

Focal Points

Sometimes You Wanna Go Where Everybody Knows Your Name...

AIFD Prepares to Head to Boston July 3-8

In just a few short months, AIFD will be saying to members and friends, "Welcome to Boston and a new floral Revolution." The nature of revolution revolves around a conscious awareness of transformational thinking. Join AIFD as we take Boston by storm with a panel of world class floral artists who will inspire innovative design concepts and bring out the rebel in you... a floral revolutionary discovery like a "shot heard 'round the world!" Beginning July 3, members of AIFD will gather together at the Marriott Copley Place in Boston to celebrate the 2010 AIFD National Symposium. This symposium's theme is "Revolution."

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President's Welcome

April Showers Bring May Flowers...

The warm weather signals the beginning of spring and that means it is time to travel. These last few months have been filled with AIFD activities. Perhaps you were there. If not, I hope you will visit the American Institute of Floral Designers Facebook page to see some of the photos.

North Central hosted their Project 99 in January. **Jim Rauch AIFD** and the regional board put together an amazing two-day event. It included open forum discussions on issues facing their members, design and a fresh look at business from my mentor **Toomie Farris AIFD**.

I lived a moment of breathtaking beauty and awe when I visited the Philadelphia Flower Show in March. Surrounded by **Adriene Presti AIFD** and **Ron Mulray AIFD**, I was treated to a tour of the Northeast vignette; Africa. This astonishing display featured work from all over the United States. Members were solicited to furnish an interpretative mask for the entrance. Talent abounded in this presentation of a village with all the flavor and texture of Africa. The Northeast Region made AIFD a household acronym for over half a million visitors by winning Best of Show for the second year in a row. I want to offer my sincerest thanks to the Northeast region for their generous hospitality.

Brian Vetter AIFD, **Roger Dennis AIFD**, **Sylvia Bird AIFD**, **Robyn Arnold AIFD** and **Eddie Payne AIFD** gave their time to educate and excite designers at the Connection program held in conjunction with the FFA State competition in St. Petersburg, Fla. These types of events are the jewels of our education committee—providing hands-on design opportunities for the industry and fueling the passion for the artistry of flowers. The new Career Development Task Force chaired by **Tom Simmons AIFD** brought the first of which I hope will be many joint efforts between FFA and AIFD. There were 160 enthusiastic and very polite middle and high school students that participated in an experience-building, hands-on class of boutonniere construction. Educational material from our "Terms" book was used to introduce these young minds to the mechanics of floral design; and the construction of a boutonniere served as the practical application. I was delighted to learn that these students had a strong interest in a career in floral design. More importantly, we exposed 160 young, impressionable minds to the beauty of flowers. How do you spell propagation of flower buyers? AIFD!

The last stop on my whirlwind tour in March was Southern Conference. It was like coming home! For the first time in a very... very... very long time, I had the opportunity to just sit in an audience and enjoy the programs. Enjoy is an understatement! It was two days of inspiration and education with loads of southern hospitality. I sketched and wrote notes all over my program and returned home bursting to try what I learned. It was a real treat to spend time with Regional President **Wendy Childress AIFD**, who became engaged in the butterfly house the first night. Wendy has a unique perspective on leadership and her enlightened viewpoint has propelled the Southern region far in to the future.

The future is what will be at the top of the list at the board meeting in Baltimore at the end of March. Finance will review and plan for the coming year, Marketing will be exploring inventive ways to make your membership more valuable and every other committee will be working diligently to accomplish the goals of our association. It is a pleasure to serve with so many accomplished members and I look forward to the next few months.

The months are flying by and it will soon be time to join the Revolution in Boston. **Ann Jordan AIFD** and **Janet Black AIFD** have put together an exciting event that will be a sell-out. If you haven't made your hotel reservations, it's best to hurry!

See you there,



Tina Stoecker AIFD
AIFD President



AIFD Quick Updates

SAIFD CHAPTER HOSTS ANNUAL AIR PROGRAM AT CAL POLY STATE

The SLO SAIFD Chapter (Student members of the American Institute of Floral Designers) hosted their annual AIR (Artists in Residence) program Feb. 22, at Cal Poly State University. **Oleta Collins AIFD**, from Flourishing Arts in Bakersfield, Calif., was the guest designer who presented her program, "Centerpieces on a Budget." The show was much anticipated due to its helpfulness in these tough economic times.

Collins demonstrated many tricks of the trade that cause the design to appear more expensive—when it actually costs less than a typical arrangement. She also taught the students how to incorporate fruits, succulents, candles, fabric, branches, various foliage and a variety of fresh flowers into their designs. Her emphasis was not on the amount of material used, rather more about the placement and clustering of material to increase the visual impact. Her vignettes featured color pallets that work well together and embrace the upcoming season of spring; yellows, oranges, reds, pinks and greens. The students in attendance were able to acquire some hands-on experience while they worked side-by-side with Oleta, helping her prepare for the demonstration.



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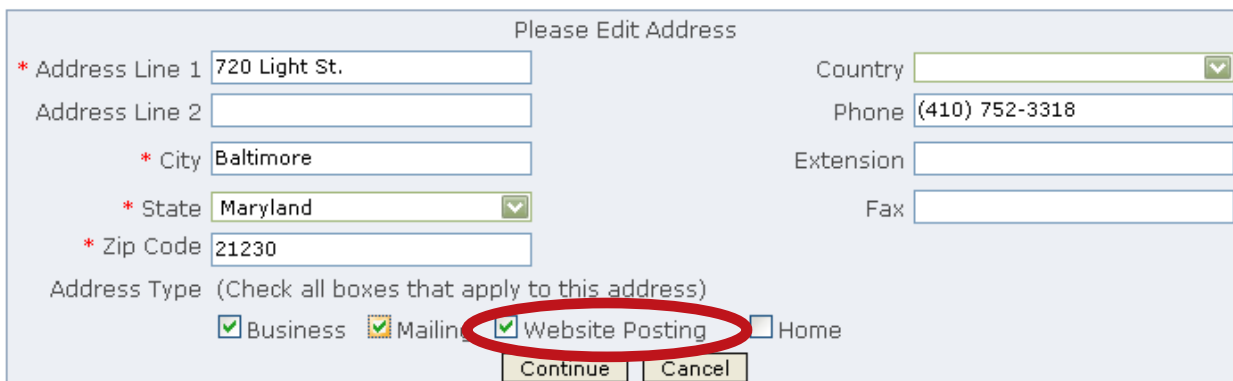
NO? HERE'S HOW TO GET THERE!

A green rectangular search form titled "Find a Designer:". It features a small image of tulips on the left. The form includes a "Last Name:" text input field, a "State:" dropdown menu, and a "Go" button. Below these fields is a link that says "CLICK HERE for Advanced Search".

Have you realized the benefit of having your contact information listed online at www.aifd.org? It is a fantastic value for you as a member of AIFD, but **you have to give us permission to post the appropriate contact information**. It will only take five minutes! And, if you would like, we would be happy to post your photograph as a part of your online listing.

If you haven't already availed yourself, this is all you have to do to make this benefit work for you. Remember you must pay close attention to and follow all instructions **exactly** in order to have your information available online. **(Please note Instruction #2-E.)**

1. If you would like a personal photo included in your listing, just e-mail your picture, in a .jpeg format, to erikawilliams@assnhqtrs.com. We will post it for you. **Pictures must be sent as attachments, NOT embedded in the e-mail.**
2. To give us permission to post your contact information online, use these easy to follow step by step directions:
 - A. Go to www.aifd.org and click on "Update Your Personal Info Now," which appears as the last headline under "Latest AIFD News."
 - B. Log-in by entering the e-mail address that we have on file for you and your password (if you have forgotten your password, please use the "Forgot Your Password" link on the bottom of the log-in page.)
 - C. Once in, at the top left of your personal page you will see "My Profile," click on this.
 - D. Scroll down the page until you reach the Addresses box. VERY IMPORTANT - For each address click on "Edit." Then, when the box states "Please edit address," edit the address if it is not correct, but assuming it is correct, find the five "Address Types" listed along the bottom of the box.
 - E. Select ALL Address Types that apply to that respective address. For example, your business address might be your mailing address and the address you want listed on the Web site as a way to contact you. You should click the box that says "business," the one that says "mailing" and the one that says "website posting." **IF YOU DO NOT CHECK THE "WEBSITE POSTING" BOX, YOUR INFORMATION WILL NOT APPEAR ONLINE.** (See illustration below.)
 - F. You must then click "Continue" and then SAVE YOUR RECORD at the bottom of the page. After you've done this there will be three listings under your address. The address will be the same for all three listings, but one will say "business," one will say "mailing" and one will say "website posting."
 - G. Everyone should have at least three listings when finished... a business or home address, a mailing address and a website address. The address for all may or may not be the same, but there should be at least three listings.
 - H. If everything was done correctly, it will say "Your profile has been updated."
 - I. Check to see if you have done everything correctly by going to www.aifd.org and searching for yourself by last name on the Find a Designer tool on the bottom right of the page. ***Note: It may take a few minutes for the database to update with your information. If you have waited and searched and still do not see your information, please double check that you have taken the necessary step described above in #2-E by checking the "website posting" box.**

A screenshot of a web form titled "Please Edit Address". The form contains several input fields: "Address Line 1" (720 Light St.), "Address Line 2" (empty), "City" (Baltimore), "State" (Maryland), and "Zip Code" (21230). To the right, there are fields for "Country" (dropdown), "Phone" ((410) 752-3318), "Extension" (empty), and "Fax" (empty). At the bottom, there is a section "Address Type (Check all boxes that apply to this address)" with four checkboxes: "Business" (checked), "Mailing" (checked), "Website Posting" (checked and circled in red), and "Home" (unchecked). Below the checkboxes are "Continue" and "Cancel" buttons.

AIFD Prepares for a "Revolution"

- continued from cover -

This year's symposium, presented by AIFD and the AIFD Foundation, is sure to bring a wealth of information and education to each attendee. A new generation of AIFD members will be welcomed into the Institute, a moment that is sure to spark memories of seasoned members and become unforgettable for those freshly pinned. If you plan on attending, here's a quick rundown of what you can expect from the "Revolution."

On Monday, **Emilia Oliverio** will present her program, "Found in France." In it she will bring the audience an inspired showcase of floral designs inspired by the forces of nature found in the geography, climate, colors and culture of Gard, in Provence, Southern France. Also on that day, **Dan Kotecki AIFD**, will discuss global warming, ozone depletion and floral responsibility in using products that sustain our natural resources so that designers can continue to provide the beauty that they are trained to create. Other Monday programs include, "Holiday Emotions" featuring **Bert Ford AIFD**; "The Art of Dying" featuring **Ty Leslie AIFD, PFCI**; "Best in Show" featuring **Michael O'Neill AIFD, AAF, PFCI**; "What Happens If...The Relationship of Contrast" featuring **Gregor Lersch**; and the Awards and Induction Ceremony.

Tuesday, attendees will hear from **Talmage McLaurin AIFD** as he hosts the "American Floral Trends Forecast." In the program, he will discuss the revolutionary discoveries of this Trends study as it makes its stage debut with the intriguing looks of technoGLAM, CURIOSities, EConomics and patchWORLD. In addition to that program, **Jo Jarvis AIFD** and a full panel of UK design artists will present "Raising the B.A.R. - Botanical Art Revolution." These designers will stretch our imaginations by taking the ordinary and thrusting it way past the extraordinary, pushing the boundaries of design conception. Other programs to attend on Tuesday include, "Celebrating the Times of Our Lives" featuring **Brad and Kelly Harnisch AIFD**; "The Power Service" featuring **Petra Marquart**; "Sketch Pad Artistry - Divinely Illustrated" featuring **Polly Berginc AIFD**; and "Constorium" featuring **Ted Bruehl AIFD**. Don't forget to participate in "Witch Haunt" Tuesday evening at 7 p.m. It is an extra special fundraiser for the AIFD Foundation's scholarship fund.

Attendees will be in for a treat on Wednesday when they attend **BJ Dyer AIFD's** "May the Force Be With You - Harnessing the Magnetic Storm." He will demonstrate ways to employ an underused mechanic: the magic of magnetic force. Dyer will explain that magnets are magnificent for design mechanics, masterful for art and magical for profits. After his presentation, Symposium attendees can head into **Rich Salvaggio AIFD's** "Le mariage et l'harmonie" program. His runway wedding bouquet program will examine color harmony and awareness related to wedding flowers. Centering on bouquet colors and styles, you'll have the chance to observe color choices and wedding trends for the future. You may find these other programs interesting as well: "Carnival-A Cultural Revolution" featuring a panel of CAFA members; "Body Flower Buffet" featuring **Ron Mulray AIFD**; "Just Imagine" - San Francisco Here We Come (a preview of next year's symposium); "Knock Their Socks Off - In Person and on Camera!" and "Secrets of Savvy Communicators" both featuring PFCI Members; and the "Enchanted Evening" leadership gala.

On Thursday, there is a special post-symposium hands-on workshop featuring Gregor Lersch of Germany called, "Floral Design Craftsmanship." The workshop will guide attendees through Gregor's thought process as artistic designs are created by the master. You must have Full or Education Only registration to qualify for this class. The fee for the workshop is \$279.

With the absolutely fantastic floral design "Revolution" experience awaiting AIFD in the exciting city of Boston, an early registration sell-out is very likely. Be sure to register early! **If you register before May 15, you will receive the greatest price benefit.** Advance registrations will close on June 20 and must be received with proper payment in the AIFD office by that date. Registrations, if available, will open at 8 a.m. on Friday, July 2 at the Marriott Copely Place. No checks will be accepted for on-site registration; cash or approved credit card only. While we always recommend the "Full" registration package (particularly in Boston where only Full registrations will be guaranteed a luncheon ticket), this year's National Symposium offers several other great options, from our affordable "Education Only" (includes all programs July 3-7, but no meals) to the "Single Day" opportunity. Enjoy all or part of the floral industry's most spectacular floral design program in a plan that fits your budget and your time commitment.

AIFD has secured an attractive room rate of only \$155 per night plus taxes (single or double) for Symposium registrants. To make your reservation, call (800) 228-9290 or go online to <http://cwp.marriott.com/bosco/aifd> and be sure to reference AIFD. All room reservations must be made by June 11 or you will not be guaranteed the AIFD rate. Also of importance...July 3 and 4 are traditionally sell-out nights for the hotel due to Boston's fireworks, so again, be sure to register early.

Symposium is a major event and each year many attendees ask if they can volunteer to help in some small way. We'd love your help. You do, however, need to be Full or Education Only registered in order to be a volunteer. If you are interested, contact **James Lowe AIFD** at (701) 838-2868 or jalowe@lowesfloral.com. Visit www.aifd.org to get more information and to download the complete 2010 National Symposium Brochure.

Cover Flower:

Delphinium



The delphinium is a stately, elegant perennial that is a standard in English cottage gardens. Mounds of dark green, glossy foliage are adorned with huge spikes of showy, spurred flowers in early summer. Commonly called the larkspur, this type of delphinium usually refers to annual varieties.



Delphinium is a genus consisting of about 300 species of perennial flowering plants in the buttercup family Ranunculaceae, native throughout the Northern Hemisphere and also on the high mountains of tropical Africa.

The delphinium thrives in regions that have relatively cool and moist summers. They often struggle in hot, dry summer weather. However, some new varieties are more tolerant of heat. The main flowering stem is erect on delphiniums and are available in a range of sizes, from dwarf varieties less than two feet tall to those with towering, six-foot blooms. Flower colors range from blue to red to white and yellow; however, the rich, clear blues are especially prized by many gardeners.

The leaves are deeply lobed with three to seven toothed, pointed lobes in a palmate shape. The flower has five petal-like sepals which grow together to form a hollow pocket with a spur at the end, which gives the plant its name. Within the sepals are four true petals. The seeds are small and often shiny black. The plants flower from late spring to late summer, and are pollinated by butterflies and bumble bees. Most species are toxic. However, despite the toxicity, Delphinium species are used as food plants by the larvae of some species including Dot Moth and Small Angle Shades.

How-tos : Cut Flowers

Delphiniums are extremely appropriate for cutting. Those that are suitable for cutting will maintain their form for several days when properly conditioned and placed in water or soaked oasis. A cut flower should have a fairly strong, long stem, making it easy to work with in arrangements. There are many short stem flowers that make good cut flowers too, but they look best when floated in a bowl or clustered and placed in a juice glass size vase.

For best results, always cut flowers early in the morning, preferably before dew has had a chance to dry. Always make cuts with a sharp knife or pruners and plunge flowers or foliage into a bucket of water. Store in a cool place until you are ready to work with them, this will keep flowers from opening. Always re-cut stems and change water frequently. Washing vases or containers to rid of existing bacteria helps increase their life, as well.



AIFD Foundation Notes

AIFD Foundation Establishes "Special Award of Recognition to the AIFD Foundation"

Your AIFD Foundation Board of Trustees has established a new award entitled, "Special Award of Recognition to the AIFD Foundation." This award will be presented by the AIFD Foundation Board to a member or non-member of AIFD in recognition of meritorious and dedicated service to the AIFD Foundation. A sitting member of the Foundation Board of Trustees is ineligible to receive the Award.

Any member of the Board of the Foundation may write a letter nominating a member or non-AIFD member for this award by the January 1 prior to that year's Symposium. The Foundation Awards Committee will review the letters on an annual basis with a recommendation being made to the Board for a vote. Awards will be given during the AIFD Awards and Induction night ceremonies at AIFD Symposium.


Annual AIFD Foundation Silent and Live Auctions Need Your Support

The Foundation is making a plea to the AIFD Membership for original works of art, drawings, paintings and metalworks. Items designed by AIFD members are the most coveted items at the auction! In addition, vintage floral books, containers and floral accessories are in high demand. And then let's not forget jewelry, everyone in this crowd loves jewelry, so look through your jewelry box and closets and see what you can donate.

If they are too big to pack in your luggage, contact **Emmett O'Dell AIFD** (emmettodell@floramart.com), silent/live auction chairperson, and we will get you all the shipping information.


Sign up for the AIFD Foundation's "Witch Haunt" on the Symposium Registration Form.

Complete information can be found on the 2010 National Symposium registration form. Food, drinks and entertainment are included in the \$60 donation. Tuesday, July 6 at 7 p.m.












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AIFD ACCOLADES

Accredited designers **Pam Woertendyke AIFD** and **Kim Woertendyke-Alvarez AIFD** from A Secret Garden Florist in Clovis, California were judges for the Fresno Home & Garden Show's First Annual Floral Design Competition held March 5, 2010 at the Fresno Fairgrounds. The first prize winner was awarded \$1,000. Pam and Kim were very excited to be a part of this event and hope that it will bring much needed public attention to the art of floral design and to the floral industry as a whole. Pam and Kim were great representations of the standards of the American Institute of Floral Designers (AIFD) and the membership of the California State Floral Association (CSFA).



GOT NEWS??

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

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

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

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

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

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



MY SINCEREST THANKS... I am so appreciative of everyone who has e-mailed, called or sent cards during my recent hospitalization and ongoing recovery. I am feeling much better. I look forward to seeing everyone in Boston! However, most importantly, I want to encourage everyone to have their cholesterol checked so that you are aware of your own health matters! - **Ty Leslie AIFD**



The AIFD North East Regional Chapter Scholarship committee announces the winner of the Memorial Scholarship. Out of a record number of applicants, each possessing worthy skills, motivation and a zest for learning, **Kaitlyn Bassett** from Red Carpet Floral Shop in Durham, N.H. was chosen as the NERC Memorial Scholarship winner! Congratulations to her!!

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100 REASONS TO ATTEND

SAIFD — STUDENT COMPETITION ✂ AMERICAN FLORAL TRENDS FORECAST
— TALMAGE MCLAURIN AIFD ✂ WHAT IF...THE RELATIONSHIP OF CONTRAST
— GREGOR LERSCH ✂ CONSORTIUM — TED BRUEHL AIFD ✂ LE MARIAGE ET
L'HARMONIE — RICH SALVAGGIO AIFD AAF PFCI ✂ THE ART OF DYING — JAY LESLIE
AIFD ✂ RAISING THE B.A.R.-A BOTANICAL ART REVOLUTION — BRITISH FLORAL
TEAM ✂ BEST IN SHOW — MICHEAL O'NEILL AIFD ✂ CELEBRATING THE TIMES OF
OUR LIVES — BRAD AND KELLY HARNISCH ✂ HOLIDAY EMOTIONS — BERT BORD
AIFD ✂ MAY THE FORCE BE WITH YOU — BJ DIER AIFD ✂ CPFF CFD ✂ INDUCTION
NIGHT RETRO REBELLION — KEN NORMAN AAF ✂ FRENCH CONNECTION
LEADERSHIP GALA — TEOOMIE FARRIS AIFD ✂ KITCHEN PALETTE ARTISTRY-DIVINELY
ILLUSTRATED — BOB BERNON AIFD ✂ GREEN IS THE SCENE — DAN KOTECKI
AIFD ✂ CARNIVAL...A CULTURAL REVOLUTION — CANADIAN FLORAL TEAM
✂ THE POWER OF SERVICE — PETRA MARQUART ✂ A FRENCH CONNECTION
— EMILIA OLIVERIO ✂ AIFD FOUNDATION'S HANDS ON WORKSHOP WITH —
GREGOR LERSCH ✂ WITCH TRICKS — AIFD FOUNDATION ✂ SECRETS OF SAVVY
COMMUNICATIONS — PFCI ✂ KNOCK THEIR SOCKS OFF IN PERSON AND
ON CAMERA — PFCI ✂ THE WALKING TOUR — JOURNEY TO A NEW WORLD

July 3–8, 2010

2010 NATIONAL SYMPOSIUM
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Visit aifd.org for more information.

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Tom Simmons AIFD



Hitomi Gilliam AIFD



Darla Pawlak AIFD



John Hosek AIFD



AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. A great benefit of our organization is the ability to network and interact with fellow members. By profiling the leaders of the association, we want to offer you the opportunity to get to know the members of the National Board a little better.

We'd like to introduce you to **Suzie Kostick AIFD**, an AIFD board member.

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

Suzie: I am the executive editor and creative director for Cenflo, Inc. publications—publishers of *Flora Magazine*, *Flower News*, *The Flower Book*, *Nursery News* and *The Nursery Book*. My position requires me to direct and manage the editorial and creative content of all five publications. I'm also responsible for directing and organizing all photo shoots and activities we participate in. In addition, I also travel to present educational design programs and workshops as well as freelance design and consulting.

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

Suzie: The main goal is to help build a stronger membership by spreading the word of what AIFD is all about and what possibilities it holds; by promoting our accreditation process and opportunities; by helping members take pride and ownership of their membership; and by taking a closer look at member retention. I would hope to be an example of how getting involved—especially with AIFD—is essential to building a better and more professional industry.

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

Suzie: Most definitely. I have several. I was fortunate early in my career to work at a shop that was very involved in the industry. The owner, **Marty Cerderberg** and shop manager **Kim Herbers** were very encouraging and took me with them to every show and meeting they went to. Before that, I was content on being a "flower arranger" and didn't really know there was anything beyond that. Because of Marty and Kim, I got involved and met many amazing people whom have all left a fingerprint on my career, professionally and personally. One in particular was **Jim Treadway** who pulled me to the side one day at a design show he was presenting and said to me, "You WILL be a member of AIFD. Big things are in store for you kiddo if you dare to get involved." I have always strived to live up to his words.

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

Suzie: I actually have two favorite things. Teaching has always been near and dear to my heart. I have learned far more from my students than I have taught them. Second, I love holiday decorating and event installations and all the organizing and planning it involves. I know, I'm sort of an anomaly. Some people jump out of planes for the adrenaline rush, I organize, decorate for Christmas and set up for events.

AIFD: What issues are most important to you professionally?

Suzie: It is very important to improve the perception consumers have regarding floral designers and the floral industry. In order to change the consumer's perception we must first change the industry's perception of itself. It is also vital that we encourage and open wide the door for interested, qualified and prospective floral designers to enter into the profession.

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

Suzie: Being and doing things outdoors. Taking walks with my cocker spaniel, Gypsy. Spending time with friends and family whenever possible (funny thing is, most of the time when I'm with friends and family it's floral-related). I do try to get involved in community or volunteer projects when time permits.

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

Suzie: First, don't be afraid to jump onto the moving train and GET INVOLVED! An abundance of opportunities will pass you by if you don't get on board. The life-long connections and friendships you will gain by participating will enhance your careers as well as your personal lives. Second, never, ever think you know it all. Creativity is an ever-evolving process. And lastly and most important, share your experiences!





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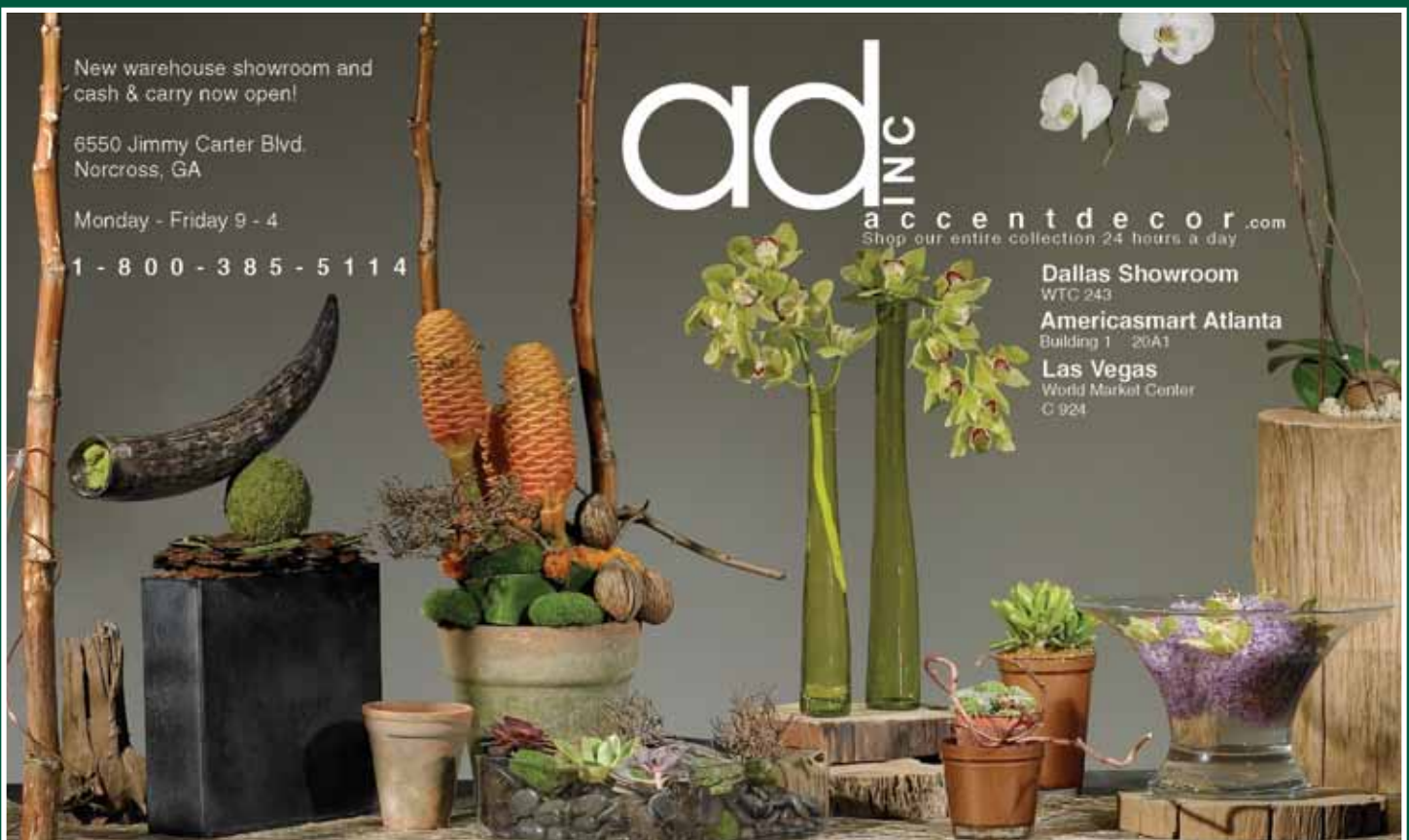
YOU NEED TO BE ONLINE!

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

1. It must be sent electronically as an **attachment**.
2. It must be in a .jpg/.jpeg format only.
3. It should be a professional-looking head-and-shoulders shot only. AIFD staff will crop out anything else.
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July 3-8, 2010

2010 National Symposium
Boston, MA

July 2-3, 2011

2011 Professional Floral Design Evaluation
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Color Trends

by Joyce Mason-Monheim AIFD, PFCI, AzMF



There is always speculation about what new color trends are in for the year. Color forecasters are part designer, part sociologist and part predictor. They are probably working now for the year 2012 but for this year the main colors are purple and gray.

For those big ticket items we'll make the safer choice such as neutrals, from rich gray to camel. We will be using trendier colors like acid green or amethyst as accent pieces. Chocolate brown is on the wane, and we are seeing brown shift to colors of spices and beverages, think of mocha and cinnamon. Brown will be lighter—tan, caramel and camel. Gray is surpassing brown—from soft gray to charcoal to hematite and interest in metallic and pearlescent accents. **(Emily Kiker Morrow CMG)**



Black and white is being used not only in bedrooms but in modern living rooms and even in kitchens, from cabinetry to appliances. Strong colors are used as accents, red is bold as is acid green. Pink is being used within romantic bedrooms. **(Denise Turner ASID, CID, CMG)** Other colors coming into vogue are violet, wine and true purple.

Note the acrylic/Lucite chair (below)—this links the black and white color trend with the modern clean lines of Lucite.

Color Marketing Group announced that in 2010 the next hot hue is a crossover between brown, purple and gray. Neutral colors are being used as accessories. Neutrals are the lead performers, chameleon colors that shift and change. **(Kiki Titterud)**

Purple and gray are now becoming the colors to use in interior design.

Emerging trends to more open spaces and cleaner lines, with natural elements being used more in architecture as well as interior design. Design influences seem to be coming from all over the world. There is a strong Asian influence in modern and traditional. **(James Kunstel ASID)**

Using Lucite with its see-through quality gives the appearance of light and weightlessness. DuPont first trademarked Lucite in the 1930s and it was

- Continued on next page -



Color Trends

...CONTINUED FROM PREVIOUS PAGE



loved by all in Hollywood. It is now re-emerging in the modern and space oriented style homes.

Purple and gray are also being used in the world of fashion. At the recent (January 2010) Golden Globes ceremony gray was a favorite, but was totally outdone by the amount of purple used—more than 17 purple gowns were counted.

Even Crowned Princess Victoria wore purple at the Nobel Peace Prize award ceremony in Stockholm.

Pictures courtesy of *House Beautiful*, *Better Homes and Gardens*, *Ideal Home Magazine*, *CMG*, *HGTV*, *Flor* and *Veranda Magazine*.



Lee Burcher AIFD, CFD, PFCI: Always a Winner

Article from *Bloomin' News* March-April 2010

The excitement that Lee Burcher AIFD, CFD, PFCI, brought to his seminar at the 2009 Calif Flora convention last October infused his audience with tons of inspiration. Here's a guy who loves and passionately believes in floral design competition and his animation and enthusiasm for it was contagious.

The small classroom was filled with starry-eyed designers for Lee's "How to Compete" session. All eyes were on the instructor, whose gestures, vocal intensity and endless stream of tips filled a spell-binding hour. Moving quickly to squeeze in as much material as possible, Lee demonstrated design techniques appropriate for the "surprise package" and "designer's choice" competitions. He covered framing, layering, basing, shadowing and more, and between reminders to self-talk a Yes, I can do it mantra, encouraged the would be competitors to "practice, practice, practice."



"Preparation is 40 percent," he emphasized, and "design is 60 percent. Don't try to design something you haven't done before. Stay with what you know and are comfortable with."

Because of Lee Burcher's one-hour session, the student competition scheduled for the next day gained another entry from Tonni Tibbets, who placed in the Top Ten finalists. And everyone else got a good dose of inspiration.

Lee Burcher could tell you the value of perseverance in floral design competition. He entered his first contest in 1974, at California State Floral Association's annual Top Ten, and then entered six more times, until finally taking First Place in 1987. It was the magnetic and challenging Top Ten that dangled the award carrot and drew him back each year. The year he won, Lee learned that someone had created a "determination" award just for him. But it wasn't needed, as that was the year he won the prized First Place award for the Top Ten contest. Winning took him seven years but it became a springboard for many other achievements and recognition.

If you're a little competitive and you want to hone your skills, Lee learned, you'll keep on competing. The list of his design contests is long, and the highlights and recognition noteworthy. He was FTD's Designer of the Year, he placed in several of Teleflora's Design America events, placed in five of CSFA's Top Ten competitions and was the first recipient of CSFA's 'People's Choice' award, in 1986; and again in 1987. Since the 1970s, he's also received the Bernice White Achievement Award and San Fernando Valley Floral Association Award.

Perhaps the real jewel in Lee's crown was the winning, 30 years after his first competition, of the Society of American Florists' prestigious Sylvia Cup* in 2004 at SAF's convention in Hawaii. The Cup is the U.S. floral industry's longest-running annual, live national floral design competition.

Lee continued to compete and in those early years participated in contests held during Open House events at the Los Angeles Flower Market, where he regularly shops for fresh greens and flowers.

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THE AIFD FOUNDATION TOPS A MILLION !!!

As of the 31st of January 2010 investment statement the Foundation passed the million dollar mark after 31 years of diligent fundraising.

Now is a good time to give the membership, new and old, a little history on the AIFD Foundation and its purposes and goals over the last 31 years.

The Board of Directors of the Southern Chapter of AIFD met in Dallas on Jan. 4, 1979 and established the AIFD Memorial Scholarship Foundation in memory of **Allen Shackelford**. He was one of the energetic crusaders in AIFD, and a principal founder and the first president of the Southern Chapter.

To fund the foundation, The Southern Chapter appropriated \$500 and the National Board gave \$1,000. The purpose of the Shackelford AIFD Foundation would be to provide scholarships to deserving college and/or university students that were pursuing a career in floriculture with a primary emphasis on floral design.

The forming Board of Trustees were **Carol Mitchell**, president of the Southern Region, **Herb Mitchell**, president of National AIFD, **Michael Polychrones**, **Sandy White**, and **Don Stothart**. Don was elected chairman of the Trustees and served in that capacity until 1995.

The original goal of the Foundation was set at \$30,000 and no other scholarship could be established until this goal was reached. At the time this generated about \$3,000 per year in interest, which was awarded in scholarships for the 1981-1982 academic years.

In 1985 the National Board of Directors authorized the formation of a separate entity to be incorporated as The AIFD Foundation, Inc. The Foundation Trustees would now have sole responsibility for its management, planning, and supervision. Non-profit corporation papers were filed with the state of Louisiana on Oct. 23, 1985. The original trustees and officers were **Jack Smith**, **Wilton Hardy**, **Jennie Irey**, **Teresa Riddle**, **Eulalah Overmeyer**, **Allen Beck**, **Sandy White**, **Michael Polychrones**, treasurer; **Frankie Shelton**, secretary; **Tom Powell**, vice chairman operations; and **Don Stothart**, chairman; along with the current serving president of National AIFD.

Requests were made to start other funds so the Foundation established a policy to honor individuals with funds in their names while still under the umbrella of the corporation. A minimum donation of \$5,000 was required, and in October 1985, American Floral Service donated \$10,000 to establish the Eulalah

Overmeyer Fund. In 1988 Teleflora honored **Rocky Pollitz** with a donation to the Foundation in the sum of \$10,000, which established a fund in her name.

Later, two additional funds were established, one in 1994 to honor **Jim Treadaway**, and another in 1997 to honor **Don Stothart** for his role in establishing and chairing the Foundation. The Treadaway Scholarship was specifically set up to make monies available to floral designers who needed assistance to attend their first national symposium.

In the early years the 'Deacons' were the primary source of raising funds. This started when an overzealous member came to a symposium program with a silver plate they had just received. They were showing off their plate during a design program on flowers for church and religious events. When

the plate came back to the owner it had \$30 in small bills and change. The audience thought the plate had been passed for a collection. The money was donated to the Allen Shackelford Fund and the 'Deacons' became a regular event for several years. In 1988 and 1989 the 'Deacons' made additional appearances, and at the 1989 Chicago symposium the collection totaled \$11,000.

In 1994, the Foundation hired its first executive director. **Susan Tomlinson** took over what had previously been a volunteer run organization. Susan retired as the executive director in 2004.

In 1997 **Ralph Null** became chairman and led the successful '\$500,000 by 2000' campaign, and the restructuring of the Foundation in 2002 during a two day trustee meeting in San Diego. At this meeting the number of trustees was increased from 12 to 20, and term limits were set for officers and trustees.

In 2004, **Allen Beck** became the third chairman of the Foundation and the trustees needed a new executive director. And, on May 1, 2005, Diversified Management Service of Des Moines was contracted to take over the management of the foundation. **Lona Christoffers**, CAE of the Mesa, AZ office was appointed to be the hands-on administrator.

A new goal called 'March to a Million' was begun in 2005. The goal of \$1 million dollars in principal holdings was reached largely due to a windfall of new named funds, donations, and a merger. The James Moretz Fund was established in the fall of 2007 with a gift from **Jim Moretz AIFD**. Early in 2008 several of the Regional Chapters joined the foundation after Chairman **Allen Beck** proposed that the Chapters and the Foundation join forces in their fundraising activities. The Southern Chapter contributed enough to begin a named fund 'The Southern



In the spring of 2008 the final transfer of funds was made from the Florida Florist Fund to the AIFD Foundation. This merger became the largest gift ever given to the foundation, and the 'Florida Florist Fund' under the AIFD Foundation umbrella will continue to promote education and assistance throughout Florida and the region.

So for those members that wonder what the Foundation does with the Raffle, Silent and Live Auction monies...Now you know.

The AIFD Foundation Board of Trustees wants to thank the AIFD Membership, because it is the membership that has raised the million dollars, we just administer the use of the funds on the memberships behave. THANKS A MILLION.



AIFD at THE OSCARS



Left to Right: Tim Farrell AIFD, PFCI, Alex Jackson AIFD, John Hosek AIFD, Vonda La Fever AIFD, Tom Bowling AIFD, PFCI, Julie Poeltler AIFD, and Rich Salvaggio AIFD, AAF, PFCI



Back Row: David Powers AIFD, Link Johnsten AIFD, Tom Bowling AIFD, PFCI, Tracey Barlow AIFD, John Hosek AIFD, Alex Jackson AIFD, Tim Farrell AIFD
Front Row: Rich Salvaggio AIFD, AAF, PFCI, Vonda La

Floral design artists with more than three years in the flower business are being encouraged to enroll now to become a new Certified Floral Designer (CFD) as offered by the American Institute of Floral Designers (AIFD).

AIFD requires floral design artists to successfully complete one of five education pathways before they can enroll in the CFD Professional Floral Design Evaluation (PFDE) process. Designers with more than three years in the business can qualify as part of AIFD's Education Pathway 1, which asks that applicants complete a Professional Skills Assessment application and include a resumé and two letters of recommendation with their initial application fee.

Once the designer successfully completes the required education pathway, completes his or her candidate enrollment application, and pays the first part of tuition to become a CFD, he or she enters into the two-part PFDE.

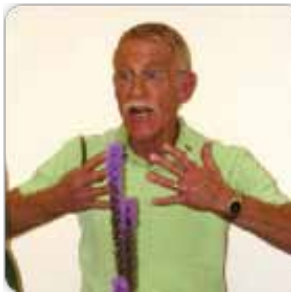
The first part of the PFDE is an online test which is based on the *AIFD Guide to Floral Design: Terms, Techniques and Traditions* (CFD Candidates will receive a copy). Candidates must score 80 percent or better on the test to be fully eligible to participate in the second phase of the PFDE—a live design session in which the Candidate demonstrates his or her design proficiencies. Initially, the live session will be conducted in conjunction with the AIFD National Symposium.

The next live presentation PFDE will take place on July 1, 2010 in Boston immediately prior to the AIFD National Symposium "Revolution." Candidates must be enrolled in the PFDE by April 15, 2010 to be able to participate in that session

As alternatives to the Professional Skills Assessment PFDE education pathway, floral design artists interested in becoming a CFD or AIFD member may opt for one of four other pathways including: a series of online and live classes offered by AIFD, completion of courses that meet learning objectives as established by AIFD and offered by approved private floral design schools or state floral association certification programs, and completion of undergraduate degree or studies in approved programs.

For further information on AIFD, its online courses and schedules, or the CFD PFDE process, visit www.aifd.org.

- Continued from page 17 -



Lee spreads his passion for floral design to budding designers.



Floral design became Lee's passion right after his U.S. Army discharge in 1968 when he went to work for a friend who owned a department store floral shop in his hometown, Orlando, Florida. From there, he moved to Atlanta and in 1972 to California where he worked at Sada's Flowers in Culver City and then with [Sally McGill](#) at A Flower Affair in Studio City. In 1976, he and partner [George Bush](#) bought Renee's Flowers in West Hollywood. In 1994, Lee became a designer at Hillside Florist in San Pedro. But a major career move was just around the corner.

"I needed to be more involved with the public and to enter competitions," Lee recalls. "I needed more freedom to be involved." The magnetism of the competitive arena and involvement with other designers was hardly resistible.

In 2002, Lee left San Pedro to work with [Tom Worthy](#) at Bixby Knolls Florist in Long Beach, where he designs today. Both Tom and Lee are passionate about being involved in their industry and community. They are highly active in Long Beach community affairs, from designing six to eight homes for the California Heights home tour to the fashion show for Long Beach Memorial Auxiliary to the AIDS Project Orange County and Boys and Girls Club events. As if that weren't enough, in addition to events and filling regular shop orders, Lee works as a guest designer for advanced floral design classes at Long Beach City College.

"I try to stay busy and contribute as much as I can," he says. "It's not going to make me rich but it sure does give great satisfaction.

"We get a lot of exposure (for the shop). A lot of times we donate gift certificates, so we're not only helping to raise money for charity, it gets people into the store. What you give always comes back to you."



Some time ago, Lee Burcher realized that he loves "politics and education." He stepped out of his comfort zone to become more involved in the floral industry, beginning with the American Institute of Floral Designers. Having fulfilled requirements, he was inducted into AIFD in July 1977. Then he began to help shape the policies and practices that help florists and designers learn and advance, by serving on committees and boards.

Lee has served AIFD's Southwest Region both as a director and president. He now serves on the AIFD Membership Committee and is involved with the Accreditation Evaluation Sessions prior to each year's National Symposium.

His contributions to the State Floral Association have been just as noteworthy. In 2008, he helped organize the



Lee Burcher (facing away from camera) works with his design team in California State Floral Association's "Dualing Designers" contest, October 2009.

spectacular Bixby Ranch House "Rooms in Bloom," sponsored by CSFA, designing the main entry to the house. He's judged CSFA's Top Ten contests and led one of two design teams in CSFA's inaugural "Dualing Designers" contest in October 2009.

Still honing his skills and building credentials after a long, fulfilling career, Lee met the requirements in 2006, for induction into Professional Floral Communicators International, qualifying him to commentate at floral design shows.

"No matter how good you are, if you don't have that exposure, people won't remember you," he says, emphasizing that involvement and recognition are not just good for the floral designer's soul. They generate floral shop exposure as well.

The Sylvia Cup started in 1967 in dedication to the memory of Sylvia MacGuffog Valencia, AAF, a leading floral industry designer and businesswoman, charter member of AAF, respected carnation grower and longtime supporter of SAF.



Floral Association's "Dualing Designers" contest, October 2009.

Lee Burcher AIFD, CFD, PFCI, Talks to Floral Designers

- Get more involved within different floral associations. It doesn't cost much compared with what you get out of it.
- Keep an open mind. There are so many different trends. You've got to stay knowledgeable.
- Look at your floral magazines; take it all in.
- Get involved with your community: You have to get your name out there because people forget. They can easily go down the street to another shop.
- Go to the California State Floral conventions, the Top Ten competition: See what the designers are doing.
- The designers you meet are among the most loving, giving people. They're not there to compete against you. You are all there to support each other.

...And to Aspiring Competitors:

- Take advantage of the opportunity to be exposed to world class talents and designers we all look to in awe.
- Designing for competition is totally different than designing in the store. There are many different styles and trends judges look for.
- Try to learn from each designer.
- There are special techniques and tips for competition arrangements.
- More extreme techniques are possible. I use a lot of wooden picks and hot gluing.
- I call competition design "smoke and mirrors." You create a visual, as in wedding design.
- Competition makes you a more creative designer in the store.

You can reach Lee Burcher AIFD, CFD, PFCI at Bixby Knolls Florist (562-426-6996 or leeburcheraifd@aol.com)