

Focal Points

Revolution: Momentum Change in a Situation Remembering the 2010 AIFD National Symposium

Revolutions are born from the idea that change is necessary. Our industry is changing, moving ever so quickly as technology revolves in new directions daily. As floral artists we *educate* ourselves in many unique facets and diversities to stimulate our existence. The *innovation* of new ideas allows us to embrace previous *history* and look ahead to reinvent ourselves in a fast-paced marketplace.

This year in Boston, AIFD saw a great success of its National Symposium, "Revolution." Many thanks to all the committees, volunteers and presenters for their countless hours and talented expertise to create the Boston Symposium. AIFD applauds you!

This issue of Focal Points will be dedicated to remembering the spectacular educational events, competitions, laughs, networking and, of course, welcoming our newest AIFD members!

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President's Welcome

In the Wake of Revolution, Imagine What's Ahead...

How exciting to be a part of AIFD and the innovative plans for the year ahead! REVOLUTION in Boston was a sensual plethora of innovative thought, concept and design thanks to [Ann Jordan AIFD](#), [Janet Black AIFD](#) and the designers and volunteers whose investment of time and talent made it all possible.

It was enlightening to return to Boston where I was inducted into AIFD in 1992. As a new member, I soon realized that becoming AIFD was not a matter of passing a test of skill. Instead, it was an entrance into a network of professionals from whom I could learn. The friends and contacts made since have greatly influenced my personal growth and passion for the industry. I never imagined myself returning to Boston to be installed as president, but this opportunity has allowed me to witness the enthusiasm and energy of those who guide AIFD from two different viewpoints. If you are an experienced member, I challenge you to remember your initial excitement and reinvest that energy into the organization. If you are a new member, I encourage you to volunteer immediately so that you can gain the most from your membership. Thanks to all of you for your contributions. This is a great time to be both AIFD and CFD!

High priority on the 'to do' list of Past President [Tina Stoecker AIFD](#) was an increase in volunteer participation. Under the intensive leadership of [James Lowe AIFD](#) this task force grew to unprecedented numbers and accomplishments. Let us each invite friends to participate this year, and continue to increase that effort.

[David](#) and [Leanne Kessler AIFDs](#) are on track for a fantastic 2011 symposium in San Francisco. IMAGINE the possibilities! Contact them now to be among the first on their volunteer lists. A personal goal of mine is to raise consumer awareness of AIFD. [John Kittinger AIFD](#), [Kevin Coble AIFD](#), [Mandy Majerik AIFD](#) and team did a great job with our AIFD public exhibition in Boston. We ask that every region present a public exhibition in their area this year.

Extreme education is our major focus. [Joyce Mason-Monheim AIFD](#) leads her team in developing an excellent program of online courses and hands-on workshops to provide training via the web, through our Education Partners, and in hands-on workshops scheduled to take place across the country. Anyone is eligible to participate in these classes. For more information on schedules, locations and class fees, visit www.aifd.org. [Bill McKinley AIFD](#) was honored for his intensive efforts for developing CFD. This dynamic new Certified Floral Designer program is the first step in a two part membership certification program, with AIFD accreditation as the ultimate goal for many. The focus of CFD is continuing education and the focus of AIFD is service within the industry. Visit our website for details. Encourage designers in your area to utilize this opportunity to expand their skills and help to elevate floral professionalism.

[Tom Simmons AIFD](#) and team are bringing the career development initiative to fruition. This exciting program is aimed at introducing high school and college students to the many opportunities for employment within the floral industry. A new cooperative effort between AIFD and the FFA National organization has been established.

To continue the forward progress of AIFD this year we need a grassroots effort by the membership. To begin:

1. Go online at www.aifd.org and post your contact info.
2. Download a press release (add your info) and submit to your local newspaper.
3. Write an article for your local newspaper about symposium; provide photos.
4. Contact local designers and direct them to the website to learn about CFD.
5. Contact a committee chair (listed online) and volunteer.
6. Tweet, post, and promote the great things that are happening with AIFD.

As we plan this year together, realize that I am not confused about my position as your president; I know that I am your spokesperson/ representative within the industry—but YOU are AIFD! Exciting plans are developing that can be utilized by all of us in this grassroots effort to promote intensive floral education and consumer awareness across the country. Please take every opportunity to promote AIFD and CFD in your area. The REVOLUTION has begun... IMAGINE the possibilities... join the parade!

Celebrate life with flowers!



Sharon McGukin AIFD, AAF, PFCI
AIFD President



SHARON MCGUKIN AIFD NAMED PRESIDENT OF THE AMERICAN INSTITUTE OF FLORAL DESIGNERS

National Officers Announced at 2010 National Symposium in Boston



*Sharon McGukin AIFD
President*



*Tom Bowling AIFD
President-Elect*



*Ann Jordan AIFD
Vice President*



*John Kittinger AIFD
Secretary*



*Rich Salvaggio AIFD
Treasurer*



*Tina Stoecker AIFD
Past-President*

Sharon McGukin AIFD, AAF, PFCI, a freelance instructional designer and floral commentator from Carrollton, Ga., was installed as president of the American Institute of Floral Designers (AIFD) during the organization's 2010 National Symposium held in Boston, July 3-8. She succeeds Tina Stoecker AIFD, AAF, PFCI of Designs of the Times Florists in Melbourne, Fla. as the volunteer leader of the floral industry's leading organization in design education.

Installed as president-elect of AIFD was Tom Bowling AIFD, PFCI of Fairfield, Ohio. Ann Jordan AIFD, AAF of Studio Flora in Naples, Maine was elected and installed as AIFD's new vice president. John Kittinger AIFD of Lexington, Ky. will take the role as the Institute's secretary. Richard Salvaggio AIFD, AAF of Teleflora in Los Angeles will continue to serve as treasurer of the Institute.

Elected to serve a three year term as director-at-large is Ken Norman AIFD of Colony Florist in Midland Park, N.J. Michael Quesada AIFD of Kaleidoscope Flowers in Santa Barbara, Calif. was elected as the regional chapter representative for the Southwest Chapter and Mike Hollenbeck AIFD of Floral Artistry Espresso Garden LLC in Lewiston, Idaho was appointed to serve as the regional chapter representative for the Northwest Chapter.

Thomas C. Shaner, CAE, continues as AIFD's executive director.



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

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

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*** Discounted Airline Rates**

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

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

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If you weren't able to attend the 2010 National Symposium in Boston, then you missed out on a fabulous event! However, you are in luck!! All of the recaps are here just for you. From photos, to articles, to program recaps, everything that happened in Boston is right here at your fingertips.

If you were at Symposium, your attendance was certainly appreciated and we look forward to seeing you next year in San Francisco! So sit back and get ready to relive the Revolution!

Reliving Revolution



From the Floral Artists' Mouths



**Elaina Gaudet of Newton Wellesley Hospital Flower Shop
Newton, MA**

"Symposium was more than I ever thought it was going to be. The level of design work was inspirational and exquisite."



**Terence Lai
Hong Kong**

"I volunteered and it was amazing to look at all of the different techniques used by the designers. I came to the show to see all of the talent from the designers and it is just amazing!"



**Shawn Alexandra Graham of Soiree LLC
Jenkingtown, PA**

"At the end of the 2010 Philadelphia Flower Show I heard about AIFD's online courses. I did all five courses and came to Boston to do the hands-on testing. I felt so blessed to have been in an environment with so much creativity."



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AIFD Delivers Smiles Across the City: Blooms over Boston Resounding Success!

by Beverly McClure AIFD



As the afternoon sun made for a beautiful day in Boston, AIFD embarked on an exciting opportunity to surprise families in need during the Blooms Over Boston public awareness campaign. The Blooms volunteer crew worked very hard and made 600 hand tied bouquets for distribution to Meals on Wheels and to surprise passersby.

On July 6, 200 bouquets were sent to the Boston Meals on Wheels organization for distribution. Lynde di Somma and I had the opportunity to accompany Robert Stanley, director of Meals on Wheels, as he delivered meals to the McCoy family. As we visited, we learned they have three generations of seniors under one roof—Mr. Robert McCoy (90s), Mrs. Joane McCoy (80s) and their daughter (60s), who was ill that day. We were privileged to hand deliver the flowers from AIFD and see first hand the joy it brought to the McCoy's. Mr. McCoy especially loved the sunflowers as, at 90 plus years old, he still has a garden and enjoys growing many varieties of sunflowers.

On July 7, the Blooms Volunteer Crew handed out the other 400 bouquets to passersby in The Copley Place Mall. We received countless smiles and thank yous as we brightened their day with flowers. The live AIFD floral design demonstration was taking place during this time and was also a phenomenal success. The crowd showed much interest in the various techniques and was equally delighted to receive the flowers.

The great success of the Blooms Over Boston community service project is due to the over 75 design volunteers that pulled up their sleeves and turned out hundreds of beautifully designed hand tied bouquets. I can't thank them enough for all of their help.

The "Flash Mob" was a highly productive and fun way to get designers into the Blooms room. James Lowe AIFD and I waited outside the ballroom for a design program to finish and we grabbed as many people as we could to come to the Blooms room. We had music going and the energy was incredible. The designers were singing, laughing and having a great time. One Flash Mob created 120 bouquets in an hour and another Mob made 220.

It was a privilege and an honor being part of this project. I made many new friends and it was wonderful sharing the AIFD message and our love of flowers with the many grateful recipients.

Photo Left to Right: Beverly McClure AIFD; Mrs. Joane McCoy, Robert Stanley (Director of Meals On Wheels), Mr. Robert McCoy and Lynde Di Somma

AIFD

Focal Points 7

"Revolution" -acty



Holiday Emotions Bert Ford AIFD

From a Tuscan inspired holiday all the way to a delightful white Christmas, Bert had everyone ready to hang the mistletoe and deck the halls.



The Art of Dying Ty Leslie AIFD

Ty explored many funeral customs and how they affect a new generation of funeral practices and the contemporary florist.



Found in France Emilia Oliverio

Emilia brought a passion for design, inspired by the forces of nature found in the geography, climate, colors and culture of Gard, in Provence, Southern France.



Best in Show Michael O'Neill AIFD

If you've ever wondered what it takes to put together such a creative display of talent, this program was your chance! It was a re-creation of the fabulous Philadelphia Flower Show.



What Happens If... Gregor Lersch

Harmony is the emotional expression in design. In order to create the relationship of material, a designer must understand the practical and physical knowledge of contrast.



Celebrating the Times... Brad & Kelly Harnisch AIFD

Where societal evolution moves toward briefer, more superficial, and fewer face-to-face interactions, celebratory events gain importance and bring us physically together.



2010 Symposium Program



The Power Service *Petra Marquart*

The 1960s "Beat Revolution" gave birth to "flower power." Today's revolution is giving birth to service power!



Raising the B.A.R. *United Kingdom Artists*

A spectacular line up of designers from "over the pond" took over the AIFD stage and dazzled us with their floral artistry.



Consortium *Ted Bruehl AIFD*

Ted hosted a program that featured a consortium of current candidates, inductees and others as they amazed the audience with the innovative design concept, the Flob.



May the Force be with You... *BJ Dyer AIFD*

The audience was astounded at the amount of intriguing ways that magnetism can make a florist's life easier.



Carnival *CAFA Members*

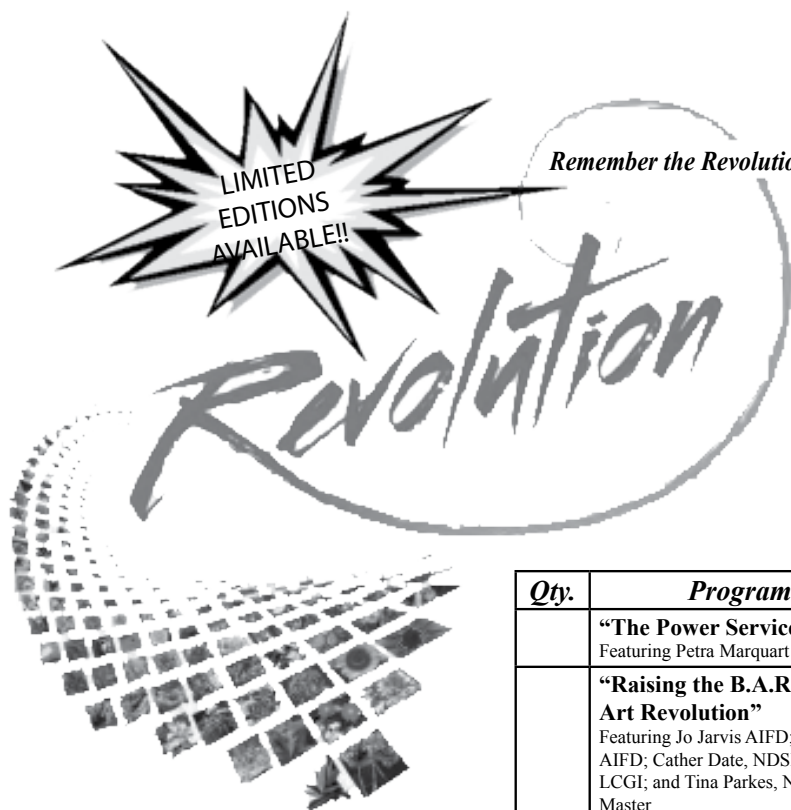
Experience Canada's ethnic diversity through the eyes of its celebrations and cultural festivals. From the icy cold Quebec Winter Carnival to a spiritual gathering at a First Nations PowWow.



Le mariage et l'harmonie *Richard Salvaggio AIFD*

This runway wedding bouquet program examined color harmony and awareness related to wedding flowers. Centered on bouquet colors and styles, future wedding trends were examined.





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	"The Art of Dying" Featuring Ty Leslie AIFD, PFCI
	"Found in France" Featuring Emilia Oliverio
	"Best in Show" Hosted by Michael O'Neill AIFD, AAF, PFCI
	"What Happens If...The Relationship of Contrast" Featuring Gregor Lersch
	"Celebrating the Times of Our Lives" Featuring Brad Harnisch AIFD and Kelly Harnisch AIFD

<u>Qty.</u>	<u>Program Title</u>
	"The Power Service" Featuring Petra Marquart
	"Raising the B.A.R. - Botanical Art Revolution" Featuring Jo Jarvis AIFD; Sarah Horne AIFD; Cather Date, NDSF; Natalie Stanyer, LCGI; and Tina Parkes, NDSF, Dutch Master
	"Consortium" Featuring Ted Bruehl AIFD
	"May the Force be With You - Harnessing the Magnetic Storm" Featuring BJ Dyer AIFD, AAF, CPF
	"Carnival - A Cultural Revolution" Featuring Patricia Patrick AIFD; Maija Asaris AIFD; Velta Berzins; Marijke Engel AIFD; Donna Gleeson AIFD; Marianne Suess AIFD; and Inta Taurins
	"Le mariage et l'harmonie" Featuring Richard Salvaggio AIFD, AAF, PFCI

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AIFD ACCOLADES

AMERICAN HORTICULTURAL SOCIETY HONORS GODSHALK WITH FRANCES JONES POETKER AWARD

The American Horticultural Society (AHS) announced recently that **Jane Godshalk AIFD** has been named the 2010 recipient of the Society's Frances Jones Poetker Award. The award is one of 12 Great American Gardeners Awards that the Society presents annually to individuals, organizations and businesses that represent the best in American gardening. Each of the recipients has contributed significantly to fields such as scientific research, garden communication, landscape design, youth gardening, teaching and conservation. The Frances Jones Poetker Award recognizes significant contributions to floral design in publications, on the platform and to the public.

Godshalk is a member of the faculty of Longwood Gardens in Kennett Square, Pa., where she teaches floral design. She also lectures and teaches across the country, sharing her knowledge of horticulture and floral design with a focus on nature as inspiration and flower arranging as an art.

Godshalk is an artistic judge for the Garden Club of America (GCA) and her floral designs have been featured in books and magazines, including a column on "Eco-Friendly Floral Design" for the Pennsylvania Horticultural Society's *Green Scene* magazine.

Among her numerous awards is the GCA Bonnilyn Martin Medal for "consistently innovative floral design." She is active in the American Institute of Floral Designers and the World Association of Flower Arrangers, and has served on the boards of the GCA and the Philadelphia International Flower Show.

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.

SETTING the TRENDS



**WEDNESDAY~THURSDAY~FRIDAY
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Featured in this issue:



Susan Ayala AIFD
AIFD Past President



Tom Bowling AIFD, PFCI
AIFD President-Elect




Tim Farrell AIFD,
AAF, PFCI



Bert Ford 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 **Beverley Ireland AIFD**, an AIFD board member.

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

Beverley: I am the owner of Jasmine Creek Florist in El Cajon, Calif. and Mission Hills Florist in San Diego.

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

Beverley: My personal goal for the advancement of AIFD is to inspire my employees to become AIFD members and to teach my clients the value of using a professional floral designer for their floral and event needs.

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

Beverley: My early mentor was Jerry Niedzielski AIFD, the first AIFD member from Nebraska.

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?

Beverley: I am a "hands-on" flower shop owner, which means I am involved in every aspect of running two businesses. My special talent is working directly with my clients to ascertain their needs, give creative ideas, create proposals, develop product lists and oversee final production and installation.

AIFD: What issues are most important to you professionally?

Beverley: The issue closest to my heart is preserving the traditional flower shop model. My prospective clients are business and professional establishments. My goal is to provide those businesses and professional clients with a superior floral product and the highest level of personal service and satisfaction.

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

Beverley: At home, my time is spent with my husband, my garden and my pets. I also love football. When I get free time to go on vacation, I spend it in the Caribbean scuba diving.

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

Beverley: My advice to aspiring floral designers and those aspiring to AIFD membership is to take business classes along with your life-long study of design in general and floral design in specific if you plan to go into business for yourself or become an integral part of any floral organization.



SS

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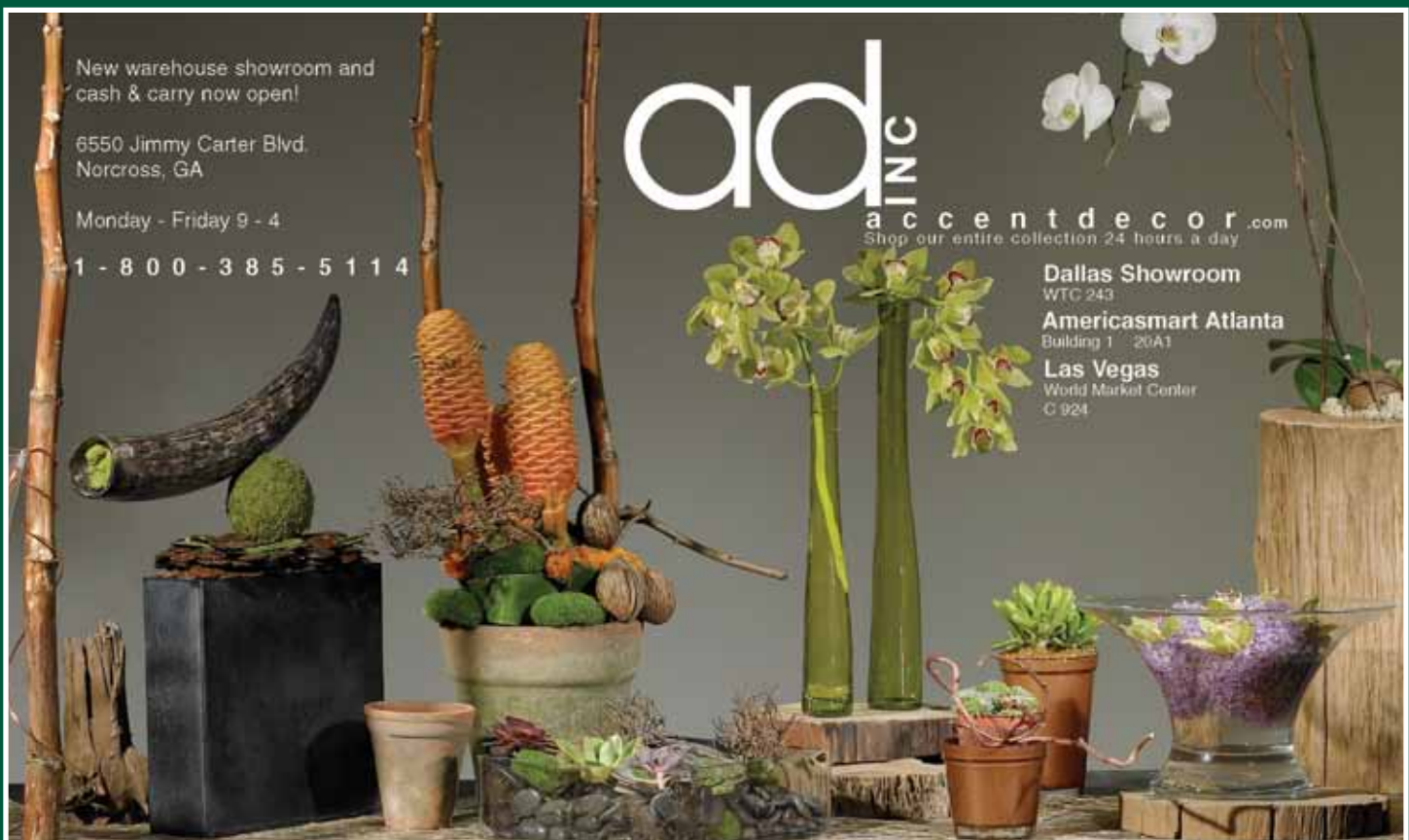
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YOU NEED TO BE ONLINE!

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.
4. It should be a full-color (preferred) picture.

E-mail the image to:
erikawilliams@assnhqtrs.com. Make sure it is labeled with your first and last name.



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Calendar

August 14-15, 2010

Hands-on Workshop with René van Rems
Sparks, NV

September 11-12, 2010

Hands-on Workshops:

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

March 12-13, 2011

Hands-on Workshops:

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

March 19-20, 2011

Hands-on Workshops:

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

March 25-27, 2011

"Botanical Art" Southern Conference
Charlottesville, VA

July 2-3, 2011

2011 Professional Floral Design Evaluation
San Francisco, CA

July 4-9, 2011

2011 National Symposium
San Francisco, CA

July 9, 2011

2011 Foundation Workshop
San Francisco, CA

American Institute of Floral Designers

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Phone 410-752-3318 / Fax 410-752-8295
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Executive Officers

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Symposium 2011 Chair

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Leanne Kessler AIFD

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EVEN MORE BLOOMS OVER BOSTON: AIFD PUBLIC EXHIBITION - COPLEY SQUARE MALL

Wow!! If you missed it, you missed one of the most exciting events to wrap up the week. On July 7, the national marketing committee created a magnificent display of show stopping floral art generously donated by main stage presenters which included: [Michael O'Neill AIFD](#), [Jo Jarvis AIFD](#), [Gregor Lersch](#), [Dan Kotecki AIFD](#), [Talmage McLaurin AIFD](#), [Ty Leslie AIFD](#) and [Emilia Oliverio](#).

The live demonstrations was a crowd pleaser. Excitement and enthusiasm was generated by the floral techniques, which were demonstrated by [Mandy Majerik AIFD](#), [Deborah Gosier AIFD](#) and [Kevin Coble AIFD](#).

Fresh hand-tied bouquets were distributed to mall goers as well. In addition, the AIFD information booth, manned by [John Kittinger AIFD](#), was on hand to deliver the Institute's message with several types of literature.

All in all, the event was a huge success! Plans are already in motion for a public exhibition in San Francisco in 2011. If you are interested in becoming involved with the AIFD public awareness campaign, contact Kevin Coble AIFD at kcobleleflleur@aol.com.





Would you like to lead a program at the 2011 AIFD National Symposium?

To consider your proposal we need as much information as possible. Visit www.aifd.org to download the entire application. For the best consideration:

Complete all questions with as much detail as you can. We request a detailed outline of your program, with sketches or pictures and a video clip. In this wonderful digital age, video cameras are everywhere. Think of this as an audition. Set up a simple scene, make a sample arrangement, relax, be yourself, talk about your program, explain it to the camera, make it come alive. Don't worry about the quality. We are looking for fresh ideas and your ability as a presenter. If you are going on stage in front of a thousand people, you can perform for the camera. The video should be approximately 20 minutes in length, no editing or music needed-just you and your program ideas. Your video clip may be in any format: VHS, mini-DV, DVD or a digital file uploaded to us. Contact David Kessler for more information at david@floraldesigninstitute.com.

AIFD

THANK YOU FOR MAKING THE WORLD MORE BEAUTIFUL



In 1910, a group of forward thinking florists created the world's first floral network — FTD. From its inception, FTD has stood for innovation, leadership and quality across America and around the world. Our achievement is proudly embodied by one universally recognized symbol — the black and gold FTD Mercury Man. The FTD story would not be possible without the thousands of dedicated artisans who have created our tradition over the past 100 years. Thank you for your years of outstanding commitment and for helping make FTD what it truly is — part of the fabric of America.



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Artist in Residence Program Hosts Internationally Recognized Floral Designer at SUNY Cobleskill

On the evening of Monday, March 29, the SUNY Cobleskill chapter of Student American Institute of Floral Designers (SAIFD), in Cobleskill, N.Y., hosted a night of floral design instruction and fun. The SUNY Cobleskill campus welcomed internationally renowned floral designer, **David Siders AIFD**, as he created wonderful floral arrangements, and table top and party décor. Mr. Siders catered to an audience of about 40 students, campus faculty and community members, devoting time to illustrate several different styles and techniques dependent on his viewing demographic. Mr. Siders used fresh flowers, silk botanicals and hard good supplies, all donated by Experience and Creative Design, Bill Doran, and Seagroatt Riccardi.

The club offered spring cookies, flower cupcakes and lemonade during the show's intermission and after the event. The club also put together a raffle of all the arrangements made by students during an instructional period earlier in the day and the floral designs that Mr. Siders used in his show.

SAIFD members were pleased with the success of the Artist in Residence program and are excitedly awaiting next year's AIR event.



Everything You Need to Know About the Cover Flower: Dahlia



Dahlia is a genus of bushy, tuberous, perennial plants native to Mexico, Central America, and Colombia. There are literally thousands of cultivated varieties of Dahlias which have been hybridized throughout the years. Dahlia hybrids are commonly grown as garden plants. Some specimens may provide an abundance of cut flowers for the home, while others give you the opportunity to make a bold statement in your landscape by pruning, disbudding and ultimately forcing the plant to create a few single, gigantic blooms.

Fast Fact: The Aztecs gathered and cultivated the dahlia for food and ceremonies, as well as decorative purposes, and the long woody stem of one variety was used for small pipes.

Dahlia plants range in height from as low as 12 inches to as tall as six-eight feet. The flowers can be as small as two inches or up to a foot in diameter. Dahlias are classified according to flower shape and arrangement of petals. Single-flowering dahlias have one row of petals, generally grow to three ft or less, and have flowers four

inches or less in diameter. Types of single-flowering dahlias include: singles, orchid-flowering, anemone and collaretts. Single-flowering dahlias have a ring of evenly spaced petals. Orchid-flowering dahlias are similar to single-flowering types, but the ray florets curl up along the edges. Anemone flowers have an extra ring of small petals.

Double-flowering types have multiple rows of petals, grow taller, and have large flowers. Cactus dahlias have somewhat tubular shaped petals that curve backwards for over one-half of their length. Semi-cactus dahlias resemble cactus types but the petals are broad at their base and curve for less than half their length. Incurved cactus cultivars have petals that curl strongly towards the center of the flower.

There are two types of decorative dahlias: formal and semiformal. Formal decorative types have broad, regularly arranged, pointed or rounded petals that curve back towards the stem. Informal decorative dahlias have long, irregularly arranged, often twisted petals. Ball dahlia flowers are usually 3 1/2 inches in diameter and ball shaped or slightly flattened. The quilled petals are blunt or rounded at the tip. Pompons are smaller version of ball dahlias with flowers less than two inches in diameter.

When giving dahlias, mention that they are the meaning of elegance and dignity.



CONGRATULATING THE BEST



Congratulations to the 46 professional floral design artists from around the world who this year distinguish themselves with their induction into the American Institute of Floral Designers.

Claudia Argites AIFD
Redmond, WA

Ka Yin Au AIFD
Hong Kong, China

Laura Huang Auyeung AIFD
San Francisco, CA

Stacey Bal AIFD
Brookfield, IL

Stacy Brabson AIFD
Alamogordo, NM

Candy McNeil Cannon AIFD
Sun Prairie, WI

Jamie Chae AIFD
El Dorado Hills, CA

Duk-Soon Choi AIFD
Kyeonggi-do, Korea

Hwa-Ran Choi AIFD
Jeonju City, Korea

Jin Hee Chung AIFD
Songpa-gu, Korea

Christopher Collum AIFD
Midland, TX

Frances Davis AIFD
Springfield, MO

Wayne DeBey AIFD
Salina, KS

Jeremy R. Estes AIFD
Columbia, MO

Janet P. Frye AIFD
Asheville, NC

Dodo Kit Yee Fung AIFD
Hong Kong SAR, China

Raymond Wai Hong Fung AIFD
Hong Kong, China

Jeanna Furst AIFD
Dayton, OH

Stephanie Garrett AIFD
Rougemont, NC

Jane Godshalk AIFD
Haverford, PA

Yolanda Guzman AIFD
Santo Domingo, D.R.

Jeanne Ha AIFD
Takoma Park, MD

Sun Yeop Jang AIFD
Seoul, Korea

Eun Kyung Kim AIFD
Seoul, Korea

Min Sun Kim AIFD
Seoul, Korea

Sung Eun Kim AIFD
Seoul, Korea

Yu-Hwa Kim AIFD
Incheon City, Korea

Christy Langone AIFD
Westfield, MA

Bandy Ho Yee Law AIFD
Hong Kong, China

Bo-Young Lee AIFD
Incheon City, Korea

Grace Lee AIFD
Gaithersburg, MD

Hee Kyung Lee AIFD
Seoul, Korea

Ji-Hyun Lee AIFD
Incheon City, Korea

Jin Ju Lee AIFD
Seoul, Korea

Mi Kyung Lee AIFD
Seoul, Korea

Crescentia Motzi AIFD
Downingtown, PA

Erica Rasmussen AIFD
Kula, HI

Steve Schmidt AIFD
Madison, WI

Myeong-Ok Seo AIFD
Incheon City, Korea

Yu Jin Shin AIFD
Incheon City, Korea

Jeremy Trentelman AIFD
Ogden, UT


Brenda Veasman AIFD
Omaha, NE

Kyoung Ok Wee AIFD
Seoul, Korea

Derek C. Woodruff AIFD
Traverse City, MI

Young Im Yoo AIFD
Seoul, Korea

Mi Jin Yu AIFD
Seoul, Korea



The floral industry's leading non-profit organization dedicated to the art of professional floral design, AIFD is committed to establishing and maintaining the highest standards in the industry. With 1,300 Accredited members worldwide, AIFD and its members are in the forefront of the industry in presenting educational and design programs. Accreditation in AIFD is selective. To be accredited, a candidate must fulfill rigid qualification and demonstrate his or her advanced professional ability. The first step to the ultimate goal of becoming AIFD is to successfully earn your Certified Floral Designer (CFD) credentials.



For Information on AIFD Accreditation
American Institute of Floral Designers
720 Light Street, Baltimore, MD 21230
410-752-3318 | Fax 410-752-8295
e-mail: AIFD@assnhqtrs.com | www.AIFD.org



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Life as the Symposium Program Coordinator by Janet Black AIFD

Emotional and on top of the world during my induction at the 2009 Symposium in Kansas City, I knew I wanted to get involved in this fabulous organization. So, I was truly excited when, [Ann Jordan AIFD](#) asked me to serve as the Program Coordinator for the “Revolution” Symposium 2010. What an opportunity to get my feet wet and experience new challenges. “Bring it on,” I thought. “That’s the AIFD way!”

Although I had a general idea how much work was involved, I didn’t completely realize the scope of this position. A preliminary meeting was scheduled with Ann, AIFD Executive Director [Tom Shaner](#) and key staff members at the Marriott Copley Place to review and confirm where functions would be assigned. One of the duties of the program coordinator is to act as the eyes for designers and committee chairmen unable to visit the facility before arriving in Boston. With camera and an expanding ruler in hand, I photographed and measured all key areas including: hallways, lobby, décor, elevators and the loading dock.

After reviewing the Symposium format and schedule, we determined the need for 13 programs, two dinners and two luncheons. New proposals, along with ideas not used at previous symposia, were perused and lists of possible programs were developed for a presentation to the National Board of Directors at their fall meeting in San Francisco. At the board meeting, the programs and designers were selected for the Boston Symposium and my job exploded! Acceptance and rejection letters needed to be sent, a timeline created for designers and information provided to AIFD headquarters to prepare the necessary contracts.

One major project was developing a reference source for designers. It was to be close to an “Everything You Need to Know... and More” manual. Requirements and deadlines were secured from committee chairmen regarding: workroom procedures, procurement, volunteer requests, requirements for the educational program book and staging information. Additional data included: hotel particulars, maps, room layouts,

pictures, names of local vendors, shipping labels and more. The information was compiled and the “designer packet,” minus a decorative bow, was mailed by December 15. A holiday gift from me! The “Revolution” revolved quickly in the ensuing months with numerous tasks including the formation of symposium committees and seeking out “volunteers.” It was a huge undertaking made easier by gracious AIFD members willing to get involved. An enjoyable duty was participating in a “four hour food tasting” at Marriott, to determine the four meal functions. The food was scrumptious, but left me wondering if I would fit in any of my clothes for symposium!



As the details and time commitment increased by leaps and bounds, I found myself living and breathing symposium day and night. As the liaison for the hotel and contact for the designers there were numerous daily questions. There was always something new to address... coordinating a refrigerated truck for the loading dock, working with growers and local wholesale houses to organize shipments and deliveries, pursuing a walking tour, etc. Fortunately, my family was very supportive. My days were filled and I couldn’t wait to complete a task and move on to the next item on the full list. You might call me crazy, but I truly loved being involved and learning how the AIFD wheel revolves and spins.

Finally, the big day arrived and

Symposium was underway. Plastic was rolled out to cover the workroom floor, floral products were surfacing on the loading dock, designers were arriving and committees were taking charge. Hooray, it was happening... my “daily to do lists” continued, I was up and running by 5:30 a.m., and everything was in motion.

The Partners Event opened with an impressive display of 68 colorful flags representing the state or country of every attendee. As the drum and bugles passed by I had tears in my eyes. What a fantastic kick off! I was so proud! I remember hoping I wouldn’t be teary-eyed at every event.

The week flew by and occasionally I wanted everything to slow down a bit so I could enjoy and absorb every event and detail. The designer’s presentations were beyond my wildest dreams. There were a few twists, Gregor Lersch surprised us by singing and playing the piano at a luncheon. Induction night was special for the new Inductees and AIFD members recalled their own Induction evening.

After the conclusion of the final program, a spectacular wedding program, the parade of flags returned and brought the stage presentations to a dramatic close. Now, the final evening would unfold. The week had flown by too quickly. With everything still on a schedule and just a few last minute details, I dressed quickly hoping that I had made the right decision on my “Revolution Red” dress.

The décor at the “Leadership Gala” Dinner Dance was exquisite and the ladies elegant, as [Tina Stoecker AIFD](#) passed the office of President to [Sharon McGukin AIFD](#). As the orchestra played the last song, I was delighted, exhausted, and emotionally over taken by the moment, but I was thrilled to be instrumental in the “Revolutionary Journey.” I had the time of my life!

Thank you to each designer, contributor, attendee and volunteer for making Symposium successful and memorable. Special thanks to the National Board of Directors for believing in me and to my AIFD family... you’re the best!

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ON-LINE EDUCATION CENTER

ON-LINE CLASS SCHEDULE

Course	Start Dates
Introduction to Floral Design	July 27, 2010 September 28, 2010 January 4, 2011 May 24, 2011 August 23, 2011 October 18, 2011 January 3, 2012
Elements & Principles of Design	July 27, 2010 September 28, 2010 January 4, 2011 May 24, 2011 August 23, 2011 October 18, 2011 January 3, 2012
Design Techniques & Applications	July 27, 2010 September 28, 2010 January 4, 2011 May 24, 2011 August 23, 2011 October 18, 2011 January 3, 2012
Arrangements: Everyday & Sympathy	August 24, 2010 October 26, 2010 February 15, 2011 July 26, 2011 September 13, 2011 November 1, 2011 February 21, 2012
Personal Flowers: To Wear or Carry	August 24, 2010 October 26, 2010 February 15, 2011 July 26, 2011 September 13, 2011 November 1, 2011 February 21, 2012



AVAILABLE NOW!

On-line classes and hands-on work shops are open to everyone. These workshops will assist anyone in the preparation process of taking the Professional Floral Design Evaluation (PFDE) or for general design skill improvement for your retail business.

Visit the
AIFD Online Education Center
at

aifd.org

for a sample video and more information

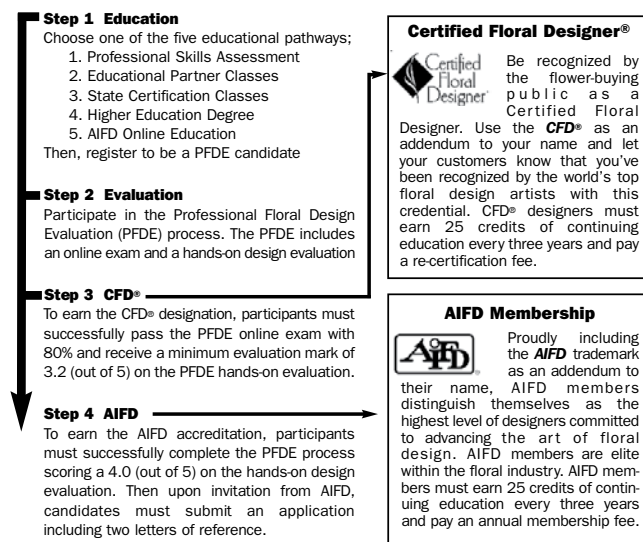
HANDS-ON CLASS SCHEDULE

City and State	Location	Dates
San Francisco, CA	City College of San Francisco	Sept 11-12, 2010
Charlotte, NC	Mayesh Wholesale	March 12-13, 2011
Torrance, CA	Mayesh Wholesale	March 19-20, 2011
Chicago, IL	To be announced	October 15-16, 2011
Houston, TX	To be announced	March 17-18, 2012
Philadelphia, PA	To be announced	March 24-25, 2012

Spread the News!

Below is a visual representation of the steps to certification (CFD) and membership into AIFD. This information is part of a larger four-color brochure that is available for distribution at trade shows, wholesale events, state conventions or wherever floral industry members congregate. Please contact AIFD headquarters for this (or other CFD specific) handout information.

Be Proud, Be Professional — Be CFD®! Be AIFD!



Visit www.aifd.org for more details



Online education video designer Tim Farrell AIFD discusses principles of design details in the online course *Principles and Elements of Design*. All of AIFD's online courses have a trained instructor who is active and involved with students online, facilitating the learning process through discussion boards, e-mails and material updates.



Tina Stoecker AIFD demonstrated how to construct a hand-tied bouquet in the *Personal Flowers: To Wear or Carry* online education class. All online classes are available for two weeks from the scheduled start date. All courses are self-paced, which allows for flexibility of login and access that is convenient for each user.



GOLDEN WEST COLLEGE ANNOUNCES SAIFD CHAPTER

The Shirley Haas Chapter of Golden West College was acknowledged at the AIFD National Symposium in Boston July 2010, and is the first Student AIFD (SAIFD) chapter in Southern California. Golden West College is located in Huntington Beach, Calif.

The organization is recognized as the Shirley Haas Student Chapter of the American Institute of Floral Designers. **Dr. Shirley Haas AIFD**, a professor at Golden West College, was the founder and instructor of the Floral Design and Shop Management program until her passing in 1997.

The objective of SAIFD is to further the students' education and participation in floral design through conventions at local and state levels, and at the National AIFD Symposium. SAIFD members are to uphold and practice a code of ethics in all professional and trade relations among floral designers and other artists in allied trades.



A Marketing Tip

by Jodi Duncan AIFD

The dog-days of summer are here in a big way. Record-breaking heat from coast-to-coast has everyone melting and miserable.

Why not offer your customers a "Cool OFF" with a Cash & Carry purchase?

Take customers into your cooler when they walk in for cash and carry bouquets. You might have a difficult time getting them out once they get in, but what's the worst that could happen? They might buy more flowers!

If you have a marquee, put it on your sign, "Can't take the heat? Come visit our flower cooler!"

A visit to the cooler is sure to bring relief to heat weary clients. And sales for YOU!

If they agree, take their picture with your camera phone and post it to Facebook or Twitter with a clever tagline, "We have the COOLEST customers!"

Sharing our coolers with customers is just one more way we can make sure that people have positive experiences with flowers.



Celebrating the Times of Our Lives

By Kelly and Brad Harnisch

Designing for a symposium program is truly one of the most gratifying professional experiences a designer can have. It is one of those experiences that really stretches a person beyond their comfort zone and forces them to really focus on areas they ordinarily wouldn't on a day-to-day basis. It is that intense focus that ultimately leads to the greatest growth as a designer and as a professional. At times it can be stressful, but collaborating with a group of extremely talented designers that are also great friends makes the journey a very pleasant one. Preparing for the program not only solidified the relationships of our team members, it also gave us an opportunity to develop new friendships with the numerous volunteers who so graciously helped us in the workroom. We are so grateful for all the wonderful experiences being a part of AIFD has afforded us over the years. It is so rewarding to be a part of such a close-knit, supportive group.

North Central's Frank Feysa AIFD, OCF Takes Top Honor of "Designer of the Year" at OFA Short Course



AIFD North Central Chapter member **Frank Feysa**, of Garden Gate Florist in Streetsboro, Ohio took the top honor at the Ohio Florist Short Course, held in Columbus on July 11.

This year's contest had some pretty stiff competitors, with several other AIFD

accredited designers participating. The first runner-up was **Cory Lonsert AIFD** of Fresh French Floral Boutique in Columbus; second runner-up was **Juan Tracy** of Dezins by Juan in Idaho Falls, Idaho.

The winners in each category were:

Category 1: Heart of the Holiday

1st Place - Cory Lonsert AIFD, Fresh French Floral Boutique, Columbus
2nd Place - Juan Tracy, Dezins by Juan, Idaho Falls, Idaho
3rd Place - **Suzi Tulowitzky**, Orchids & Ivy - The Flower Post, Canal Winchester, Ohio

Category 2: Two Hearts Joined as One

1st Place - Frank Feysa AIFD, A&F Garden Gate Florist, Streetsboro, Ohio
2nd Place - Juan Tracy, Dezins by Juan, Idaho Falls, Idaho
3rd Place - **Christine Dillon AIFD**, Bo-Ka Flowers & Gifts, Findlay, Ohio

Category 3: Heartfelt Sympathy

1st Place - Cory Lonsert AIFD, Fresh French Floral Boutique, Columbus
2nd Place - Christine Dillon AIFD, Bo-Ka Flowers & Gifts, Findlay, Ohio
3rd Place - **Judy Mellon**, Powell, Ohio