, CFD** and **Barbara Hensel** to talk about a previous Symposium stage presentation with the theme of "Falling Waters" by the architect **Frank Lloyd Wright**. A short video presentation and an informal talk and discussion took place in regards to the process of establishing and planning a stage presentation at an AIFD Symposium.

On April 14 our Chapter participated in a Floral Exhibit which took place at the Japanese Cultural Centre and was part of our Department's Year End Fashion Show.

Preparations for the Student Competition in Denver are in progress which promises to be another exciting event.

Texas A&M University - Forsythe Chapter

On March 10, 2015 the Forsythe Chapter of SAIFD at Texas A&M University hosted **Janet Gallagher AIFD, CFD** from Geneva, Ill. for their AIFD Artist in Residence (AIR) program. Janet shared her insight of bridal bouquets with students of Bill McKinley's Hort. 452 Floral Design: Weddings & Personal Flowers class, as well as the students of the Forsythe Chapter of SAIFD.

For the Hort. 452 class, Janet demonstrated several types of bridal bouquets and the mechanics of construction for each of them. She also demonstrated the hand-tied design that each of the students then created. It allowed them to hone their skills for making a willow armature hand-tied bridal bouquet.

For the special SAIFD workshop, Janet demonstrated how to use aluminum wire to create an armature and decorative caging for a bridal bouquet. This was new technique that students



thoroughly enjoyed, taking away a very practical, as well as functional use of aluminum wire.



The students of the Forsythe Chapter of SAIFD want to thank Janet for her time, talent and willingness to share her floral design knowledge.

SUNY Cobleskill - SUNY Cobleskill Chapter

The Artist in Residence Program took place at the SUNY Cobleskill Campus on April 11 at 5 p.m. Internationally known AIFD member **Jim Dempsey AIFD, CFD** came to campus for the event titled "Working with Textiles." Jim from Johnstown, Ny. worked with wood and organic materials to teach us a new approach to incorporating other materials into floral designs.

Students worked with Jim on two projects. The first was how to make a beautiful floral design with flair out of a supermarket bouquet. Using wire, wool and other floral elements, Jim showed us how to create an armature which gave us a great base to create our arrangement. We also worked on a cascading bridal bouquet which was a big hit. Wool and textiles were also incorporated into the bouquet.



It was a very successful learning experience brought to the students through the help of AIFD, which proved valuable to everyone involved.

Ohio State University - Anderson Chapter

Students at the Ohio State University ATI campus capped off a spring semester of contemporary floral design studies with an inspiring Artist in Residence program presented by **Sue Huelsman AIFD, CFD**. Sue's program explored modern wedding floristry including lecture and laboratory activities focusing on flower and fashion trends, working with brides, and becoming a wedding flower professional.

During her April workshop, Huelsman presented an impressive series of modern bouquets illustrating tricks, techniques and unique flower combinations for modern brides seeking something new and original. During a three-hour lab session, students designed modern, hydrangea based, hand tied and free-style bouquets in willow branch armatures. They learned tricks for effectively working with callas, orchids, and gerberas, as well as decorative wire and lily grass. Beautiful workshop flowers and foliage were provided by Canton Wholesale Floral.



A special component of the Artist in Residence program was a lecture by Huelsman detailing her unique path

through her career in the floral industry. Sue's involvement in retail and wholesale floristry, combined with her multi-faceted volunteerism in the industry inspired the students, some of whom had worked with Sue as volunteers at last year's inaugural AmericanHort Cultivate conference. Sue encouraged students to attend AIFD National Symposium as a means of continuing their floral education and enriching their careers.

Mississippi State University - Ogilvy of Airle Chapter

At the end of April AIFD member **Emil Yanos AIFD, CFD** delivered a floral design demonstration using one of a kind ceramics made by Mississippi State students. In AIR programs at MSU, we ask our guests to teach floral design courses, Interior Plantscaping and one-on-one workshops today. Emil did this with great flair, including Floral Design. In addition to this, we ask them to teach something in their interest area or conduct a community outreach session.

Emil is an accomplished ceramicist, so he spoke to approximately 20 students in the Advanced Ceramics class, taught by Professor **Robert Long**. Emil's AIR program spanned two colleges, Agriculture and Life Sciences and Arts & Sciences. His visit made an impressive impact not only for AIFD, but for the study and awareness of professional floristry.



Photos by Megan Bean /
Mississippi State University

About AIR

Artist in Residence (AIR) is a cooperative program of industry partners and active and student members of AIFD that work together to facilitate the placement of AIFD guest educators at colleges and universities with SAIFD Chapters. Each SAIFD Chapter is required to host an AIR program on an annual basis. Through this program, leading industry designers are linked to the campuses with SAIFD Chapters. AIFD designers/commentators are invited to teach and demonstrate some of the floral industry's latest trends, techniques and styles. This knowledge helps to strengthen student's skills as they enter the job market. In addition, the students also receive the benefits of hands-on, one-on-one design work with the guest artist. The AIR program builds bridges of community and career opportunities while also helping industry designers become more knowledgeable about colleges and their training programs.

For steps on hosting an AIR program please visit <http://aifd.org/students/artists-in-residence/>.

Traditions and Presidential Reflections

Our 50th Anniversary is about to begin. After more than a year of planning, **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** have coordinated a week of non-stop excitement of programs that will be educational, rewarding and energizing. We will connect with our AIFD family and friends, PFDE and SAIFD candidates will create floral arrangements that will tantalize the attendees, and our future members will emerge. The Awards Ceremony will bring tears of joy as members and partners will be recognized for their dedication, hard work, volunteer service and promotion to this grand organization. Inductees will follow a tradition; some will be dressed in their traditional countries costume while others will wear a new suit or fancy dress. AIFD will present a floral lei and the National President **Tim Farrell AIFD, CFD, PFCI** will pin each inductee with the golden pin, as those before him have done, the oath will be said and finally, after a year long wait, our inductees will become part of the family and display their AIFD addendum to their name. We will make history with our traditions and formalities as the past comes full circle to welcome the future. Presidential reflections to share:

We select and design blossoms with love and care. We look into their faces and behold their beauty and purpose. We AIFD designers are the conveyors of these feelings, that's why the final balance of hope and happiness in this life we live is where we are today! I thank AIFD for every moment of my membership.

-Lou Lynne Moss AIFD, CFD, PFCI, President 2002-2003

Seeing the faces of the Education and Research Committee when they were signing copies of the new Terms Book, how much the attendees appreciated all their hard work.

-Eddie Payne AIFD, CFD, President 2004-2005

Jef Hackbarth AIFD, CFD, President 1981-1982, convinced Edith Head, exclusive designer for Audrey Hepburn, to do a program for AIFD with fabulous dresses and detailed commentary.

*I am grateful for my career in the Floral Industry for the window it opened and especially for being blessed with meeting my husband and soul mate **Richard Seekins AIFD, CFD**.*

-Scott Acevedo AIFD, CFD,
President 1999-2000

Wilton Hardy's Presidency was only ten months. He personally wrote Christmas cards to every member during his year in 1990-1991.

We are evaluated and inducted into AIFD as individuals, with the thought of "being" AIFD. We soon realize that AIFD is a collective spirit, not simply the addition of initials to our name.

-Sharon McGukin AIFD, CFD, PFCI, President 2010-2011

Leaders lead not only by what they do in their actions, but most especially by how they measure up to their words.

-Rich Salvaggio AIFD, CFD, PFCI, President 2001-2002

The Presidency was an exciting time in my life. I treasure the memories and continue to love and work for AIFD.

-George Mitchell AIFD, CFD, PFCI, President 1997-1998

My final night is one I will always remember. Derrick Vasquez (President 2000-2001) and his team made "pink" the coolest color in the world that night.

-Kevin Ylvisaker AIFD, CFD, PFCI, President 1996-1997

Congratulations to the members of AIFD for creating such an amazing venue for designers to learn and grow and make friends that will last a lifetime.

-Michael O'Neill AIFD, CFD, PFCI, President 2003-2004



SAIFD Gateway Chapter Creates Floral Dress for Museum

By Jane Edwards AIFD, CFD, Advisor

On March 28, 2015 members from the Gateway Technical College Gateway Chapter, along with **Jane Edwards AIFD, CFD** and **Michael Lewis AIFD, CFD**, created a floral dress for The Milwaukee Art Museum.

The museum was doing a theme called Beauty in Bloom. Designers from all over the area came to participate.

They were given a designer



ball gown to be interpreted in flowers. On top of that designers had the opportunity to make a floral dress for a floral fashion show.

Several students participated and had a wonderful experience. They really benefited from all of the hard work and they loved seeing the end result.

Fitz Design

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Fitz Design - leaders in the industry, setting the standard.

Wednesday July 1 - AIFD Partners Expo - 1:15 - 5:30pm

Come visit us during the AIFD Partners Expo and see all the new, exciting products and innovative designs from your friends at Fitz Design. Be the first to view our new product line, *Fitz Plus*

Thursday, July 2 - Fitz Design Showroom - Governor's Square 17

- 8:00 - 9:30am- FREE Hands on Workshop (limited to 30 people - additional observer seats available)

Wedding WOW - Waterfall Wrist Bouquet

- 10:30 - 11:00am FREE Design Demonstration
The Well Dressed Man - Boutonnieres that Inspire!
- 2:15 - 2:45pm FREE Design Demonstration
Catch the Spirit - Discover a new profit center - School Spirit Flowers.
- 4:00 - 4:30pm FREE - New Product Showcase

Fitz Plus

Learn about our newest FITZ PLUS Division and product line. Discover new products *and* new profits.

Friday, July 3 - Fitz Design Showroom - Governor's Square 17

- 8:00 - 9:30am - FREE Hands on Workshop (limited to 30 participants - additional observer seats available)

Wrapped in Elegance - Floral Chain Necklace

- 10:30 - 11:00am - FREE Design Demonstration
Hot Wired - Taking Body Flowers Above and Beyond the Ordinary.
- 3:00 - 3:30pm - FREE Design Demonstration
Dynamic Events - How to Up Sell Events Using the Many Fitz Design Event Accessories

- 4:30 - 5:30pm - FREE Business Workshop

Let's Talk About DIY Weddings!

Whether your battling the DIY trend or embracing it join Fitz Design as we shine the spotlight on the increasing demand for DIY weddings.

- 7:30 - 9:00pm - FREE Design Showcase
Innovative Designs and Exciting Inspiration

Saturday, July 4 - Fitz Design Showroom - Governor's Square 17

- 7:30 - 8:45am FREE Hands On Workshop (limited to 30 participants additional observer seats available)

Extreme Corsage Makeover - Cascading Shoulder Corsage

- 9:45 - 10:15am FREE Design Demonstration
Lasting Impressions - Keepsake Sympathy Design
- 11:30am - 12:45pm FREE Business Workshop
Marketing Hot Topics - Selling the WOW!



800-500-2120 service@creationsbyfitzdesign.com creationsbyfitzdesign.com



Mississippi State University SAIFD Chapter

By Camille Tedder, secretary

It has been an exciting end of the semester for the Mississippi State SAIFD chapter. From inductions, new officer elections and our Artist In Residence, we have been busy and loving every minute of it.

Inductions night was a blast from the past with our '60s themed 'Mad Men' night. Everyone was dressed in their best '60s apparel and the home of **Lynette** and **Ron McDougald** was decked in seasonal florals. We started the night off with dinner and then proceeded to new officer elections. 2014-15 President **Kailie Dunlap** along with Vice President **Jena Koren**, Secretary **Renee Wright**, and Historian **Abby Jenkins**, delivered a few words about our chapter history and what we accomplished this school year. Ballots were handed out and the voting began. We welcomed a new President that night, **Abby Jenkins**. We also welcomed **Jessie Belton** as our next vice president, **Camille Tedder** as our secretary and **Callie Martin**, historian. In addition to electing new officers, we added a new position to our Executive Board, Fundraising Manager, which will be a position held by **Renee Wright**.



Every year, Mississippi State SAIFD hosts one or two AIFD Artists in Residence to teach classes and help us to become more well-rounded floral design students. This year, **Emil Yanos AIFD, CFD** shared not only his floral mastery, but also his excellence in ceramics. Emil taught some of our floral design classes on campus including Floral Design and Interior Plantscaping and made an appearance in a ceramics class for art students. This class meeting helped to build awareness of floral design as an art.

On the last day of his visit, Emil held a workshop for the SAIFD students who would be attending AIFD National Symposium in the summer. They reviewed techniques they had previously learned and even had a mock competition. When designs were completed, Emil organized a judging session in order to learn how AIFD judges may receive their designs. We learned a lot from Emil while he was here and were very sad to see him have to go back to California.

It's been a great end of the semester for Mississippi State's SAIFD Chapter and we're all looking forward to another great year ahead of us. Good luck to our members attending competition at National Symposium this summer.

College of Southern Nevada SAIFD Chapter

College of Southern Nevada (CSN), as of this year, qualified to be a Hispanic Serving Institution (HSI). With this prestigious award CSN implemented the Multicultural Celebration. The Native American, Asian/Pacific Islander, African American and Hispanic pre-graduation celebrations were implemented. Each one had their own group celebration where many students were recognized for their academic achievements.



On Friday, May 15, 2015 the Hispanic graduating students had their celebration. The CSN floral students made several floral arrangements for the stage, sign-in and highboy tables. School color balloons were also displayed in several areas. The floral arrangements and balloons contributed to the ambience of such a great occasion (see photo above).

Kishwaukee College SAIFD Chapter

By Janet Gallagher AIFD, CFD

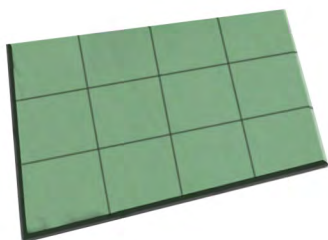
The Forbes chapter at Kishwaukee College was honored to have **Brent Leech AIFD, CFD** come and do an Artist in Residence program in early March. Brent was wonderful working with the students and showing them how to make props with a trip to the hardware store. They learned about using tubing, mesh corners, and pumps for moving water. Great structures for adding lots of interesting foliage and red roses. Thank you Brent!

We have one former student being inducted this summer. Congratulations **Tiffany Burdick CFD**!

Students have been working hard at raising money for Symposium this summer. We have been making flowers for graduation, nursing pinning, employee appreciation dinners, etc. We look forward to seeing everyone at Symposium.

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Marketing Tip: Market at a Steady Pace

By Lisa Greene AIFD, CFD, PFCI

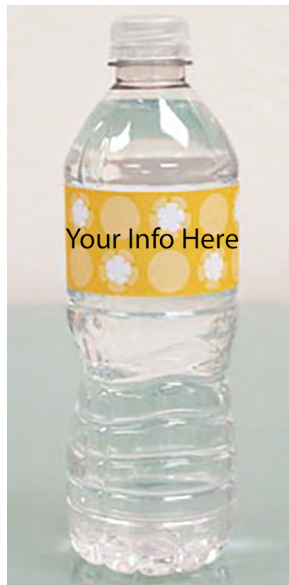
Marketing is a job that quickly becomes a never ending story... It seems you finish a task, check it off and three more things magically appear! Don't get discouraged, marketing is always there to work on as you have time. The key is keep working on it at a steady pace and you will see results. Here are a couple of ideas that you can add to the list:

The first step in marketing is identifying a customer that wants or needs your product or service. The second step is educating them on what you are selling. The last step is to persuade them to buy.

Do you order pizza from a local shop during the holidays, prom, and wedding, or for that matter, all year? If you do here is a new approach to try with marketing in mind. Before you pass this off as crazy just think about it for a minute. How many pizzas get delivered in your town each day? Create a Post-It Note type sticker with your business information. Ask the proprietor to put a sticker on each box. In exchange talk them up on social media or even pass out stickers for them. Working with the big chains may not be easy but the local guys may be willing. The investment is minimal – but the potential for return is great.



Do you have things you want to sell to new mothers? Did you know many hospitals hand out new mommy diaper bags filled with products, samples and other stuff for new moms who just had a baby? Create a flyer that spells out your products and services someone with a new baby would want. Think of something that you can give away as a sample or teaser to get them to your website or store. Contact your local area hospitals and ask for the Human Resources Department to find the person in charge of these bags. Contact them and see if you can contribute to the bags.



Ok I saved the big one for last...now is the time to start planning holiday marketing materials, open house and other holiday to do projects. If you don't you will find yourself saying "Why didn't I start that in June?"

SAIFD at College of Southern Nevada Created Arrangements for Graduation Ceremony

SAIFD chapter members at the College of Southern Nevada were asked to create floral arrangements for the 2015 Graduation Ceremony that took place May 18 at the University of Nevada Las Vegas Thomas & Mack center.

The members started working on six large stage floral pieces, five column constructions and 50 corsages from 7 a.m. the day of and they completed it all by 10:15 a.m. Enjoy the photos of the designs the students created!



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What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Laura Parker AIFD, CFD

It's been much quieter in North Central the past month or so as everyone focused on the Mother's Day holiday and other projects. The Board of Directors and Committees have been busy behind the scenes working on upcoming projects.

Our Scholarship Committee has selected recipients for our NC Chapter Memorial Scholarship, and our Symposium Grant, as well as giving one of SAIFD members a scholarship for education purposes. They are looking at some new opportunities to support education and we hope to present these ideas to our Chapter in July. Our Strategic Planning Task Force is gaining momentum as we look to the future for our Chapter. Chairperson **Carolyn Minutillo AIFD, CFD** is working diligently with the Board to be sure the interests of the entire chapter are included in our long range plans.

Looking forward to fall, we are excited to be celebrating the tenth and final year of Nature's Creative Edge in Fruitport, Mich., which has been an extraordinary education fundraiser for NC. This event was founded by **Bob Friese AIFD, CFD**, and has been made possible by the generous support of Bob, as well as **Alice Waterous AIFD, CFD, PFCI** and her dedicated husband **Jerry Waterous**. It has been a gift to NC and to the West Michigan community. It has provided much needed creative inspiration and restoration to many designers in its ten years, and has served as a successful public awareness event. Attendees leave the event touched and inspired by the creativity they experience. If you have not participated, and would like to do so, this is your last chance in this setting! Bob agreed to continue this event until his 80th birthday and that will be this fall. Come celebrate with Bob and all his North Central friends! You can find out more information, and see pictures, on the Facebook page located at www.facebook.com/NaturesCreativeEdge.

We will also have more information on Nature's Creative Edge at Symposium in Denver. See you all in Rockies!

South Central Chapter

President's Letter

Eva Riter AIFD, CFD

As you read this letter, you will be busy packing for a magnificent "Journey" to National Symposium in Denver, Colo. There, you'll be able to spend precious time with cherished friends, and learn from the best floral artists in the industry. This will be your most enjoyable year, as AIFD will be celebrating 50 years as an organization. The theme of this year's Symposium is "Journey" which is hosted by the

fabulous South Central region. Our very own **Marie Ackerman AIFD, CFD, PFCI** will keep you mesmerized as she takes you through design programs and evening events; a "Journey" that you'll never forget.

I would like to take time to welcome and congratulate the 2015 AIFD inductees from South Central; **Richard Ace Berry CFD**, **Rcena Jeanell Maness CFD**, **Wenonah Marie Marlin CFD**, **Alan Masters CFD**, **Michael McCarthy CFD**, **Nicola Gail Parker CFD**, **Sabine Green CFD**, **Katherine Rodocker CFD**, **Donna Senter CFD**, **Gary J. Tharnish CFD**, **Sheryl Timmermann CFD**, **Kiyomi Kurihara CFD**, **Mary L. Doyle CFD**, **Kim O'Brien Jones CFD**, **Marilyn June Schuenemann CFD**, **Holly B. Strudthoff CFD**, and **Arthur Williams CFD**. We are all very proud to have you join us with such an honor.

On a personal note, I wanted to thank all of the South Central members who gave me love and support during my presidential term. When they were needed, everyone stepped in selflessly and poured out their time, talent, and love. It was very exciting, and an honor, to work with all of you that helped with the design shows in Denver and Houston. They were fabulous and inspiring shows that people are still talking about.

South Central will always step up if anyone needs help, and outstretch their arms to spread knowledge and excitement of AIFD. For these reasons, I have a great deal of pride in my heart in being a South Central member. I look forward to the progress of the future and can't wait to see what all our new inductees bring to the table. I've been blessed with amazing opportunities, and if you should ever call upon me, you could bet, I'd be there.

North East Chapter

President's Letter

Theresa Colucci AIFD, CFD, PFCI

Hello to the North East! Finally the beautiful weather has arrived and everything is in bloom! I know I appreciate this weather every day and am currently enjoying a fragrant dwarf lilac outside my office window! Before you know it, we will be at Symposium!

Time flies, and it's hard for me to believe that this is my farewell letter as North East President. It has been a pleasure to serve the North East and I have enjoyed all of my responsibilities along the way. What a wonderful group of members we have! At many of our functions I have had the privilege of meeting new members and strengthened all of my AIFD friendships. From board meetings and classes, to flower shows and socials, we managed to keep our N.E. calendar full of activities. Thank you to everyone who volunteered at these events and helped make them possible.

I would like to thank the NERC Executive Board and Board of

Directors for their hard work during the year. I was lucky to have such a great group of members to work with. But, it's not over yet! Be sure to check your e-mail for the specifics on our North East Social at Symposium! It will be a fantastic opportunity to meet members and spend some time with new and old friends. I look forward to seeing you there.

If I could pass on only one message of advice it would be, "If you are asked to do something for our industry, by one of our members, say yes." If you say no, you have closed the door on something that may have turned into an amazing opportunity. If you are anxious or intimidated, you will overcome it by being part of the team. You will continue to grow and enrich your career if you are open to new challenges, so say YES!

Thank you for being a member of AIFD. My very best to all of you.

Northwest Chapter

President's Letter

Kim Oldis AIFD, CFD

One year ago, our North West Regional Chapter Board set goals – to support our fellow members and students with educational programs, public awareness opportunities, a scholarship for our region's students and to make a deliberate effort to share AIFD's mission from the north to the south of our chapter. We wanted to touch as many floral artists as possible – from Portland, Oregon to Sacramento, California to Vancouver, British Columbia, Canada, back down to San Francisco, California. I am happy to report that we did it! Due to the dedication of our Board and the willingness of our members, who volunteered when called upon, we were successful in accomplishing the goals that we established.

From an emotional chapter meeting in Chicago with the rebirth of our Regional Chapter pin, to today, I can honestly say I am so proud of my fellow members who exhibit a passion and commitment for the floral industry and our Association.

I am looking forward to participating with the North West Board and members to once again accomplish the vision for the 2015/2016 year under the leadership of **Rachelle Nyswonger AIFD, CFD**, our incoming President. Together with the incoming Board and under the guidance of our Regional Rep., **Wil Gonzales AIFD, CFD**, I am sure we will be successful!

Please welcome and congratulate our new inductees as they begin their "Journey" with AIFD in Denver: **Juliana Blank CFD, Aniko Kovacs CFD, Kelsey Marshall CFD and Nita Robertson CFD**. You are our future!

"Journey" – AIFD National Symposium – June 30 – July 4, 2015 – Denver, Colorado. Mark your calendars – Our NW Regional Chapter Meeting is July 1 at 10 a.m. The Chapter Board Meeting is at 8 a.m. Please look at the schedule to see which room we will be in.

Know that we will continue with our newsletter, keeping you informed on our activities and events, and hoping that you will get involved. The North West Region needs and wants you to be

an active member – that is the value of belonging to an association such as ours – The American Institute of Floral Designers.

It has been an honor and a privilege to serve as the President of the North West Chapter this year. Thank you for supporting me – YOU make me proud to be a member of AIFD!

Southwest Chapter Report

President's Letter

Kenneth Snauwaert AIFD, CFD

As the year draws to a close, I look back at a very busy South West Region! We continued our industry and community awareness on May 17 in Las Vegas with an educational workshop, "Visual Tension," with **Carolyn Fowler AIFD, CFD**, which was filled to over flow capacity. Thank you to our venue host and fresh flower sponsor Greenfield & Co, and San Diego Floral Supply for their generous donation of hard goods.

As we say good bye to board members **Alex Jackson AIFD, CFD, PFCI** and **Katie McCormick Kharrat AIFD, CFD**, I want to thank them for their service and commitment. I am delighted to welcome newly elected board members **Shonda L. Cunningham AIFD, CFD, Katie C. Noonan AIFD, CFD**, and **Samuel Van Wert AIFD, CFD**.

On May 31 we celebrated AIFD's 50th Anniversary at our annual member's and new inductee's brunch at the NOS Center in San Bernardino. We looked back as a chapter and also looked forward to the JOURNEY in Denver. **Mary Rimmer AIFD, CFD** was awarded the Distinguished Service Award for her committed service as Treasurer for many years and the Award of Merit Industry went to Mellano & Co. for their generous contribution of floral product and venue for the "A Season to Savor" workshop and design show on November 2014 in Santa Ana, Calif.

It takes a collective effort to make a regional chapter viable, and I think it is only fair that special thanks also go out to all the members on our Executive Committee and the Board members. Without them the successes of this past year would have been impossible. I thank you for allowing me to serve you as President over the last year. It has been an honor, a joy, and an experience that I will always cherish. I have met many new, interesting colleagues, made many new friends, and enjoyed it to the fullest. I look forward to seeing you at "Journey" in Denver.

Southern Chapter

President's Letter

Russ Barley AIFD, CFD

My sincere appreciation and thanks to the board for your services, as well as, to the Southern Chapter, for allowing me to serve as your President over the past year. It has been a humbling experience and an honor to lead such a great organization and thank you to all of you who have served before me for your guidance in this endeavor.

continued on next page

Chapter Reports

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Many thanks to **Carol Inskeep AIFD, CFD**, **Tim Lawling AIFD, CFD** and **Janet Frye AIFD, CFD**, for all of your social media efforts to promote Southern Chapter. For all of you who have taken on extra tasks to help put AIFD and the Southern Chapter in the forefront I thank you as well. A special thank you to **Carol Dowd AIFD, CFD** for all of her efforts with Art In Bloom which was most successful and an event that I support and hope continues for years to come. Thank you to all of the students that took part in our Southern Conference and congratulations to all of them, not only for the competition winners but, for being involved with our organization.

Southern Chapter Conference "Botanical Bliss" was a wonderful success thanks to the hard work of **Kevin Hinton AIFD, CFD**, and **Mandy Majerick AIFD, CFD, PFCI**. Attendance was low but the conference was most enjoyable and educational. My sincere thanks to **Kevin Coble AIFD, CFD** for the beautiful room he designed for my president's dinner, as always his work was over the top.

We have 10 new inductees from the southern region and I congratulate them and wish them continued success in their careers.

Southern Conference 2016 will be held in Louisville, Ky. and this will be our last scheduled conference for the Southern Chapter, so please watch for information to attend and sign up to help make it a success.

I thank you again for all of your support, efforts and encouragement and I know that your new President **Robyn Arnold AIFD, CFD** will serve the position well and continue to lead the southern chapter to greater things for the future.



SAVE THE DATE

AIFD National Symposium
July 3-7, 2016
Orange County, CA

Mark your calendars now!

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AIFD News & Notes

Look Who's Talking About AIFD

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

June 2015

<http://www.independent.com/news/2015/jun/15/sb-question-naire-michael-quesada/>

May 2015

www.nerdwallet.com/blog/small-business/start-floral-business/

April 2015

www.redlandsdailyfacts.com/general-news/20150423/floral-designer-pam-null-will-speak-to-cancer-support-group-in-redlands

AIFD member featured

www.perishablenews.com/index.php?article=0044114

AIFD member honored

www.denverpost.com/yhbiz/ci_27912870/business-q-and-a-fresh-flower-market-aurora

March 2015

<http://dekalbcountyonline.com/2015/04/kc-hosts-floral-design-air-student-workshop/>

AIFD AIR program

AIFD offers classified postings for job opportunities. There is a fee required to place a classified posting on the website. The fee is determined by your membership category. Postings will remain online for one month.



Steps to posting a position:

- Visit <http://aifdsite.membershipsoftware.org/index.asp> to access your member portal to place a job posting. *Please note, you will need your log in credentials to access the job bank posting area.*
- Once you are logged in, on the left-hand side of the webpage click "My Job Listings / Post a Job."
- On the right-hand side of the page click the yellow button that says "ADD A JOB."
- Fill in the fields on the page with the job information and click "SAVE" at the bottom of the page.
- On the next webpage, click on "activate now" under "Status."
- Continue through the payment area and when all fields are filled in click "Accept & Complete" at the bottom of the page.
- Your job should now be posted. Please remember you can go in and edit or delete your posting at any time under "My Job Listings / Post a Job" under the "Action" section.

If you have any questions or if you need assistance please contact **Molly Baldwin-Abbott** at AIFD headquarters at 410-752-3318.

AIFD Communication Center

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

June 15 - Help Spread the 2015 Symposium Buzz!

June 12 - Share it Socially at Symposium

June 1 - AIFD's Floral Food for Thought - June 2015

May 27 - What You Could Be Missing in Denver...

May 19 - Help Spread the 2015 Symposium Buzz!

May 13 - Take the Journey of a Lifetime with AIFD

May 5 - New AIFD Website Feature!

May 4 - Beloved AIFD Member Passes Away

May 2 - AIFD's Floral Food for Thought - May 2015

May 1 - Help Spread the 2015 Symposium Buzz!

May 1 - Beloved AIFD Member Passes Away

April 29 - "Journey" to Feature Exclusive Hands-On Opportunities

April 21 - Help Spread the 2015 Symposium Buzz!

April 15 - Get the Lowest Symposium Registration Price Before it's Too Late

Inventory and Sample Bargains For Sale

Charles Lubin - Vintage Silk Flowers

Winward Silks

Regency Christmas Greens

Winward & Regency - Berries & Fruits

Regency & Lincoln - Green Plants

Creative Candles

WFR Ribbon

Contact Jan Bjurstorm AIFD Fellow
309-762-4603 or janbjaid@gmail.com

Designer Creates Wonder at "Wedding Wanderlust" at AIFD 2015 Southern Conference

As part of the AIFD Southern Conference "Botanical Bliss" that took place April 10-12, 2015 at the Aloft hotel in Birmingham, Ala., **Stacey Carlton AIFD, CFD** presented "Wedding Wanderlust," a wedding trends show, on Sunday, April 12.

"Wedding Wanderlust" was a journey through wedding trends to inspire the audience's commitment clientele. The show was segmented into four sections: Wild & Free, Indigo, Foraged Forest, and Urban Garden. Models showcased bouquets and flowers to wear in each category in addition to a variety of designs that graced the stage. Current trends in technology to benefit business owners and designers were discussed. Design demonstrations were showcased. A large installation of preserved product provided by Knud Nielsen was very exciting to the audience. Product donations were courtesy of Florabundance, Knud Nielsen, David Austin, and Accent Decor. View photos from the event below. *Photos courtesy of Stacey Carlton AIFD, CFD and Matt Mathews Photography.*



AIFD Thanks Its Partners

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www.accentdecor.com

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www.alphafern.net

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Berwick Offray, LLC
www.lionribbon.com

Biz One, Inc.
www.ohanamarket.com

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Cal Glads, LLC
www.calglads.com

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www.cafgf.org

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Container Source, Inc.
www.containersource.com

Crystal River Design

David Austin Roses
www.davidaustinrosesusa.com

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

DESIGN358

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Elite Flower Services, Inc.

epicFlowers
www.epicflowers.com

Eufhoria Flowers

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Florabundance, Inc.
www.florabundance.com

FloraCraft
www.floracraft.com

Floral Supply Syndicate
www.fss.com

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

Florists' Review Enterprises

FloristWare
www.floristware.com

Flower Shop Network

Flowerbuyers.com/Teleflora LLC

Flowers &

FP Flourishes
www.fpflourishes.com

FTD
www.ftdi.com

Garcia Group

Gems Group Inc.
Gift and Home

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

i Bulb Lily Occasions
www.ibulb.org

Jacobson Floral Supply, Inc.

JetRam Inc.
www.jetraminc.com

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Liberty Blooms

Lion Ribbon

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Milton Adler Company

Modern Collections Inc

Natural Decorations, Inc

Nature's Flowers

Ocean View Flowers

Passion Growers

Random Acts of Flowers
www.randomactsofflowers.org

Russell's Bromeliads
www.russellsairplants.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Strider Online Marketing
www.striderseo.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

Teters Floral Products/Sage & Co. Floral

The John Henry Company
www.jhc.com

The Queen's Flowers/
Benchmark Growers

The Sun Valley Group, Inc.

Transflora

Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Valley Floral Company

Virgin Farms Inc.

Wholesale Flowers

Wm. F. Puckett, Inc.

EDUCATION PARTNERS

Academy of Floral Arts
www.academyoffloralart.com/

Aimi Floral Designers
www.flower-recipe.com

Benz School of Floral Design
aggie-hort.tamu.edu/benz-school

Canadian Institute of Floral Design
www.ProFlorists.net

Fiorissima Internacional
www.fiorissimainternacional.com

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

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

Institut de Artflor
www.idartflor.com

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

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

International Florist Academy and School

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

Koehler & Dramm Wholesale Florist
www.koehlerdramm.com

Korea Garden & Floral Design School

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers

Pui Wa Floral Design School
www.cpwdesign.com.mo

Solomon Bloemen
www.solomonbloemen.com

Southern California School of Floral Design
www.philrulloda.com

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

Teleflora Education Center
www.myteleflora.com

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

The School of Floral Arts LLC

Washington Flower School
washingtonflowerschool.com/

Yola Guz AIFD School of Floral Design

State Floral Association

Education Providers

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.org

Colorado Certified Professional Florist
www.certifiedprofessional-florists.com/

Floral Association of the Rockies
www.floralassociationrockies.org

Florida State Florists Workshop and Testing (FSMD)
www.floridastatefloristsassociation.com

Georgia State Florists' Association
www.georgiastateflorist.com

Green Academy Belgium
www.greenacademybelgium.com

Illinois Certified Professional Florist (ICPF)/
Illinois Master Florist (IMF)
www.isfaflorists.com

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire Certified Floral Designer

North Carolina Certified Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdfloists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org