

Focal Points

AIFD Balloting to Go Electronic

In an effort to save several thousands of dollars in printing and postage, be green, ensure accuracy in counts and give members an easy way to cast their vote for the members who represent them on the Board of Directors, effective with the March 2015 balloting for National Directors as well as Regional officers and directors, the AIFD voting process will be one that is conducted online rather than via the U.S. Postal Service.

“The information members receive about the various candidates will be exactly the same as that which they have received in the past,” pointed out [John Kittinger AIFD, CFD](#), chairman of the Nominating Committee. “Via their e-mail address on file with AIFD, members will receive notice specific to their region of balloting and will have two weeks to vote. The process is easy.”

Members will receive a link to the appropriate regional ballot for them. They will then vote on each office position, go to the bottom or top of that page and click on “save.” The next office will then display and they will vote again in the same manner until they have completed voting for all positions. If a member does not wish to vote for a specific officer or wishes to write-in another candidate, he or she may easily do so. After completing all votes, there is an opportunity to review the ballot and edit a vote if appropriate. Voters will then receive a confirmation that their ballot has been cast.

This new electronic voting system prevents a member from voting for more than the prescribed number, i.e., only two of the four running for the National Board, while still allowing a vote for fewer than the maximum number allowed.

For the few AIFD members who do not have an e-mail address, AIFD will be prepared to allow them to vote by calling the headquarters office and having a proxy ballot cast for them. This option will only be open to those who do not have an e-mail address.

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American Institute of Floral Designers

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Marie Ackerman AIFD, CFD, PFCI

2015 Symposium Program Coordinator

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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

2014

November 7 - 9, 2014

Ninth Moon Floral Design Showcase

Lan Su Chinese Garden

Portland, Ore.

2015

April 10 - 12, 2015

AIFD 2015 Southern Conference

Aloft Hotel

Birmingham, Ala.

May 29 - 31, 2015

Designing for Competition & Evaluation

Floral Design Institute

Portland, Ore.

June 28, 2015

2015 AIFD Professional Floral Design Evaluation
Session

Sheraton Denver Downtown Hotel

Denver, Colo.

June 30, 2015 - July 4, 2015

2015 - "Journey"

Sheraton Denver Downtown Hotel

Denver, Colo.

For details on events visit

[aifd.org/upcoming-events/
calendar-of-events/](http://aifd.org/upcoming-events/calendar-of-events/).

President's Message



"We all have a role to play in the recognition and advancement of excellence in floral design."

As I continue my year of service as President of AIFD, I just can't believe all that has happened in this first quarter already! The executive committee met in August along with the Symposium Committee, and has set a great direction for the years ahead. The entire Board has been involved communicating with committees and researching venues for upcoming Symposium options, and is very happy with the newest contract we have negotiated. Looks like we are heading to Washington, D.C. for our Symposium in 2018. What an exciting town with lots of tourist stops and National Monuments! This will be a great compliment to our education filled week of programming.

We also are thrilled at the progress **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** are making in planning our JOURNEY to Denver this summer. As a team they are promising to shake things up a bit by adding new and exciting elements to the Symposium schedule while still delivering the goods in educational and inspirational programming.

I would like to say a huge THANK YOU to all of the committee chairs for 2014-2015. These are the leaders of our organization that are getting things done daily to make AIFD stronger and better than it has ever been. Everyone from the Awards Committee to our 50th Anniversary task force have been busy moving forward with projects on their committees, and I applaud their efforts and extend my gratitude for their service to AIFD. Although we have many things happening in each committee, I would just like to point out a few things to share with our members.

The Education Committee is very busy looking to update some of the online courses that we offer. These committee members are dedicated to striving for the best representation of AIFD that they can possibly deliver on the limited budget they are allocated. The volunteer hours are endless as they develop suggestions to add material and photos to these courses. They also listen closely to candidates and students that have completed these courses, always open to making clarifications or adjustments to better the message delivered by AIFD.

Our Marketing Committee has been diligently working on some new and very versatile marketing materials. Stay tuned for a new marketing piece that will be unveiled in the near future.

John Kittinger AIFD, CFD has just completed, with the Bylaws Committee, the newest updates to our bylaws that will be presented to our membership for approval. I thank all of them for listening to our members and working to add back into our Bylaws some items that more clearly define our organization. The Board has reviewed all of these changes and are confident that these additions will strengthen the existing Bylaws of AIFD.

I have also had the privilege of being part of the AIFD Foundations meeting this year, and I am excited about the new "50th Club" they are launching. The interest from this fund will be directly allocated to assist in educational programs presented by the AIFD regional chapters. I applaud the Foundation Board for creatively celebrating the 50th Anniversary of AIFD by creating a fund that will help us on a grass roots level...truly a validation of the Mission Statement of AIFD.

At this time, the Nominations Committee will be glad to accept your nominations for our next ballot. Elections are just around the corner so get those names in ASAP so that this committee can present the best slate possible to the voting members of AIFD. I hope that all of our members are constantly thinking of the future of AIFD and the possible leaders of this organization. If you know a member who possesses leadership skills, why not nominate them for a regional chapter office, or even for a position of the AIFD National Board? Look for notices and e-mails to update you on our new electronic balloting process. We have been able to migrate to an electronic system for our elections, saving AIFD thousands of dollars on a yearly basis. The process is simple, and results will still be verified by our Nominations Chair as well as the National Secretary.

By the time this newsletter reaches you, I will have visited with our members in the South Central Chapter and attended their Sympathy Program. What a lineup, with members from almost every state in their region presenting beautiful creations to inspire floral designers as they pursue efforts in the sympathy market. I will also have attended a meeting that will be the brainstorming session for a new Floral Industry Summit, and an effort to bring all major organizations in the floral industry together to promote additional floral consumption in the U.S. I will be sure to follow up with details as this group develops a plan to move forward.

Thank you to all of our members who continue to support AIFD. I appreciate each and every membership renewal, and your promotion of our wonderful organization all throughout the year. We all have a role to play in the recognition and advancement of excellence in floral design, and I am so proud to serve as your President this year.

A handwritten signature in cursive script that reads "Timothy P. Farrell".

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



American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

2014 Symposium Recap

2014 Scholarship Recipients Recognized

Chairman and CEO of the AIFD Foundation, Derrick Vasquez AIFD along with Chairman and CEO Elect Eddie Payne were proud to present ceremonial checks to the scholarship recipients at the awards ceremony during Symposium.

Scholarship applications for 2015 are available on the AIFD Foundation website!



Foundation Activities a Success!

The AIFD Foundation would like to thank all individuals that donated to the silent and live auction as well as those that purchased items and raffle tickets. A very special thank you to Unlimited Containers, Inc. for donating the iPad! Money raised from the sale of these items help to fund sponsorships and grants.



AIFD Foundation

6919 Vista Drive, West Des Moines, IA 50266
515-282-8192 www.aifdfoundation.org

AIFD Foundation Board of Trustees Get to know the Foundation representatives

Officers of the Board of Trustees:

Derrick Vasquez AIFD- Chairman and CEO
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Scholarships

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Lou Lynne Moss AIFD

Jim Morley AIFD

Martin Flores AIFD

Karyn Brooke AIFD

Tina Coker AIFD

Tony Huffman AIFD

Kim Oldis AIFD

Susan Ayala AIFD

Trustees Emeritus:

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Lynn Lary McLean AIFD

James Moretz AIFD

Ralph Null AIFD

Rocky Pollitz AIFD

Teresa Riddle AIFD

Frankie Shelton AIFD

Toni Clark

Moving the Mission Forward

AIFD's volunteer leaders continue to excel in giving of their time and effort to help AIFD in its mission to advance the art of professional floral designers through education and recognition. At the most recent meeting of the National Board of Directors, for instance, numerous issues and initiatives were addressed with the goal always for the betterment of AIFD.

Held in the beautiful headquarters hotel for the 2016 National Symposium – the Anaheim Marriott in Orange County, Calif. – the following is a highlight of what was accomplished.

First, under the guidance of the Finance Committee and on a recommendation from the Institute's investment advisor, the Board reviewed how AIFD funds are invested and determined to modify its policies to change it from a "fixed income" to a "balanced blend of stocks and bonds at a 60/40 ratio." This approach is still considered to be a conservative one.

Next, on the recommendation of legal counsel, the Board formally adopted a policy to not only strengthen the protection of its registered trademarks but also to assist members in better understanding how to use the trademarks. Please see the article on page 13 titled "AIFD Protecting Trademark" to see how the policy reads. Yes, it's a lot of legalese, but by having it spelled out in the policies of AIFD, the Institute can better protect the trademarks and thus give greater value to those who are authorized to wear them proudly.

Speaking of membership, during the meeting Membership Chairman **Jackie Lacey AIFD, CFD, PFCI** presented his report and noted that seven more Certified Floral Design Judge/Evaluators have been approved. They include: **Janet Black AIFD, CFD, PFCI, Ted Bruehl AIFD, CFD, PFCI, Lee Burcher AIFD, CFD, PFCI, Bill McKinley AIFD, CFD, Joyce Mason-Monheim AIFD, CFD, PFCI, Sandy Schroeck AIFD, CFD, PFCI, and Michael Whaley AIFD, CFD.**

The Board then addressed and was shown a demonstration for a new electronic balloting system which will help AIFD save nearly \$3,000 annually while also ensuring absolute accuracy in ballot counts and reflecting on the Institute's "green" philosophy. The new system will be used for the balloting of the 2015 National Directors, as well as regional chapter officers and directors. An e-mail was recently sent to members announcing this program and a more detailed article appears on the cover of this newsletter.

Also announced already and spelled out on the next page, the Board agreed to provide members a new pricing benefit for cases of the "AIFD Guide to Floral Design" (8 books in a case). Members in good standing in the U.S. can now purchase a case of books for only \$300 (includes freight). For those outside the U.S., the price is only \$275 plus freight. Several members have already taken advantage of this new offer so that they can sell the book to local garden clubs or make them available in their store. The "AIFD Guide Book" is also being listed on Amazon at the general public rate of \$99.95 + shipping.

AIFD's Education Committee, headed by **Janet Gallagher AIFD,**

CFD, is hard at work as the Board gave its support by providing that it continue to move forward in the development of the resource library under the restrictions and opportunities that the Institute's new database will allow.

The Marketing Committee, under the guidance of **Leanne Kesler AIFD, CFD,** presented a handsome bookmark concept that can be used as a hand-out in an AIFD booth at state association conventions or by members when speaking before groups of florists.

Derrick Vasquez AIFD, CFD, CEO of the AIFD Foundation, briefed the board on plans for the Foundation to honor the 50th Anniversary of AIFD by conducting a 50/50 fund-raising appeal in which the goal is to have 50 contributors give \$500 and 500 contributors give \$50. I am delighted to have helped launch this initiative (see announcement on page 15) by making a \$500 contribution.

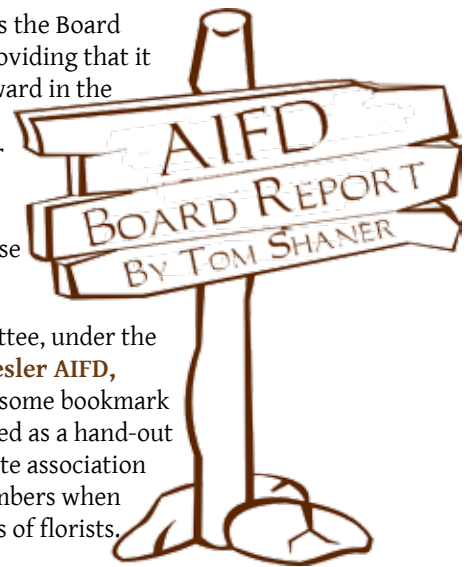
From the Foundation's report, the Board moved into a period where it discussed the National Symposia. Vice President **Anthony Vigliotta AIFD, CFD** (the VP is chair of the National Symposium Committee) presented a report of the committee in which he asked for direction in terms of the Institute pursuing the addition of an expanded Partners' Expo as part of the annual Symposium. After discussion, it was agreed that such a concept should be pursued. The possible concept of AIFD selecting a permanent home (same site every year) for the National Symposium was also discussed with it agreed to consider to review the merits of such a concept.

Marie Ackerman AIFD, CFD, PFCI then presented an update of the educational programs to be offered as part of the 2015 National Symposium in Denver. An exciting new element will be added in 2015, a series of optional registration opportunities for hands-on workshops, that will be repeated two mornings and one evening.

Lori Novak AIFD, CFD and **Tom Simmons AIFD, CFD** then presented a proposed logo and theme for the 2016 National Symposium which will take place in Orange County (Anaheim), Calif. It was agreed that the theme will be "Inspiration."

Following, Mr. Vigliotta was given the support of the Board in his appointment of **Cindy Anderson AIFD, CFD, PFCI** to be the 2017 Symposium Coordinator and **Wil Gonzalez AIFD, CFD** to be the 2017 Symposium Program Coordinator. The Symposium will take place in Seattle, Wash.

Lastly, in terms of the Symposium, I reported on successful negotiations in signing a contract with the Marriott Wardman



continued on next page

AIFD Board Report

continued from page 5

Park (Washington, D.C.) for 2018. Directly across Connecticut Avenue from the National Zoo and with the Metro stop at its front door, the hotel offers wonderful space for AIFD and easy access (via Metro) to all the highlights of the Nation's Capital.

Before adjourning its meeting, the Board heard from **Suzie Kostick AIFD, CFD, PFCI** in terms of plans for recognizing AIFD's 50th Anniversary as a small part of the wonderful "Journey" Symposium planned for Denver. **Janet Black AIFD, CFD, PFCI** is coordinating invitations to past leaders of AIFD who helped to bring the Institute to its position of leadership within the floral industry.

There is always work to be done by AIFD's volunteer leaders. Future meetings are already scheduled and include: Jan. 26 – Executive Committee in Denver; March 29 – Presidents-Elect and Finance Committee in Baltimore; March 30 – Board of Directors in Baltimore; June 29 – Board of Directors in Denver; Aug. 9-10 – Executive/Symposium Committees in Washington, D.C.; and Oct. 12 – Board of Directors in Seattle.

AIFD Guide Book Cost Lowered for Members Only

Members of AIFD might want to take advantage of a special discount being given exclusively to them in terms of purchasing and reselling the "AIFD Guide to Floral Design: Terms, Techniques and Traditions."

Effective immediately, AIFD members in the United States (all categories) may secure a case of books (8 in a case) for only \$300 (includes freight). Members outside the U.S. may purchase a case for only \$275 plus freight.

The Guide Book is available online to anyone else for the price of \$99.95.

Several members have already ordered a case with plans to make it available to their customers at their own special price below the \$99.95 figure. One member who speaks often before his local garden clubs will offer the book to them as well.

If you are interested, visit the AIFD Member Marketplace on <http://aifd.org/> today. Please note only domestic orders may be made online. For international orders, please download an order form found on the website and either mail or fax it to AIFD headquarters.



Marketing Tip: Just Talk

By Marisa Guerrero AIFD, CFD

Each day my e-mail inbox is full of great ideas, tips and tricks. When the mail man arrives, I can count on at least one publication that will inspire a new plan for something I need to do in the future. All of these ideas keep us moving forward (and sometimes overwhelm) but the best way to make your business stand out from the crowd is one of the most basic, talk with people.

Engage your customers, network, express ideas, whatever you want to call it, having a conversation with people is the best form of marketing around. It should be easy, right? You have been doing it for years, yet, it can be one of the most daunting parts of your day.

We are not a culture of conversationalists, we are in a hurry to do the things that need to be done and move on to the next pressing task. But if we can train ourselves to take just a few extra moments to slow down, ask a few questions, and then really listen to the answers, we can create an experience for our customers that transcends the task at hand.

We have all been in a restaurant and had a server who is so busy taking orders and keeping everyone's drinks filled that they never have the time to actually look you in the eye. Contrast that experience with the time you went out and had a waiter who cracked a joke or two and smiled at you when you left, the waiter who you hope you get next time you're at that restaurant. It probably didn't take much more time for your food to arrive and your drinks weren't any colder but the experience is one you are more likely to want to repeat.

We can create these memorable moments for our customers with a thoughtful comment on their choice of flowers, or asking where they are will be having their anniversary dinner. Most of your customers are in a hurry to order flowers that will express their love, they don't want a conversation, but they do appreciate being spoken to as an individual and not just as the next call in line.

It may take a little practice to find the right small talk that is neither too invasive as to be seen as rude, nor too vague that it seems insincere. With a little effort, you can create an experience for your customers that will keep them coming back to you because you took the time to stop what you were doing, or looked up from your computer screen to see the human in front of you. They say eyes are the window to the soul, so look into someone's eyes today and see if you can create a connection that will benefit your business.



Partner Spotlight: Fitz Design

As a new feature to *Focal Points*, "Partner Spotlight" will feature an interview with one of AIFD's Elite Partners. For the first edition we would like to introduce you to **Dan Fisher, PFCI**, owner/president of Fitz Design, a 2014 Diamond Elite Partner. Read on to get to know Dan a little better.

How long have you been with Fitz Design?

I bought Fitz Design in 2007, but the parent company, Floral Marketing I started more than 25 years ago.

How long have you been an AIFD Partner?

Fitz Design has been an AIFD partner for five years.

What is your company's goal in regard to being an AIFD Partner member?

I view the industry as having three components – sales, logistics and design. It is important that we are involved with the leaders in all three areas. Clearly AIFD is the leader in design. Our main goal is to make sure today's most talented designers know about the products we create for the industry. We focus on three key areas. Show the WOW, teach how to make the WOW, and teach how to sell the WOW. I find the most impactful combination to be creative products with highly creative people.

If there was one aspect you could change or enhance, that would better your experience and investment as an AIFD Partner, what would that be?

For me, it would be to be able to be more involved all year long. We don't want to be involved only at Symposium time. We have more to offer and contribute than the occasional request for samples. We both share the same goal to make the industry better.

Have you always worked within the floral industry? If so, for how long? If not, please share some of your other work experiences.

I have been in the flower industry for about 25 years now. Before that I was a manager for the FW Woolworth Company and served in the U.S. Army. I was a minister for 11 years, including during my time in the Army.

Do you hold or have you held any leadership roles within the industry and/ or your community? Please share.

I am on the Marketing Committee for the Wholesale Florist & Florist Supplier Association. I have also earned my PFCI through the Society of American Florists (SAF).

What are your hobbies?

First of all – my grandkids – no one has more power over me than my grand babies and I love the time I get to spend with them. I am accused of spoiling them and to that charge, I plead GUILTY. Next it is fishing. Anywhere, any kind of fish. The most unique so far was fishing in China. I also love to travel, especially if it includes fishing. My favorite places so far have been Africa and Costa Rica and my absolute favorite is Yellowstone National Park.

Please share with us your favorite or most unusual floral industry story.

I have a few. The first are the times that people come up to me after a program and say "I had an ah ha moment listening to you and it was..."

The next is being recognized with a Life Time Achievement Award – The Crystal Rose Society - by the Tennessee State Association. As they kept reading off the accomplishments, I kept looking around the room trying to figure out who they were talking about, then they called my name. It took that event for me to realize all the things I have been fortunate to have been involved within our industry.

The last one is not necessarily in the flower industry, but it was accomplished by the great support of the industry. This year we were recognized as the 1828th fastest growing privately held company in the U.S. over the last three years by *INC Magazine*.

There are 10.5 million private companies in the U.S. and we were recognized for being #1828 on their list of fastest growing companies over the last three years. I am very proud of this, because it could not happen without the support, innovation and acceptance from the industry. I always want everyone in the industry to know that it is really their award, just displayed at our building. Thank you to everyone in our industry!



In the photo (l-r): AIFD President Tim Farrell AIFD, CFD, PFCI, Dan Fisher, PFCI and AIFD Past President John Kittinger AIFD, CFD.

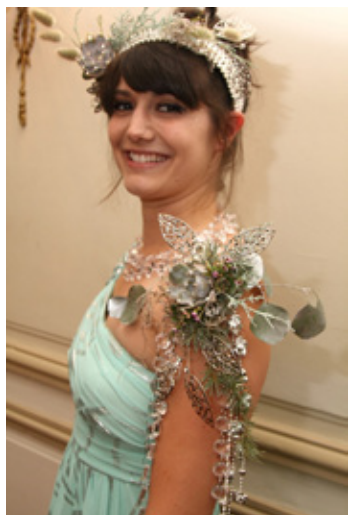
AIFD Welcomes New Director of Membership

AIFD would like to give a warm welcome to **Stephanie Dodd**, AIFD's new director of membership. At the beginning of October Stephanie took over the reins from **Kelly Mesaris**, who left AIFD to pursue another position. We wish Kelly the best in her future endeavors and sincerely thank her for all of the hard work she has done for AIFD over the last few years. At the same time we are excited to welcome Stephanie and we look forward to getting to know her!



AIFD Announces 2014 Fitz Design Body Flower Contest Winners

At the 2014 AIFD Symposium held this past summer in Chicago, attendees were given the opportunity to enter into this contest with the chance to win a free General Registration to AIFD's 2015 National Symposium "Journey" in Denver, Colo., June 30 – July 4, 2015. The winners of the contest are...



Flowers for a Woman Category:
Gina Thresher CFD

Flowers for a Man Category:
Adrianna Duran-Leon
AIFD, CFD



Bits and Pieces

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

- The International Floriculture & Horticulture Trade Fair is taking place Nov. 5-7, 2014 in Vijfhuizen, Holland. For more details visit www.iftf.nl.
- Flower Show Turkey - the 6th Istanbul International Plants, Landscaping and Supporting Industries Trade Fair will take place Nov. 27-30, 2014 at the Istanbul Fair Center in Turkey. More details can be found at www.flowershow.com.tr/.
- **Garrett Fairbanks CFD** will be one of the featured speakers at the upcoming Canadian Florist Business Forum on Jan. 15, 2015. For more information visit www.canadianfloristmag.com/business-forum/.
- AIFD member **J Schwanke AIFD, CFD, PFCI** shares the life-sustaining joy and pleasure to be found in flowers in his newly published made-in-America book *Fun with Flowers – Your Guide to Selecting, Arranging, and Enjoying Beautiful Flowers*. Featuring forty-eight projects along with numerous tips, easy-to-master techniques, hints for using color and containers, and ideas for selecting and arranging flowers and foliage, *Fun with Flowers* details the vast enjoyment to be found in arranging fresh-cut flowers. For his supremely enjoyable efforts, *Fun with Flowers* received the coveted Independent Publishers 2014 Living Now Silver Medal in the Craft, Hobbies, and Collecting category. The book can be found at ubloom.com/funwithflowers.
- **Marjun Salinas AIFD, CFD** (representing Tennessee State Florists Association) was named the 2014 National Alliance of Floral Associations (NAFA) Designer of the Year on Oct. 4. The contest theme was "A Destination Wedding...Creating a Pinterest Board" and was held in the lobby of Mission Point Resort in Mackinac Island, Mich. To view pictures visit www.facebook.com/pages/National-Alliance-of-Floral-Associations-NAFA/118451468249830.

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:

Chrysanthemums are a fall flower favorite all across the world. And with the season now in our backyards, let's celebrate it!

Common Names: Chrysanthemum, (kris-ANTH-e-mum), Multi-branching, multiple head varieties know as Pompon, Daisy, Button and Spray Chrysanthemum. Single head varieties known as Standard Chrysanthemum, Mum, Florist's Mum, Cushion Mum, Spoon mum, Fuji Mums, Spider Mums, and Football Mums.

Botanical Name: Dendranthema X Grandiflorum (den-drahn-THEE-ma x gran-di-FLOR-um) Formerly known as Chrysanthemum morifolium

Availability: Year-round

Vase Life: 7 to 14 days

Storage Temperature: 36 - 38 F. Note: Storage temperatures can range from 32 - 55 F, depending upon cultivar.

Ethylene Sensitive: No

Description: A wide variety of shapes and sizes

Colors: White, yellow, pink, red, lavender, gold, bronze

Botanical Facts: The name is Greek for "Golden Flower"

Design Notes: Multiple head varieties make excellent filler flowers. Single head varieties provide mass and emphasis.

Purchasing Hints: Multiple head varieties; Purchase stems with three quarters of the flowers in bloom. Single head varieties; Purchase tight blossoms. In both, look for dark green, turgid foliage. Avoid dry, brittle stems and blossoms that are shattering.

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. Make sure that the water and commercial floral preservative / floral food is of proper concentration. A high concentration of commercial floral preservative / floral food can cause leaf yellowing. The bottom portion of some mum stems can be woody, make sure that you cut the stems above this woody tissue in order to facilitate water uptake.

Additional Notes: Handle the flowers carefully to avoid shattering of the blossoms. To prevent blossom shattering in some cultivars which are highly vulnerable to shattering, (Fuji & Spider Mums) you can spray a commercial product "Mum Tight" on the back of the blossoms, or you can melt candle wax on the back side of the flowers.

Meaning and Symbolism: With a history that dates back to 15th century B.C., chrysanthemum mythology is filled with a multitude of stories and symbolism. Named from the Greek prefix "chrys-" meaning golden (its original color) and "-anthemion," meaning flower, years of artful cultivation have produced a full range of colors, from white to purple to red. Daisy-like with a typically yellow center and a decorative pompon, chrysanthemums symbolize optimism and joy. They're the November birth flower, the 13th wedding anniversary flower and the official flower of the city of Chicago. In Japan, there's even a "Festival of Happiness" to celebrate this flower each year. A symbol of the sun, the Japanese consider the orderly unfolding of the chrysanthemum's petals to represent perfection, and Confucius once suggested they be used as an object of meditation. It's said that a single petal of this celebrated flower placed at the bottom of a wine glass will encourage a long and healthy life.

Sources: <http://floraldesigninstitute.com>, www.teleflora.com/about-flowers/chrysanthemum.asp





Save the Date for the AIFD 2015 Southern Conference! This annual event is set to take place April 10-12, 2015 at the Aloft Hotel-Rosewood Hall in Birmingham, Ala.

Highlights: distinguished industry designers including **Michael Derouin AIFD, CFD, PFCI**, **Jodi Duncan AIFD, CFD**, **Stacey Carlton AIFD, CFD** and **J Schwanke AIFD, CFD, PFCI**, entertaining socials, a three hour hands-on workshop and much more!

Hotel Information:

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Questions: Contact Conference Chairs **Mandy Majerik AIFD, CFD, PFCI** at mandy@hothousedesignstudio.com or 205-324-2663 or **Kevin Hinton AIFD, CFD** at kevinhinton@comcast.net or 662-255-6530.



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

Floral Design Manager Wanted – Anaheim, Calif. Posted 10-2-2014

Visser's Florist & Greenhouses, a large, busy flower shop, is now taking applications for the position of Floral Design Manager. This position will involve designing flowers and managing the design department. The successful applicant will be a highly skilled floral designer who will have skills in the following areas:

- Designing arrangements in several styles
- Working with wire services and their orders
- Window / shop decoration and design
- Managing a staff of 3 – 5
- Shift scheduling
- Managing the daily work flow of the department
- Insuring that only quality products leave the design area
- Insuring that cost guidelines are followed

This is a full-time position. Benefits include vacation, medical/dental and 401k. Must have a minimum of seven years flower design experience with some large/busy flower shop experience. Call (714) 772-9900 and ask for Ted or Dennis, e-mail your resume to Ted@visserflowers.com or fill out an application at Visser's Florist & Greenhouses, 701 w. Lincoln Ave., Anaheim, CA 92805.

Floral Designer Wanted – China Posted 9-25-2014

Harvard Development Limited is one of the most dynamic and successful trading company specializing in artificial flowers, artificial botanicals, gift decoration, Christmas and seasonal products, with customers worldwide. We have office in Hong Kong and manufacturing plants in China. To copy with our business expansion, we now invite talented Floral Designer to join us. The successful candidate will have to station and work with our design team in China, and will be responsible for design and development of floral arrangements and related products. He/She will have to create floral and seasonal lines for our showrooms and for our major customers from United States and Europe. Candidates must have at least 6 years of design experience in Floral Arrangement. Interested candidates, please send full resume with expected salary to Human Resources Department by e-mail to recruitment.floral@gmail.com.

AIFD Announces 2014 Certified Floral Evaluators/Judges

Forty-six AIFD members have been recognized as an AIFD Certified Floral Evaluator/Judge. This certification will be recognized by AIFD and the Floral Industry and the recipient can henceforth use this title with their name. They can now evaluate at the AIFD Professional Floral Design Evaluation (PFDE) program if asked by the AIFD Membership Committee and they can judge local, state, regional and national floral design competitions as an AIFD Certified Floral Evaluator/Judge.

Congratulations to the following professionals: **Polly Berginc AIFD, CFD, Janet Black AIFD, CFD, PFCI, Judi Borah AIFD, CFD, Ted Bruehl AIFD, CFD, PFCI, Lee Burcher AIFD, CFD, PFCI, Peng Kuan Chan AIFD, CFD, Irene Cheung AIFD, CFD, Kwi Nam Cho AIFD, CFD, Hyo Jung Choe AIFD, CFD, Eun Sil Choi AIFD, CFD, Adrianna Duran-Leon AIFD, CFD, Jane Godshalk AIFD, CFD, Katherine Gonzalez AIFD, CFD, Marisa Guerrero AIFD, CFD, Ronda Hess AIFD, CFD, Mike Hollenbeck AIFD, CFD, Sung-Duck Hong AIFD, CFD, Susan Huelsman AIFD, CFD, Eun-Ok Jang AIFD, CFD, Ok-Kyung Jang AIFD, CFD, Yun Joung AIFD, CFD, Ahyoung Kim AIFD, CFD, Nam-Je Kim AIFD, CFD, Yeon-Hwan Kim AIFD, CFD, Carolyn Kurek AIFD, CFD, Hye-Suk Kwon AIFD, CFD, Vonda LaFever AIFD, CFD, PFCI, Deokwon Lee AIFD, CFD, Min Lee AIFD, CFD, Marcela Lopez-Vallejo AIFD, CFD, James Lowe AIFD, CFD, Tamara Lyons AIFD, CFD, Joyce Mason-Monheim AIFD, CFD, PFCI, Bill McKinley AIFD, CFD, Jenna Naylor AIFD, CFD, Rachelle Nyswonger AIFD, CFD, Joo Park AIFD, CFD, Kyung-Sook Park AIFD, CFD, Sandy Schroeck AIFD, CFD, PFCI, Kenneth Snauwaert AIFD, CFD, Sung-Ho Song AIFD, CFD, Adrienne Summers AIFD, CFD, Jenny Tabarracci AIFD, CFD, Eunice Teo AIFD, CFD, Michael Whaley AIFD, CFD and Young Im Yoo AIFD, CFD.**

This recognition is presented to those who demonstrate willingness to dedicate their knowledge and be of service to the floral industry and maintain integrity, respect and professionalism at all times. These individuals stood out by being impartial and consistent in their decisions at all times, being able to validate all of their decisions and having the ability to give competent feedback and praise. These are all qualities any judge or evaluator should possess.

Interested in becoming one? To be eligible, a candidate must successfully complete all rigorous requirements. These requirements include: participating and completing the three required curriculum (workshops), completing an actual design evaluation workshop and assessment and passing the On-line Evaluator Test with an 80% or higher. The next session dates are: Nov. 3-7, 2014, Feb. 23-27, 2015 and March 30 - April 3, 2015. To start the process, please e-mail AIFD's Meeting Registrar **Rachel Schley** at rachelschley@assnhqtrs.com. Please make sure you clarify WHICH session you want to sign up for. More details can be found at <http://aifd.org/membership/certified-evaluator-program/>.



Tennessee State Florists' Association Living Legend Award Presentation-The Crystal Rose Society was presented to Kevin Hinton AIFD, CFD (pictured left), Rene Van Rems AIFD, CFD (pictured center) and Larry Pugh (pictured right).



Tennessee State Florists' Association Lifetime Achievement Award was presented to Kevin Coble AIFD, CFD.

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The Importance of Line

By Kevin Ylvisaker AIFD, CFD, PFCI

**AIFD will be highlighting each designer that will be presenting a hands-on class during the 2015 Symposium taking place next summer in Denver. Here is the first article.*

The AIFD Guide to Floral Design describes line as “simply the distance between two points. In floral design, line can both impart structure to an arrangement as well as imbue it with a sense of movement.” It sounds simple enough but there is so much more to working with this very important element of floral design.

My workshop, to be presented at the AIFD Symposium in Denver, will focus on the importance of using line in design. For many of us line just happens, but if we concentrate on using line, whether actual or implied, our designs can become more electric, filled with movement and excitement. This is where I want to take you.



We will study all types of line to see the impact they can have on design. Are they inside or outside? Are they static or dynamic? Are they straight, curvy, zigzag and how do we identify which ones to use?

As with all the principles and elements of design, you must have each one in your design and you need to make a conscious decision how to use them and where to place them. The designs you will be creating in this fun exploration will help you in the creative use of line.

2015 SYMPOSIUM NEWS:

AIFD Foundation Offering Symposium Scholarships

The AIFD Foundation is offering scholarships and grants for the 2015 Symposium “Journey” taking place June 30 – July 4, 2015 in Denver, Colo.

Visit the AIFD Foundation website at www.aifdfoundation.org/index.php/scholarship-information for more information and to download the applications.



AIFD Protecting Trademark

Focused on protecting the registered trademarks of AIFD, and recognizing the value it brings to each member in good standing as well as to a Certified Floral Designer in terms of the “CFD” designation, on the recommendation of AIFD’s legal counsel, a new policy has been initiated governing the members rights to use the trademarks “AIFD” and “CFD.”

That policy reads that the right to use the registered Trademarks of AIFD is a privilege of membership. During the Term of membership and/or certification, AIFD grants a non-exclusive royalty-free license to each Member and Certified Floral Designer to use the appropriate Trademarks in association with each Member’s floral business solely as set forth in AIFD’s trademark guidelines (as part of the member’s name). All proprietary rights and use of the Trademarks by Members and the goodwill associated therewith inures to the benefit of AIFD, and each Member acknowledges and agrees that he or she has no right, title or interest in and to the Trademarks in any form or embodiment thereof and shall not acquire such rights based on its use of the Trademarks.

If, by operation of law, or otherwise, a Member is deemed to, or appears to, own any property rights in the Trademarks, that Member shall, at AIFD’s request, execute any and all documents necessary to confirm or otherwise establish AIFD’s rights therein.

Each Member shall not, at any time during or after the Membership Term, take any action which may adversely affect the Trademarks or in denigration of AIFD’s rights to the Trademarks. Except as set forth herein, AIFD does not grant any Member any rights in or the use of the Trademarks.

As a condition of accepting membership in AIFD, each Member agrees that he or she shall not use the Trademarks in any manner inconsistent with the trademark guidelines without the prior written approval of AIFD. Each Member’s rights to use the Trademarks terminates when membership has expired or terminated, and each Member acknowledges and agrees that as of the membership expiration or termination date, it shall remove all Trademarks from every location in which the Trademarks appear. During the Membership Term, in its sole discretion, AIFD may prosecute any use of the Trademarks by any Member which is inconsistent with the trademark guidelines. During or after the Membership Term, in its sole discretion, AIFD may prosecute any unauthorized use or reproduction of the Trademarks by any Member.



SUNY Cobleskill SAIFD Chapter

By Theresa Colucci AIFD, CFD, PFCI

We have just begun our semester at the State University of NY at Cobleskill, but our club is shaping up nicely. Our SAIFD officers have been elected and are ready to lead us into a fun and creative year! We have planned out our first semester with many events. We started with everyone making their first arrangement for their dorm room. Now they have a vase to refill throughout the year! We will be participating in the campus annual Halloween Scarecrow Contest for clubs and pumpkin arrangements. In November we will make bud vases for our local hospital, and have our annual Thanksgiving centerpiece fundraiser. We are excited to get our floral club up and running again with many new members!

Kishwaukee College SAIFD Chapter

By Janet Gallagher AIFD, CFD

The Kishwaukee students are working on making some improvements on campus to try and gain some visibility for the floral department. We have installed two living walls and are doing displays in the diversity area of campus and the new nursing and massage therapy wing. In November, the floral students will be making the arrangements for a large foundation fundraiser. In December, we will do a community outreach for a historic home in DeKalb, Ill. where we will decorate a room for their open house. We are then going to meet with student government to try and gain funds for Symposium. We are also working with our foundation office to gain more recognition in the community and raise funds, as well.

Cal Poly SAIFD Chapter

By Melinda Lynch AIFD, CFD

Greetings from Cal Poly - Gordon Student Chapter. Our school year just started because we are on the quarter system vs. semesters.

Chicago was a great Symposium and we were honored to come in 4th overall in the student competition. Each of our students, Rachel, Anna, and Emily, placed at least once in the top 10 in one or more categories and Rachel placed 9th overall. This was the first national competition for all three students and we are very thrilled with their accomplishments. Cal Poly was also pleased with the results and the press release was on the local news the day it aired.

In October we were very excited to be able to take eight students to the California State Floral Association Student Competition, held during their annual Top 10 competition weekend. We are also busy making items with permanent botanicals or fresh succulent gardens for the Holiday Open House which is held on the Cal Poly Campus on Dec. 5 and 6. These sales will help fund the trip to the National AIFD Symposium in Denver.

Greetings from the National SAIFD chapters. Our school year is now under way and we are enjoying the excitement of the nations new floral designers we have the opportunity to share our passion with. Many of the schools have already started their fundraising efforts as to get their students to the next national competition in Denver. We would like to thank the members of AIFD and the AIFD Foundation for the unbelievable support shown to all of us in Chicago, it was overwhelming and we truly appreciate everything. Enjoy the fall season and all it's wonderful elements.

All the best,
Melinda Lynch AIFD, CFD
Chair of Student Membership/AIR

Mississippi State University SAIFD Chapter

By Liz Breen, secretary

At our first meeting of the 2014- 2015 school year, we introduced the advisors, new officers, new members, and returning members. Inductees from the 2013- 2014 school year were recognized with certificates and pins. Members who attended and competed in the Student Competition at the AIFD National Symposium were also awarded for their participation. The meeting was concluded with a "get to know your peers" activity and a design competition where participants were blindfolded and asked to create a floral design by sense of touch and smell.

The second meeting of the school year focused on horticulture internships and SAIFD competitions. SAIFD members who completed an internship or competed in student competitions spoke about their experiences. The question and answer session helped students to learn from those with firsthand knowledge. The meeting concluded again with a design activity, a nosegay using a decorative collar. The purpose of these activities are to help students gain more involvement in the floral industry and working with flowers, even if they may not be in the horticulture field.

City College of San Francisco – SAIFD Menzies Chapter By Jenny Tabarracci AIFD, CFD

The Menzies Chapter at City College of San Francisco is elated about their many accomplishments. This is the third year in a row City College of San Francisco has won First Place Overall in the SAIFD competition. The SAIFD students competed for this title at the AIFD National Symposiums in Miami (2012), Las Vegas (2013) and Chicago (2014). **Dr. Arthur Q. Tyler**, chancellor of City College, acknowledged their success with a congratulations letter this year stating, "The win speaks to the exemplary program you provide and the hard work and dedication of your students."

The Chapter is delighted with their new logo designed by SAIFD competitor and member **Ineke Moss**. Menzies is the Scottish clan name that was chosen for the Chapter in the 70's because the family's tartan is red and white, like the CCSF colors.

Chapter members assisted and volunteered with **Steven W. Brown AIFD, CFD**, department chair, at the annual "Orchids in the Park" event at Golden Gate Park in San Francisco, Calif. on Aug. 2-3, 2014.

SAIFD competitors and members **Hee Joo** and **Kyung Yun Kim** displayed their floral talents at Patricia Morgan's (Nursery Specialist in the Environmental Horticulture/Floristry Department) retirement celebration on Sept. 12, 2014. Their designs were enjoyed by the guests who gathered in the Pierre Coste Dining Room affiliated with the Culinary Arts and

Hospitality Department at City College. This special event was also a fundraiser for Patricia's new Scholarship/Internship program.

SAIFD students are looking forward to attending the upcoming field trip to Ribbonerie in San Francisco, Calif. They also will assist the Master Florists Association and Cypress Lawn Cemetery and Funeral Home with their design program "Three Funerals and a Wedding" in November. The proceeds benefit the Master Florists Scholarship Program.

The Department looks forward to their annual Open House/Sale in December which provides funds for student's scholarships.

Looking to 2015.....The Environmental Horticulture/Floristry Department is excited to announce the collaboration with **Hitomi Gilliam AIFD, CFD** and International Designer **Tomas De Bruyne**. Their EMC Program Part I will be hosted at our facility. Hitomi will also present an AIR program during that time.

Education has always been a core value of AIFD. It is stressed at every AIFD function – locally, regionally and nationally. Student AIFD (SAIFD) maintains chapters from 15 colleges and universities throughout the U.S. SAIFD Chapters compete in the Annual Student Design Competition during AIFD's National Symposium, host Artist in Residence (AIR) Programs throughout the year and their students also receive sponsorships to attend the National Symposium from AIFD Membership and Industry Partners through the AIFD Foundation. Information on SAIFD can be found on the AIFD website at <http://aifd.org/students/>.

LET THE 50TH CELEBRATION BEGIN

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The amount donated will also be added to the cumulative total of your ongoing contributions.

THE 50TH CLUB FUND GIVES BACK TO THE REGIONS

The interest and dividends from this fund will provide financial support toward an educational event for each of the six Regional Chapters of AIFD in an effort to give back to the grassroots of where AIFD and the AIFD Foundation started.

TO DONATE SIMPLY VISIT aifdfoundation.org



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

Jo Jarvis AIFD, CFD.

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

Jo: For the moment I am a freelancer as I sold my shop in 2008 in London and produced a book "Botanical Art... For Your Eyes Only" with **Sarah Horne AIFD, CFD**. At the moment I am working in collaboration with Françoise Weeks on various workshops and programmes both in the U.S. and internationally. I will be assisting at the Florida State Florist Association in June 2015, England in May and China in September, plus 2016 looks to be getting booked up.

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

Jo: I am the editor of the AIFD North East Chapter's newsletter. As I still have many of my contacts in Europe from being editor of the Society of Floristry magazine, I am able to share the information on events around the globe in the North East newsletter. Our chapter members include the UK and parts of Canada so it is always great to include information on what is happening in those countries as well as stateside.

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

Jo: As the editor of the newsletter I am able to share with the members of the region news that is happening in the floral industry worldwide. In addition to what the members are up to, I am able to showcase members, business matters, technology and marketing information that I research on the web, which in turn can be useful if members use it to assist them in running more profitable floral businesses. Personally, I would like to see the promotion of the benefits of being a member of AIFD promoted to the floral industry first and foremost as how can we expect the general public to be aware of the ideals of AIFD if our own industry sees us as nothing special to belong to. In Asia it is a big deal to belong to AIFD, you only have to see how many florists test each year to see this. In Europe, it is like, what is the big deal? At one time there were three times as many members from the UK and Ireland but they dropped out as they did not see the benefit to them personally in being members. Even in America florists who are not part of the association or avail themselves to the whys and wherefores of being a member of AIFD are like "and why would I want to be a member, how can it help my business?" Unfortunately, in some cases one has to

spell things out to people before they can see how AIFD can help them grow as not only florists but how it can help in their business.

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

Jo: I more or less fell into the floral industry by default. My parents had separated and as a result we moved back to England. As my mother was a fully trained florist having been taught by Dutch and English florists when she was young, it was decided that we would have a flower shop in the West End of London. I decided to work with my mum as I was good at the business aspect, not thinking for one minute that I was in any way the least creative or artistic. My main introduction to floristry, besides my mum, was when our shop became a member of Interflora (FTD). That is where I met some of the most influential florists in the English industry at the time, and due to my curiosity and thirst for knowledge, I made sure that if and when demonstrations were in the area or we were able to travel to, that I made myself available to assist. The florists who made the most impressions on me when I first started out were the following: **Graeme Audrain, Margaret Stewart, Tony Shaw AIFD, CFD, Gregor Lersch, Sue Artis, Desi Banks, Sylvia Bird AIFD, CFD**, and of course, my mother, who really instilled in me professionalism, as well as design and educating oneself in anything that I did.

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

Jo: In 1990 a group of Brits came over for the AIFD Symposium in Newport Beach, Calif., the programmes and hospitality of the members, especially **Allen Beck AIFD, CFD** and **Bill Taylor AIFD, CFD**, impressed me so much that I decided that this was a professional

association that I wanted to be a part of. My business partner at the time was a member of AIFD, **Nina Sherson**, so she was able to guide me as to the ins and outs of submitting a portfolio, plus she accompanied me when I tested in Portland, Ore. in 1991.

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

Jo: Anyone who knows me will say I love to work with plants, which I do, but I also enjoy textures, colors and detailed work. As a born organiser, I love to make things happen and get a kick out of seeing things come to fruition. I seem to have the knack in being able to spot a person's talent and enjoy helping them to

Do not be afraid to ask questions from other floral designers. As they say, "if you don't ask, you will never know the answer."

develop their skills and waking up parts of themselves that they did not know existed. My all-time favorite job at the shop was one of two things. The first was conditioning the flowers as I got to see all the wonderful product first and could ohh and ahh over them, as well as making sure that they were conditioned properly. The other was sweeping the floors, as this was such a menial but needed job. However, for me it was a time that I could think while still being productive. The joke wherever I was back home was if there was a broom I was usually on the end of it, but the handle end, not in the middle, flying in the air!

AIFD: What issues are most important to you professionally?

Jo: Education, education, education. To me, if you are not educated properly then you will not have the knowledge or the skills to do the job professionally. To me it is imperative that one learns the techniques, mechanics, skills, elements and principles of design. I learned on the job via going to demonstrations, asking questions, working behind the scenes, reading floral books and going to workshops. In order for the general public to have faith in your work, I feel that you should try to educate yourself as much as possible to be perceived as a professional, not just someone who is able to put a combination of flowers together and it look pretty. After all, if you do not have the knowledge of the product, how do you know that it will last in an arrangement or that you have not just sent out flowers that could be poisonous if handled the wrong way?

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

Jo: Reading is probably first on the list; I am a very avid reader. Gardening is my other great love. Since moving to the states I have more or less transformed the area behind my home from ivy and poison oak into what I hope next season will be a lush garden bed of perennials. It was a labour of love plus looks darn better than dead ivy.

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

Jo: To take every opportunity that you are able to avail yourself of by going to workshops, demonstrations, floral events and shows, to open your eyes to what the industry has to offer. If you get the opportunity to assist behind the scenes, jump at it, even if it is just threading hypericum berries to wires for a designer or gluing thousands of leaves on a vase, do it as while you are there you will be able to observe the process of how the end product is created. Do not be afraid to ask questions from other floral designers. As they say, if you don't ask, you will never know the answer. I have been fortunate to work with florists from all over the world. Along the way I have learned so much about our industry because I took advantage of what was offered.

Pictured at the top of the previous page is a design from a job Jo recently did with Francoise Weeks. It was a headpiece with tall elements that she designed.



PLAN TO REGISTER EARLY

2015 AIFD National Symposium "Journey"

June 30 – July 4, 2015

Sheraton Denver Downtown

1550 Court Place

Denver, Colo. 80202

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

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

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

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

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

AIFD Bylaw Amendments Proposed

Voting members of AIFD recently received a series of proposed amendments to the Institute Bylaws and in so doing, have been encouraged by the Bylaws Committee and National Board to support their passage. The proposals were distributed electronically.

“These proposed amendments,” points out John Kittinger AIFD, chairman of the Bylaws Committee, “were developed at the request of several members who felt they needed to be removed from Policies and placed back into the Bylaws.” (The basic concepts were transferred to Policies two years ago when AIFD adopted consolidated Bylaws.) “The proposals help clearly define several categories of AIFD membership as well as the responsibilities of the officers. We all felt it was more important that these areas be spelled out in the Bylaws rather than in Policies as only a vote of the Active members can modify the Bylaws.”

The proposed amendment are:

Section 3.1.2 Sustaining member - An active member may request to become a Sustaining Member for any two years of his or her years of membership. A Sustaining member shall have the rights and privileges of an Active Member.

Section 3.1.3 Partner Members - Membership as a Partner Member shall be granted by the Board of Directors. A Partner member shall be an individual or organization, regional or national in the floral industry that can include growers, manufacturers, wholesalers, and national floral associations. Partner Members shall have no voting rights and are ineligible to serve on the Board of Directors. If, however, a Partner Member should be represented by an Active Member of the Institute, that individual shall be entitled to vote and serve on the Board of Directors in his or her capacity as an Active Member.

Section 3.1.4 Education Partners - Membership as an Education Partner shall be granted by the Board of Directors. An Education Partner shall be an individual or organization in the floral industry that includes educational instruction in the floral industry. Education Partner shall have no voting rights and are ineligible to serve on the Board of Directors. If, however, an Education Partner should be represented by an Active Member of this Institute, that individual shall be entitled to vote and serve on the Board of Directors in his or her capacity as an Active Member.

Section 3.1.5 Student Members - A student member must be enrolled in a degree program at an institution of higher learning where floristry is the main emphasis of study and a recognized chapter of SAIFD exists. A student members has no voting privilege and may not serve as a member of the Board of Directors. A student may use the initials of SAIFD as part of chapter organization, but not as a personal addendum.

Section 3.1.6 Life Membership, which shall be defined as any Active members having completed a set number of years of continuous membership, shall automatically be granted Life

Membership and as such shall be waived of any National and or Regional Chapter dues. Life Members shall be entitled to all privileges of membership as those afforded to Active members.

Section 5.4.2.1 The President shall be the executive officer of the Institute and oversee all business of the Institute, as directed by the Board of Directors. The President shall preside at all meetings and shall appoint all committees and serve as ex-officio on all committees.

Section 5.4.2.2 The President-elect shall serve in the absence of the President, if the President is disabled, deceased or unable to meet the obligation of the office. He or she shall be responsible for planning the next year and for appointing all appropriate committee chairpersons and committee persons in advance of assuming the office of the President at National Symposium. The President-elect shall be responsible for overseeing the activities of the Membership Committee and shall serve on all appropriate committees as appointed by the President.

Section 5.4.2.3 The Vice President's duties will include overseeing the coordination of the National Symposium.

Section 5.4.2.4 The Secretary shall be responsible to provide for updating the policy and procedures of the institute. The Secretary shall see that minutes are taken at meetings of the Institute.

Section 5.4.2.5a The Treasurer shall oversee the financial matters of the Institute. The Treasurer shall see that dues are billed and collected and that an audit shall be conducted annually.

Section 5.4.2.5 b The Treasurer will be selected by recommendation of the Finance Committee. The Committee will present its recommendations to the Board of Directors at the meeting in March prior to the appointment on July 1 in three sealed envelopes marked in order of preference. The Board will act on the recommendations in preferred order. Should the first recommendation be agreed upon there will be no need to go further. In the event that the Board is unable to agree on one of the finance committee's recommendations prior to July 1, the board shall appoint an Acting Treasurer who will serve until a Treasurer is selected.

Section 5.4.2.5c The Treasurer shall be limited to two (2) two-year terms of the Board of Directors and will not be eligible for consideration for election to the National Board in any other capacity during the two years of his or her term. He or she may not resign to seek election to another position on the Board and or serve as Symposium Coordinator. The Treasurer may be considered for election to the Board in the election immediately following the completion of his or her two year term.

Section 6.2 The following committees are Standing Committees of the Institute. Awards, Bylaws, Education, Ethical Standards, Finance, Marketing, Membership, Nominations and Elections, Communications, Student Membership, and Symposium.

****Please note only Active, Fellow and Life AIFD members are eligible to vote.***



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What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Laura Parker AIFD, CFD

It has been a somewhat quiet month for the North Central Chapter as members focus on getting ready for the upcoming holidays. Many of our North Central members have been out doing education programs in local wholesalers, getting floral retailers fired up, and ready to sparkle and shine for the season!

The Chapter Vice President, **Rae Roberts-Griffith AIFD, CFD**, is working on getting big plans made for our midyear meeting for 2015, to be held in conjunction with the Chicago Flower and Garden Show at Navy Pier. The coordinating team will be meeting with show producer, **Tony Abruscato**, in November to finalize details. "The Art of Floral" exhibit will be featured once again at the show and serves as a key public awareness event for the Chapter. In addition to the exhibit the chapter will host a main stage design program for show attendees and present the "Bobbi Cup" Design Competition.

We all look forward to a profitable holiday season in the next few months and we are excited about what is coming up!

South Central Chapter

President's Letter

Eva Riter AIFD, CFD

It's an exciting year to be in South Central! First I want to say thank you to **Todd Sweeden AIFD, CFD** our regional president this past year. Under Todd's leadership our region has had a banner year – great programs, solid meetings and organizational progress! I want to also thank everyone in the region for having faith in me to be your Regional President. I fully realize the incredible opportunity I have been given here - I get to be around people with the same passion and the same love of flowers that I have. What a gift!

I would like to congratulate and welcome our 2014 AIFD inductees **Bitsy Carter AIFD, CFD**; **Justin DeGonia AIFD, CFD**; **Adrianna Duran-Leon AIFD, CFD**; **Chelle Gerhardt, AIFD, CFD**; **Debbie Gordy AIFD, CFD**; **Jin Sook Kim (Chong) AIFD, CFD**; **Kimberly Martin AIFD, CFD**; **Mary McCarthy AIFD, CFD**; and **Rey Rodriguez AIFD, CFD**. I hope you step in to some regional activities – there is much to do! I encourage you to not wait for an invitation to help – get involved!

I'm so excited for the regional shows coming in this 2014-2015 year. You can be proud of how active our region is with two design forums and at least eight "awareness" booths in the South Central Region. We do a really good job representing

AIFD and encouraging designers to join our ranks. The year will be packed full of fun and education. Come, enjoy, and learn to your heart's content!

A Design Forum was held in Denver on Oct. 26, 2014. Hosted by and a special thanks to **Sandi Yoshihara - Sniff AIFD, CFD** and **Lisa Weddel AIFD, CFD, PFCI** for this exclusive show. It focused on sympathy tributes and zoomed in on what the states of South Central do differently. Attendees learned new designs, new ways to sell and new ways to encourage people to pay their respects with the gift of flowers. The program was held at DWF Wholesale in Denver – which is also the HOST wholesaler for AIFD's National Symposium next July.

The Second Design Forum will be held on March 22, 2015. We will have a spring show created by **Ken Senter AIFD, CFD** who will put on a beautiful program at Pikes Peak Wholesale in Houston, Texas. More information regarding the show will be available soon.

The proudest moment of the 2014-15 year is "Journey," AIFD's National Symposium, hosted in OUR REGION - Denver. We are honored to have **Marie Ackerman AIFD, CFD, PFCI** as the Symposium Chair. South Central is a Bronze sponsor and we will be showcasing our regional talent in a special design program we're calling "Inspired by the Material." We are very honored to be part of this Symposium hosted in AIFD's 50th Anniversary year! Join the Journey – it's going to be remarkable!

South Central has a proud and fun history. You are part of this dynamic group of designers who have worked hard to evolve floral design. This has been a strong year for us and we will only continue to grow and strengthen. I want to encourage you to tell everyone and bring everyone to these shows. PARTICIPATE - It's the best way to get the most from your membership. If you are worried that you don't know anyone (yet) come anyway, I have a spot for you right beside me.

North East Chapter

President's Letter

Theresa Colucci AIFD, CFD, PFCI

Hello to all of our members. I have been having a whirlwind month of bridal work! I hope you are all experiencing a busy time. After speaking with many members, I have heard that business seems to be a little better for everyone. Let's hope the rising wave continues.

Over the past six weeks, I have been fortunate enough to have visited with 15 AIFD friends for various reasons! It was great to spend time with all of them and talk about things we look to do in our region. I am glad to hear so many members agree that it's time we spend more time together socially! Networking and

working together will continue to make the North East even more successful. Plans are underway for a couple of floral workshops and a social gathering for our members.

"Learn the rules like a pro, so you can break them like an artist." - Pablo Picasso

All the best for a wonderful fall.

Northwest Chapter

President's Letter

Kim Oldis AIFD, CFD

As we are starting to see, fall has begun. The days are getting shorter, the trees are changing colors, the air is crisper and as an educator and wife of a teacher, education and school has always been in the forefront of my mind especially at this time of year. Therefore...The Northwest Chapter of AIFD has programs, workshops and awareness events planned for our members, students, and public consumers. We want to reach out and touch people with flowers, education and creativity.

Nov. 6 - 9 gives us a chance to share with the consumer at the Lin Su Gardens in Portland, Ore. for the Ninth Moon Showcase. **Katherine Zhang AIFD, CFD** will be one of the featured designers for this event, as well as several of our chapter members creating display pieces and others volunteering their time. The Floral Design Institute, and **Leanne** and **David Kesler AIFD, CFD**, are one of the major sponsors and we know when they are involved, it will be a wonderful experience for all.

Planning and preparing for our spring programs and awareness events are underway and we look forward to getting our membership involved and continuing to spread the good word about AIFD.

Southwest Chapter

President's Letter

Ken Snauwaert AIFD, CFD

Do I hear the sounds of jingle bells? Don't be scared, I know how challenging the holiday season can be. Please join us at "A Season to Savor," a holiday workshop and design show featuring **Gerry Toh AIFD, CFD** at Mellano & Co. in Santa Ana, Calif. on Nov. 2, 2014. Take a cue from Gerry as he shares a wide range of ideas, from display to design. Take the edge off your stress and learn how to enjoy this wonderful time of the year! Seats are going fast so register today at www.allabouttheflowers.com.

Save the date for a twist on our annual wedding show with the "Extreme Wedding Challenge" on March 1, 2015 in San Bernardino, Calif. Designers will be given a random wedding challenge to complete on stage. Details to follow. A special thank you to all of the dedicated SWAIFD board members and membership who are making great things happen in the South West!

Southern Chapter

President's Letter

Russ Barley AIFD, CFD

Hope this finds all of our floral friends doing well as we enter into our fall and winter seasons. For most of us the busy holiday season begins in October winding down with the New Year. We are working diligently to make educational information more available to you as fellow florist and also to the general public, programs to better inform you and ways to improve your business, as well as information to the general public for consumer awareness. We are currently working on a survey to send out to our members for your feedback and suggestions on making our organization a better organization, please take the time to reply so that we can use the information to improve and better serve the industry as a whole.

Our Spring Conference, "Botanical Bliss," is being held in Birmingham, Ala. on April 10-12, 2015, at the Aloft Hotel/Rosewood Hall. Many thanks to **Mandy Majerick AIFD, CFD**, **PFCI** and **Kevin Hinton AIFD, CFD** for working so hard and co-chairing this wonderful event. Information can be obtained on the AIFD website. Please mark your calendars and come and join us for an educational and fun filled weekend.

I look forward to a great year with all of the dedicated board members who are making every effort to improve our organization. Hope to see you in Birmingham. If there are any suggestions or questions please e-mail me at Rbar134@digitalexpress.com.

Thank You to the 2014-2015 Elite Partners



AIFD Awards Committee Seeks Nominations!

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

Award of Merit – Non-Industry

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

Award of Merit – Industry

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

Award of Design Influence

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

Award of Distinguished Service to the Floral Industry

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

Award of Distinguished Service to AIFD

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

supporting its activities.

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

AIFD Special Award of Recognition

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

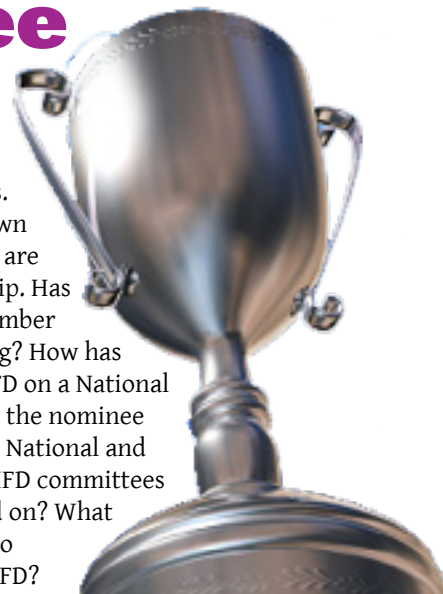
If you would like to nominate someone please send a letter that includes the following:

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

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

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

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





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*** CalFlowers OnTrac Program**

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

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"Nature's Creative Edge 2014" – A North Central Regional Chapter of AIFD Sponsored Event

By Alice Waterous AIFD, CFD, PFCI and Laura Parker AIFD, CFD

"Nature's Creative Edge" began in 2006 as a master level design class with host and founder, **Bob Friese AIFD, CFD**, and guest instructor **Hitomi Gilliam AIFD, CFD**. The class focused on design techniques utilizing natural materials gleaned from the woodland adjacent to Bob's home/studio/garden. The entire property consists of approximately ten acres situated in west Michigan, five of which are the groomed trails of the exhibit area. Upon completion of the first class, individual components were combined to create a branch & flower accented "bridge" spanning the creek running alongside Bob's property.

The following year, Bob and Hitomi once again held a class on the property. As a conclusion to the event, they invited guests to visit and view the resulting large-scale designs. At this time, the resolve was made to invite AIFD members to gather together the third week of September each fall and create a floral fantasy to then be opened as a public awareness exhibit. The event now includes CFD members and a few juried artists.

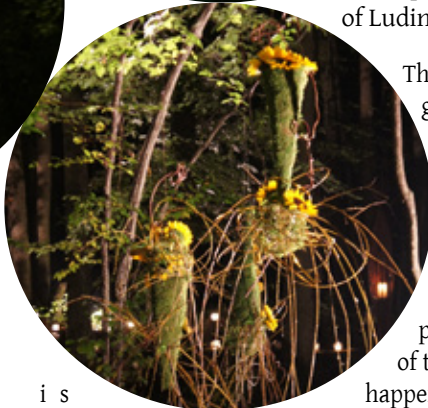
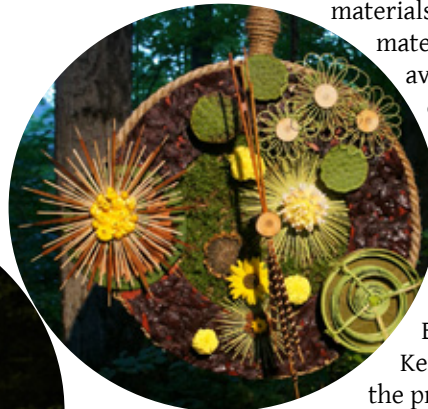
Each year, participating designers are given a theme to interpret. Past themes include: "Music, Music, Music," "Storybooks & Fairy Tales" and "Architecture." This year's challenge, "Suspension." Following several days of creating large scale exhibits, the event is opened to the public for three days. This year it was open Friday, Saturday and Sunday evenings, Sept. 19 - 21. The Chapter sells advance tickets through West Michigan retailers on "Showclix" and at the gate each year. The event usually hosts approximately 1,000 guests during the three day showing. Profits from the event benefit the North Central Chapters' education fund. This fund supports both Symposium Scholarships and educational opportunities for the NC membership

at their annual mid - year meeting. The 2014 theme "Suspension" was interpreted by designers from Illinois, Indiana, Michigan, Missouri, New Mexico, Ohio and Wisconsin. In all there were 27 exhibits created. Community members help staff the exhibits (many from Bob's local garden club affiliations). Guests' cars are parked in a nearby farmers' field and bussed to and from the exhibits.

About three days prior to the opening, designs began to be constructed and soon take on a life of their own, as they respond to the changing light and as gentle breezes sway tree limbs during the creation/installation period. A wide range of interpretations featured everything from a technically impressive, artistically detailed, giant pocket watch "Time" (with moving parts), to abstract expressions such as "Burst," "Orbital," and "Tears of the Sun." Not to be missed were a whimsical "biggie sized" amphibian, monkeys in the trees, and a mobile big enough for people to walk through and around.

Participating designers contribute their time, talent and materials. They make any excess materials they have brought available to their fellow designers. Some local garden harvests are added, and a large amount of fresh product is also donated by local wholesalers Nordlie, Inc. and Vans'/Kennicott, both of Grand Rapids, Mich. Each year Smithers Oasis of Kent, Ohio is a big supporter of the project, as well as FloraCraft of Ludington, Mich.

The North Central Chapter is grateful for the opportunity to work alongside **Bob** and the volunteer designers and event crew to create this amazing public awareness event held the third weekend each Sept. Plans and preparation begin at the close of the event, so planning for 2015 happening right 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.

October 2014

<http://inspiredspacesdesigns.com/floral-design-careers/>
AIFD mentioned

www.kenoshanews.com/news/designs_in_bloom_479376434.html
AIFD member mentioned

www.thereddingpilot.com/19577/garden-club-to-meet-monday/
AIFD member mentioned

www.homebusinesscenter.com/businesses/creative/florist/
AIFD mentioned

www.stowsentry.com/business/2014/10/12/stow-grad-floral-designer-receives-coveted-industry-designation
AIFD member recognized

<http://us4.campaign-archive2.com/?u=fbd42c231b82785a8a5570b28&id=a4eed05e8a&e=98d04302ad>
AIFD Southern Conference

<http://mgslcompostpile.wordpress.com/2014/10/06/european-floral-design-lecture-and-workshop/>
AIFD member workshop

www.belgrade-news.com/news/article_6924d624-4b19-11e4-b248-ebd775ec492f.html
AIFD member mentioned

www.perishablenews.com/index.php?article=0039750
PFDE mentioned

http://starlocalmedia.com/lewisvilleleader/news/denton-master-gardeners-to-sponsor-floral-design-show/article_e35571bc-4b5d-11e4-bf83-1798275e2d05.html
AIFD board member mentioned

September 2014

<http://fernandinaobserver.com/2014/09/25/artistic-florist-partners-with-the-nassau-boys-and-girls-clubs/>
AIFD member mentioned

<http://jobdescriptions.net/hospitality/floral-designer/>
AIFD mentioned

<http://thegraftonvillager.com/learn-how-to-make-a-perfect-floral-centerpiece/>
AIFD Mentioned

www.marketwatch.com/story/i-heart-florists-celebrates-the-passion-and-creativity-of-local-florists-2014-09-16
AIFD mentioned

www.koehlerdramm.com/2014-koehler-classic-guest-designers/
AIFD members featured

AIFD Communication Center

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

- Oct. 20 - AIFD Guide Book Cost Lowered for Members Only
- Oct. 17 - AIFD Bylaw Amendments Proposed - Your Vote is Requested
- Oct. 15 - AIFD Southern Chapter October Accents Newsletter is Here!
- Oct. 14 - AIFD Awards Committee is Accepting Nominations for the 2015 AIFD Awards!
- Oct. 9 - AIFD's Floral Food for Thought - October 2014
- Oct. 6 - Save the Date for the 2015 AIFD Southern Conference
- Sept. 29 - Beloved Floral Industry Professional Passes Away
- Sept. 23 - AIFD Needs Your Help Picking the 2018 Symposium Location
- Sept. 22 - AIFD Foundation Newsletter Fall 2014
- Sept. 12 - AIFD Focal Points is Hot off the Desktop!

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2



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3



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Schmuhl AIFD, CFD (8th president), Arthur Ito AIFD, CFD (3rd president), Kirk Kirpatrick AIFD, CFD (6th president), Robert Gordon (5th president), Eulalah Overmeyer AIFD, CFD (4th president), Gil Heath AIFD, CFD (7th president), Bea Frambach (2nd president) and Arthur McKee AIFD, CFD (1st president and one of the founders).

Let's Recognize Our Presidents!

By Janet Black AIFD, CFD, PFCI

As our Journey to Denver approaches I have been reflecting on our Past Presidents with amazement! Over time, like in any family, stories are told, memories are kept, the new generation takes over and this is true of AIFD. It is important that we preserve the past but also build history about our recent twenty five years. I am reaching out to our Past Presidents from 1991- 2015, preserving your stories and reflecting on cherished memories and pictures.

Past President **Wilton Hardy AIFD, CFD, PFCI** is our twenty-sixth president, first on my list. Did you know that Wilton's floral history began when he was only fourteen and Oasis blocks were only used for high end arrangements with a price tag of twenty-five dollars? Wilton was inducted in 1973, served on the National Board for six years and became a revered fellow in 1994. "Final Night," as it was called, was themed "An Evening of Thanksgiving" with a cornucopia suspended over the presidential table adorned with green Maudiae Paphiopedilium orchids, Wilton's favorite.

Even more interesting is that his term was the shortest of all Presidents. Our Symposium and the SAF Convention were both in Dallas that year and as a result, the AIFD Symposium moved to September. The stories are still told about **Derrick Vasquez AIFD, CFD** and the amazing wedding program with romantic cascading bouquets. **Bill Taylor AIFD, CFD** became a fellow, and a few of the inductees of 1991 included **Michael O'Neill AIFD, CFD, PFCI**, **Sylvia Bird AIFD, CFD, PFCI**, **Bill McKinley AIFD, CFD**, and **Kurt Schroeder AIFD, CFD, PFCI**.

The following picture was provided by Past President **Gordon Schmuhl AIFD, CFD**, 1974-1975. This picture was taken on the tenth anniversary of AIFD. From left to right: **Gordon**

It is our hope many of our Charter Members, Fellows and Presidents will attend our Denver Symposium to celebrate our 50th Anniversary.

WE NEED PICTURES FROM ALL YEARS! Please forward them to **Suzie Kostick AIFD, CFD, PFCI**, 1956 Mesa Grande Loop NE, Rio Rancho, NM 87144 or **Janet Black AIFD, CFD, PFCI**, 2005 SE 26th Avenue, Ft Lauderdale, FL 33316 and they will happily be returned.

AIFD and Social Media



www.facebook.com/AIFD.CFD



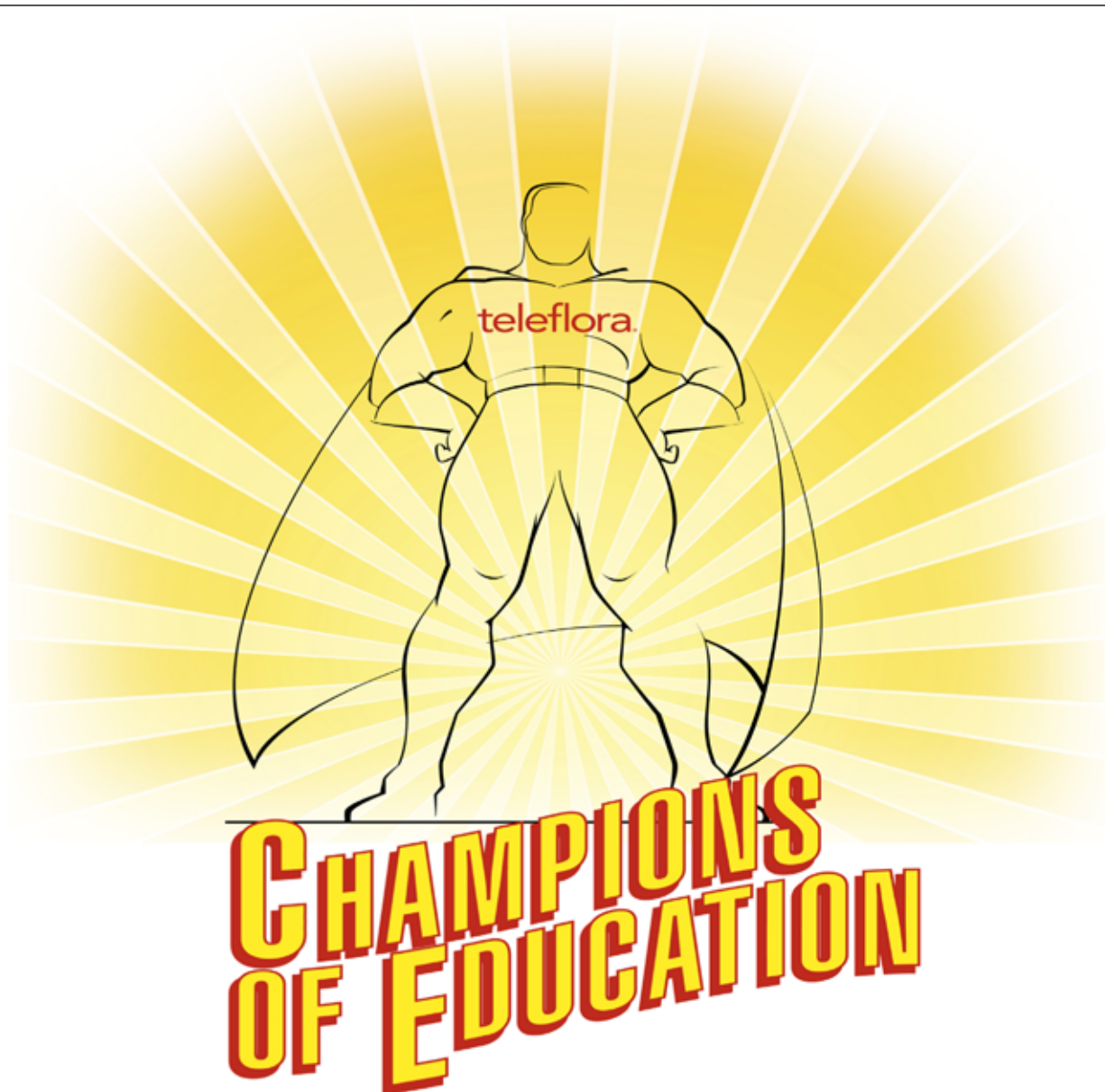
AIFD page can be found on the AIFD homepage at www.aifd.org (click on the LinkedIn symbol to get to the page).



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



www.youtube.com/user/AIFDHqtrs



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Joyce Mason-Monheim AIFD, PFCI AZMF
Darla Pawlak AIFD, PFCI
Julie Poeltler AIFD, PFCI
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www.containersource.com

Crystal River Design

David Austin Roses
www.davidaustinrosesusa.com

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

DESIGN358

Elite Flower Services, Inc.

Eufloria Flowers

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Florabundance, Inc.
www.florabundance.com

FloraCraft
www.floracraft.com

Floral Supply Syndicate
www.fss.com

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

Florists' Review Enterprises

FloristWare
www.floristware.com

Flower Shop Network

Flowers &

FP Flourishes
www.fpflourishes.com

FTD
www.ftdi.com

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Focal Points 30

i Bulb Lily Occasions
www.ibulb.org

Jacobson Floral Supply, Inc.

JetRam Inc.
www.jetraminc.com

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Nature's Flowers

Ocean View Flowers

Passion Growers

Random Acts of Flowers
www.randomactsofflowers.org

Russell's Bromeliads
www.russellsairplants.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

The John Henry Company
www.jhc.com

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

Transflora

Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Valley Floral Company

Virgin Farms Inc.

Wm. F. Puckett, Inc.

EDUCATION PARTNERS

Aimi Floral Designers
www.flower-recipe.com

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

Canadian Institute of Floral Design
www.ProFlorists.net

Fiorissima Internacional
www.fiorissimainternacional.com

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

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

Institut de Artflor
www.idartflor.com

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

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

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

Koehler & Dramm Wholesale Florist
www.koehlerdramm.com

Korea Garden & Floral Design School

Nobleman School of Floral Design
www.noblemanschool.com

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

Southern California School of Floral Design
www.philrulloda.com

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

Teleflora Education Center
www.myteleflora.com

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

Yola Guz AIFD School of Floral Design

State Floral Association Education Providers

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.org

Certified Professional Florist (Colorado)
www.coloradoflorists.org

Georgia State Florists' Association
www.georgiastateflorist.com

Green Academy Belgium
www.greenacademybelgium.com

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

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

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire Certified Floral Designer
www.nhsfa.com

North Carolina Certified Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdfloarists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

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

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