

# AIFD Focal Point

## AIFD and FFA Join Forces

### Provides Inspiration for Students at 2010 FFA Convention

by Sharon McGukin AIFD and Tom Simmons AIFD

Over 50,000 blue jackets created quite the scene recently at the annual National FFA Convention. As a major component of its Career Development initiative, the American Institute of Floral Designers (AIFD) is exploring options for partnering with FFA to encourage greater participation in its floral design programs.

The Career Development Committee participated with this year's convention on Thursday, Oct. 21. The two-hour session was attended by instructors and students who were in Indianapolis to be part of the National competition in floriculture for FFA. Tom Simmons AIFD organized an on-stage demonstration entitled, "FUN-damental Florals: Lifestyle Designs," which

- continued on page 4 -

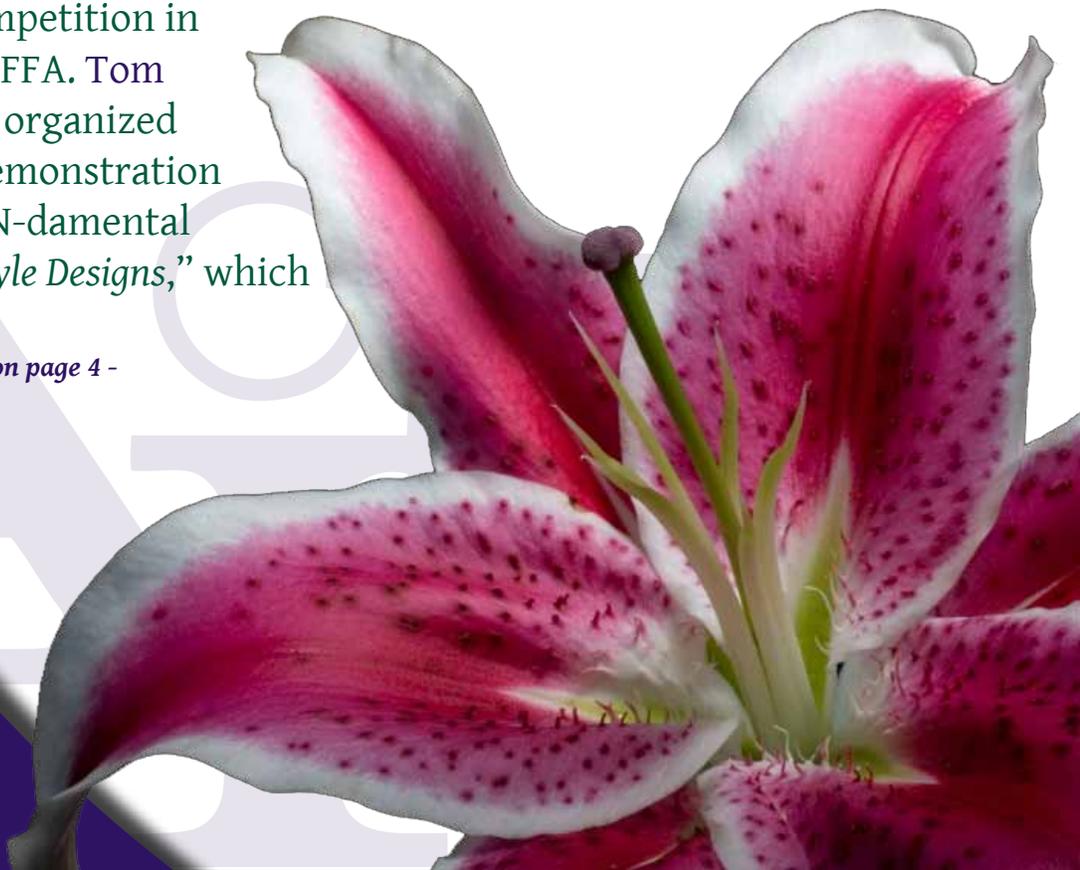
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# President's Welcome

## Revolutions Start with Volunteers...

*Paul Revere earned his living as a silversmith. But what do we remember him for? His volunteer work! All activism is volunteering in that it's done above and beyond earning a living and deals with what people really care passionately about. Remember, no one gets paid to rebel. All revolutions start with volunteers.* -- Susan J. Ellis

Our own floral REVOLUTION began in Boston with over 600 volunteers who gave of their time and talent to create that memorable event. That same energy prevails as volunteers across the country continue to accomplish great things for AIFD.

*"The achievements of an organization are the results of the combined effort of each individual." — Vince Lombardi*

Speaking of impressive volunteers... our six regional chapter presidents (along with their excellent boards) are doing a great job making plans for outstanding events in their regions. NE - **Colleen Kelly AIFD**, NC - **Alice Waterous AIFD**, NW - **Wil Gonzales AIFD**, S - **Kevin Coble AIFD**, SC - **Beth O'Reilly AIFD**, and SW - **Michael Quesada AIFD**. If you would like to participate in one of the projects in your area please contact the chapter president of your region to volunteer for 2011 activities. They will welcome your help!

An industrious National Board met in Miami in October and made tough decisions regarding finances. Just as many of our members have had to make serious changes in their expenditures, the board made judicious cuts in the AIFD budget regarding the costs of National Board, as well. Until the economy rebounds, we will continue to look for ways to better serve our membership as economically as possible.

Congratulations to **Tom Simmons AIFD** and **Lori Novak AIFD** who were announced as Symposium Chairs for 2013 in Las Vegas. All bets are off... with their combined experience in leadership we know they will certainly do a great job!

We are very excited about the connection that the Career Development Task Force has made with FFA. The strength of this initiative is that it will take place within each region utilizing local members as volunteers in support of local FFA Instructors. The Education Committee will write a curriculum for our volunteer instructors to follow so that all of our members will present the same information and format. These programs will be crafted to follow the guidelines of FFA's established curriculum. We hope this opportunity for networking between local business leaders and students will encourage more young people to consider a career in the floral industry.

The Imagineers (AIFD members working to 'engineer IMAGINE,' our 2011 Symposium) ask that you check out the Facebook page, become a fan of it, and in the left-hand column of your page - suggest it to all your friends. The goal has been set for 10,000 fans by Valentine's Day. Can we count on your help? If so, while you are on FB, please also fan the new AIFD American Institute of Floral Designers page. Both are a great way to keep in touch with fellow AIFD members and friends.

Registration for the AIFD online classes and hands-on workshops are going and growing! Do you know someone would benefit from the ease of home study or hands-on practice? Refer them to the website, [www.aifd.org](http://www.aifd.org), for information on workshops in their area as well as registration details.

*"I always wondered why somebody didn't do something about that. Then I realized I was somebody." — Lily Tomlin*

Volunteers... we need your help! For regional opportunities, contact your local chapter president or board member. For next year's committee assignments, contact **Tom Bowling AIFD** to be added to his list of potential appointments. To volunteer for symposium, don't forget to contact **James Lowe AIFD** to sign up for San Francisco! Get your names in now before the hectic holiday season.

The Awards Committee has begun accepting nominations for awards. Please contact **Suzie Kostick AIFD** if you have any questions or to submit letters of recommendation. The AIFD Directory has a listing of all applicable awards and the previous recipients, if needed.

Thanks to all of you for everything you do to promote AIFD, CFD and the use of flowers in our lifestyle.

Celebrate life with flowers!



Sharon McGukin AIFD, AAF, PFCI  
AIFD National President



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was presented by designers **Carolyn Clark Kurek AIFD**, **Alan Thompson AIFD** and moderated by **Alice Waterous AIFD**. Also in attendance were **Cindy Ching AIFD**, AIFD Regional Director **Jim Rauch** and AIFD President **Sharon McGukin**.

“The kids were great, the event well organized, the leaders very positive, the attendance incredible, and the potential there for AIFD involvement – obvious,” said Simmons. “I can honestly say that I have never seen that many young people at one time being so well behaved. It was truly a sight to behold.”

The stage presentation took place before an audience of both instructors and FFA students. The concept of the seminar examined

six different design styles, beginning with a basic textbook description of the style, then moving the same style to intermediate and contemporary looks by using other materials and new techniques to create interest and inspire young designers to discover the art of creative floral design. While the designers completed designs on stage, the moderator provided information regarding the principles and elements of design. A highlight at the closing of the seminar was the invitation of an audience member to join the designers on stage for an “Iron Designer” competition, where all participants were given the same product to create their own composition in a set time limit.

“Sitting in a coliseum with 55,000 great kids cheering, laughing, dancing and having a good time while presenting themselves as very accomplished, well-mannered and polite young adults was awe inspiring,” said McGukin. “When Tom, Alice and I were standing outside the auditorium, Alice said, ‘This just gives you hope for the future.’ We were all impressed.”

Questions were encouraged and were met with requests for additional information. Publications were given to audience members providing details regarding AIFD membership, online classes, hands-on workshops, the AIFD Guide to Floral Design and a “Save the Date” card for IMAGINE symposium in San Francisco. They were also given an AIFD color wheel. An information table of publications was set up for direct contact with those who had additional questions.

At the end of the event, AIFD provided the attendees with an evaluation form. We received great feedback from the students regarding ways AIFD can refine this program as it progresses. The on-site Career Development team agreed that the event was a great success.

“This event was well worth our investment,” said McGukin. “Just think... there are approximately 525,000 FFA members nationwide. What a potential audience!”

One of the goals of the Career Development committee is to work at becoming the “education partner” that FFA reaches out to for information and guidance for their floral related programs. Encouraging FFA instructors to take AIFD’s online classes is another

- See FFA on page 17 -





## CALIFORNIA ASSOCIATION OF FLOWER GROWERS & SHIPPERS

*Represents the professional needs and interests of the California Floral & Ag Industries, offering a variety of cost-saving programs and beneficial services. Our member benefits, transportation programs, events and communications all help increase the flow of products through networking, lower freight costs and information.*

### ***Our Membership Currently Consists of:***

**\* 186 Floral Members**

*(California Floral Growers & Distributors)*

**\* 396 Associate Members**

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

**\* 23 Ag Buddy Members**

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

### ***Membership Transportation Benefits***

NORCAL works hard to bring its members the lowest transportation rates possible, and to get their products to their destinations **FRESHER & FASTER!** As a member you have the combined volumes that give the Association the power to negotiate exclusive contracts with air and ground carriers which mean big savings! Membership does make a difference.

### ***Below are some of our services:***

**\* NORCAL FedEx Program**

*The industry Standard. Our exclusive program offers member discounts of over 62.5% as well as many custom features designed to lower shipping costs.*

**\* NORCAL OnTrac Program**

*Our exclusive door to door program offers members discounted rates over 70% off list rates plus many other custom features unique to our membership.*

**\* Discounted Airline Rates**

*NORCAL members receive the lowest air cargo rates available with the major airline cargo carriers.*

### ***Join us for our 2010 Member Meeting at La Costa Resort & Spa on August 10<sup>th</sup>.***

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

## NERC Memorial Scholarship for 2011 Symposium

AIFD will be heading to San Francisco for "Imagine," our 2011 National Symposium before you know it. Do you know of a floral student or intuitive designer who would like to attend our next symposium? If they are a first-time attendee they can apply for the North East Regional Chapter Memorial scholarship.

All they need to do is download the application found on the Chapter's web page, [www.aifd.org/NewChapters/Northeast.htm](http://www.aifd.org/NewChapters/Northeast.htm), follow the instructions and return it to Ken Norman AIFD via e-mail at [colony2006@verizon.net](mailto:colony2006@verizon.net) or by mail at Ken Norman, Colony Florist, 43 Hillside Ave., Midland Park, NJ 07432.

The deadline for application submissions is March 1, 2011 so don't delay!

### AIFD Awards: Call for Nominations

Nominations are now being accepted for:

- *Award of Merit: Industry*
- *Award of Merit: Non-Industry*
- *Award of Distinguished Service: AIFD*
- *Award of Distinguished Service: Floral Industry*
- *Award of Design Influence*
- *AIFD Special Award of Recognition*

In your letter please include the following:

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

Please direct your letters to:

**Suzie Kostick AIFD**  
AIFD Awards Committee Chairperson  
E-mail: [suzie@cenflo.com](mailto:suzie@cenflo.com)

### Volunteers Needed for Southern Conference

#### "Botanical Art"

March 25-27, 2011

Charlottesville, Virginia

This is an incredible opportunity to learn from our area's top designers by helping out.

For more information on how to become a Southern Conference 2011 volunteer, please call Carol Inskeep at (540) 907-0606 or e-mail [carolinskeep@hotmail.com](mailto:carolinskeep@hotmail.com).



Search for us on Facebook:  
**Southern Chapter AIFD**

### Remember these E-mail Updates???

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

Nov. 10, 2010

New AIFD Facebook Page

Oct. 25, 2010

New Directory/AIFD Awards

Oct. 11, 2010

NW Regional Chapter Ballot

Oct. 7, 2010

Member Survey

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



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OASIS® Designer Block



OASIS™ Aluminum Wire



OASIS™ Angel Hair Wire

# Flowers Around the Globe

## John Klingel AIFD, AAF, PFCI Judges the Interflora World Cup Submitted by the Southern Regional Chapter



The 13th Interflora World Cup was held March 26-28, 2010, in Shanghai, China. The prestigious floral art competition, held every four years, showcases the highest standard of domestic floristry. Aiming to advance the horticultural industry, this event

brought together Interflora florists from 20 countries from around the world.

The 2010 theme was kept secret until one week before the event. Designers were required to create a table setting with the theme Green Tea for Two, a bridal bouquet-themed Oriental Petal, a 'surprise item' and an exhibit of the designer's choice with the theme Flowers of the Orient. The top 10 florists moved on to the finals, where they competed for the World Cup title. Designers used two surprise items in their design, a distinctive feature of this unique floral fashion show.

The six World Cup judges were **Karen Barnes**, Interflora UK; **Greg Block**, Interflora Australia; **Yutaka Jimbo**, FTD; **John Klingel AIFD**, FTD; **Rolf Torhaug**, Fleurop; and **Nicole von Boletzki**, Fleurop. Norway won first place, Switzerland took second and Korea third.

Judge John Klingel AIFD, AAF, PFCI, director of The South Florida Center for Floral Studies, spent a week in China absorbing the competition and the culture. He took in the differences between floral designers of the east and west. "Western designers tend to be less detail-oriented and work to finish a job quickly," he said. "It also seems that the Oriental culture gives more thought to their work, which really shows in the finished arrangement."

Klingel and the other judges used scoring sheets to rate each arrangement for all of the themes. "I thought the themes of the competition were wonderful because they inspired creativity," he said. "The designers took full advantage of the ideas and expressed themselves very well through their



Judges examine a hand-tied bouquet during final day.

work."

The work of the first-place winner from Norway was Klingel's favorite. "His work was uncomplicated and very clean," Klingel said. "In the surprise package, where a very talented designer can show his best work, he kept the design simple and creative. He used the wheel as an armature, building his floral arrangement around the spokes. I thought it was brilliant."



Interflora World Cup Judges (At left, John Klingel AIFD)

After spending time with florists from around the world, Klingel came home with a fresh perspective on flowers in America. "In the U.S., consumers are looking for a good value," he said. "This means very fresh flowers and a generous amount - lots of perceived value. Especially in a down economy, consumers want to see lots of flowers that last a long time for the money spent."

Klingel will never forget the time he spent in China. "It was truly a once-in-a-lifetime experience," he said.

*John Klingel has been in the floral industry for 37 years. He started as a delivery driver at his hometown florist. He won the Society of American Florists' Sylvia Cup and is the Florida State Designer of the Year. He has served on the FTD Education Team for 10 years. Today he is director of The South Florida Center for Floral Studies. Klingel has written two books under the name of The Frugal Florist. He continues to do freelance floral design work.*

# Jackson Native Derek Woodruff Among Eight Finalists on new Reality Show on Floral Designers

by Bill Chapin, (Reprinted from the Jackson Citizen Patriot)

Jackson native **Derek Woodruff AIFD** said he always knew that one day some TV network would make a reality show out of his profession, floral design, "and I always figured I'd be mad I wasn't on it."

When he got an e-mail from a casting director asking him if he'd be interested in being on just such a show, "I thought it was a hoax," said Woodruff, owner of The Floral Underground in Traverse City, Mich.

It wasn't a hoax at all. Woodruff currently is appearing weekly on "The Arrangement," a competition on the Logo cable network that looks to do for floral design what "Project Runway" and "Top Chef" have done for fashion and cuisine.

The series debuted on Oct. 4. So far Woodruff has avoided three eliminations and is one of eight remaining contestants competing for \$25,000 and claim to the title of "America's Best Floral Designer."

A 2002 East Jackson High School Graduate, Woodruff first got into floral design while attending the Jackson County Career Center for its plant sciences program.

Within the last year he became an accredited member of the American Institute of Floral Designers, which he described as "the Ph.D. of floral design," and it was the organization that recommended him to the show's casting directors.

Taping finished long ago, but Woodruff is unable to talk about the show's outcome.

"The days of filming were very long, from 5 a.m. to 11 at night, so it was exhausting," he said. "They throw lots of curveballs at you to mess you up. They want to see you at the top of your game and stir up the drama."

In the first episode, contestants had to take floral arrangements they'd made and re-purpose them to decorate a naked model who was turned into a human sushi buffet.

In the most recent episode, contestants had to create "recycled arrangements."

"What they meant is, 'You're going to go Dumpster diving,'" Woodruff said.

He ended up winning the challenge. The next round airs at 11 p.m. Monday.

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AIFD headquarters was excited to have Board Member BJ Dyer AIFD interviewed and quoted in Business News Daily! He spoke to BND Contributor Cynthia Bunting about advice for aspiring floral shop owners. This is what he had to say.

## Big Dreams for a Small Business - Flower Shop

Have you always dreamed of opening your own flower shop? You help brides plan their big day, create beautiful arrangements and have time to stop and smell the roses—literally. Well, not so fast. We asked flower shop owners to give us some advice to consider before sowing your flower seeds.

*"Although the opening costs are low compared to other businesses, the difficulty of running a flower shop is increased because so many different types of businesses are combined into one. A florist is a retailer, a manufacturer, a designer, a delivery service and an event company all rolled into one. Many people think that because you're working with something as "simple" and beautiful as flowers, that it's an easy business. Most people fantasize that florists just play with flowers all day. Indeed, working with fresh floral product is a joy, but their fragile nature makes the business difficult. Inventory turnover and loss from product shrinkage makes timing and quantities critical."*

If you would like to read the entire article, visit [www.businessnewsdaily.com/flower-shop-owners-offer-advice-0653](http://www.businessnewsdaily.com/flower-shop-owners-offer-advice-0653).



# Jacobson Floral Supply Hosts Design Show in Boston

## Seasonal Holiday Show a Sell-Out Event



*AIFD members Michael Derouin, Janet Copeland Black, Lisa Greene, Suzanne Sampson, Faith Cass, Colleen Kelly, Cindy Mattson, Inductee Rebecca Carter and Bev McClure helped with the program. (Also, not pictured, Bert Ford.)*

A Holiday Inspirations design show was held in Boston on Sept. 29, at Jacobson Floral Supply, our hard goods Elite Partner for the Revolution Symposium, in conjunction with the North East Regional Chapter and the Massachusetts Professional Florist Association (MPFA). **Suzanne Sampson AIFD** coordinated the show, with a design panel of **Colleen Kelly AIFD, Lisa Greene AIFD, PFCI** and Inductee **Rebecca Carter**. **Janet Copeland Black AIFD, PFCI** served as commentator during the show, while the designers exhibited their skills in fall seasonal and holiday decor in both silk and fresh flowers. From fall to holiday, designs were made in silks and fresh products with a grand finale of wedding flowers. It was attended by a sold out crowd in Boston. Many other AIFD members participated in the program as well.



*Photos by Steve Capano (steve@tectrix.info)*



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## FRYEBURG FAIR: To-Do Agricultural Event of the Season



One of the most notable agricultural events in North America is the Fryeburg Fair in Maine. The Maine State Florist Association creates hundreds of arrangements for fair attendees during this amazing week long event.

Shown above are state members and **Janet Black AIFD**, who was the commentator and auctioneer for one of the daily demonstrations.



## Gerry Gregg AIFD Wins Top Honors in California Top Ten by Janet Black AIFD

On Sun., Oct. 10, 2010 (yes, 10/10/10) **Gerry Gregg AIFD** won first place in California State Floral Association's (CSFA) annual contest *California Top Ten* (Designers Choice and Surprise Package-Stage Competition). He has been the "bridesmaid" some seven times before now earning the top prize.

Gregg also created the stunning entry piece for the Battle of the West Dinner/Design Program. On Sat., Oct. 9, **Jenny Tabaracci AIFD** (San Francisco City College) designed cocktail area and dinner centerpieces, **Toni Chow Tibbitts AIFD** and **Lee Burcher AIFD** (brought to us by Master Florist Association) dazzled 125 guests who were also there to honor **Bob Otsuka**, Director of the San Francisco Flower Mart. CSFA presented a surprised Otsuka with a Meritorious Service Award. After dinner and the presentation of the award, **Mike Hollenbeck AIFD** emceed the Battle of the West, where the winner was... "YOU (the consumer)... when you choose CALIFORNIA GROWN."

# Everything You Need to Know: Stargazer Lily



**C**reated in 1978 by Leslie Woodriff, a California lily breeder, the Stargazer lily is one of the most stunning and perhaps most celebrated variety of lilies. Its dazzling appearance and extremely seductive scent has resulted in a flower that really knows how to make a dramatic entrance.

Known for its striking white, red and pink petals and heavenly scent, the Stargazer has become a staple for a number of different occasions. Delicate, bold and fragrant all at once, stargazers can say "Congratulations," "I'm Sorry," and everything in between.

The flower earned its name "Stargazer" because, unlike other Oriental lilies that tend to hang downward, this complex species has upward facing flowers that look toward the heavens.

The flowers of this hybrid are an elegant combination of pink, red and white with reflexed tips and long stamens with heavy orange anthers. The mainly crimson tepals (three petals and three sepals, which all look very similar) are edged in pink and spotted with darker red. The stinky flowers have a strong, pleasant fragrance and make excellent cut flowers (and are heavily utilized by the florist trade). However, the orange pollen can stain clothing and skin, so if used as cut flowers it is advisable to cut off the anthers.

Once the flowers on a stem have finished blooming, cut the stem just below the inflorescence, leaving as much foliage as possible, to make sure all the plant's energy is directed back into the bulb rather than into forming seeds.

One of the most common Oriental lilies, and one of the easiest to grow, the stargazer is a reliable garden performer in hardy zones 4-9. The upright plants can grow to six feet tall, although they usually remain much shorter (three to four feet). They have strong stems that normally produce four to five flowers each. It rarely needs staking. This hybrid can also be grown in containers and is fairly easy to force. The bulbs should be planted deeply in the container and over-planted with annuals.

In ancient mythology and in folklore from around the world, the lily has appeared as a deeply spiritual and philosophical metaphor. The lily family has traditionally represented innocence and purity. These motifs appeared as far back as ancient Greek and Roman civilizations and reappeared in biblical traditions. Stargazer lilies have come to be associated with these meanings, but they've taken on additional meanings as well.

White stargazer lilies, in particular, have come to characterize a sense of purity and are often used as an expression of sympathy. The pink varieties are considered symbolic of wealth and prosperity, as well as a being a sign of aspiration.



## The Way of the Flower - Tours With a Twist

*Bali Tour: March 28 - April 5, 2011*

**Mary Linda Horn AIFD, AAF, PFCI** and **Craig Kaufman** are your tour leaders in Bali where you will be studying with **Janice Ripley**, an American designer with two shops in Bali where she combines her Western esthetics with traditional Balinese design. You will also take part in a hands on workshop with a local Balinese expert where you will create your own traditionally designed masterpiece. Additionally, Mary Linda will be leading you in a hands-on Ikebana workshop using the tropical flowers and foliage of the island.

You will also be going to the farm where all the flowers that Janice uses in her shops are grown and be able to pick some to use for your own creations. There will be a visit to local botanical gardens and the Bali Orchid Garden to work with a master fruit carver who will show the group how to create the most beautiful flowers from fruit. Built into the itinerary will be plenty of time to indulge yourself in many of the local interests.

*Fee: \$2950.00 - Includes housing in one of the Ubud bungalows, hotel breakfasts, workshop lunches, all workshops and materials, two dance performances, tour of Monkey Forest and a visit to the Antonio Blanco Museum. Airfare and dinners are separate. More information to come soon!*

Please join us for a very special experience!

# Michigan Floral Foundation (MFF) 2010 Hall of Fame Induction

On Oct. 5, the Michigan Floral Foundation (MFF) inducted Eastern Floral Company founder **Frank A. DeVos**, into its Hall of Fame at the "New" Eastern Floral and Goei Center at 818 Butterworth SW, Grand Rapids, MI. 49504.

The evening featured a reception and dinner followed by the induction ceremony. The ceremony was emceed by current Eastern Floral Co. owner and Republican candidate for the State House of Representatives, **Bing Goei**, and featured commentary from Mr. DeVos's cousin and co-founder of Amway, **Richard DeVos**, as well as Grand Rapids **Mayor Heartwell**, and Kentwood's **Mayor Root**.

One of the many highlights of the evening was a DVD presentation by Mr. DeVos, entitled "The Power of Flowers," where he stated, among other things, that flowers have more power than an engine in an automobile, locomotive or even an airplane.

"All my life, I have been amazed at the power that these gifts from God have on a person's well being," Mr. DeVos said. "I have been blessed and fortunate to have had the opportunity to work with such beautiful products and to serve the Lord with his gifts that he has provided."

He also shared his dismay in reading "In Lieu of Flowers" in an obituary.

"How could someone be so insensitive or naive?" he said. "At a time of sorrow, flowers bring a sense of peace and have a warm, calming, soothing effect on all who come in contact with them. I think it's a mistake to deprive someone of this gift during a time of grieving."

Mr. DeVos said he is humbled and honored by his induction into the Hall of Fame.

"It was so special to have my family, former employees and industry members together for a nice evening," he said. "The well wishes and kind words from everyone have been truly overwhelming."

Michigan Floral Association's Executive Vice President, **Rod Crittenden**, said he couldn't think of anyone more deserving of this award than Frank DeVos.

"Mr. DeVos and Eastern Floral are a perfect example of how, through a life-long devotion to one's family and principles, you can accomplish many great things," Crittenden said.

The Michigan Floral Foundation would like to give a special thanks to the following corporate sponsors (listed alphabetically) for their gracious support of the Foundation and the Hall of Fame dinner :

- Eastern Floral & The Goei Center
- FTD
- Nordlie, Inc
- Smithers Oasis
- Teleflora
- Vans Floral Products

Anyone wishing to honor Mr. DeVos through a donation to the Michigan Floral Foundation (MFF) is welcome to do so. Donations are 100 percent tax deductible. Donations can be mailed to the MFF, P.O. Box 67, Haslett, MI. 48840, or call (517) 575-0110 for more information.

The Michigan Floral Foundation was founded in 2007 and has been established to support and advance the floral industry, its members and the communities they serve. The Foundation meets this responsibility through educational opportunities and community enrichment activities. The MFF will periodically honor outstanding members of the floral industry who have mentored and inspired their fellow industry members. The Michigan Floral Foundation Hall of Fame has been established to record the contributions of those so honored.

*Photo Captions: (1) Frank DeVos is presented the 2010 MFF Hall of Fame award by Jeanette Ballien, MFF Chairwoman (2) Bobbi Ecker-Blatchford AIFD introduces her husband Joe (r) to Bing Goei (l) of Eastern Floral Company. (3) MFA Executive Assistant Cindy Ching (4) L to R: Jerry Waterous, Alice Waterous AIFD, Bob Friese AIFD*



# AIFD ACOGOLADES

## SOUTHERN AIFD MEMBER PLACES SECOND IN NATIONAL DESIGN COMPETITION

**Wayne Esterle AIFD**, owner of In Bloom Again in Louisville, Ky., placed second in the 43rd Annual Sylvia Cup Design Competition on Sept. 23 during the Society of American Florists Convention in Orlando. The Sylvia Cup is the longest running, live national annual floral design competition.

## CONGRATS ARE IN ORDER!!!

Congratulations to **Robbin Yelverton AIFD, PFCI**, co-owner of Blumz by JRDesigns in Detroit/Ferndale, Mich., and Michigan Floral Association member. Robbin won the National Designer of the Year title in Columbus, Ohio at the annual National Alliance of Floral Associations conference and design contest. AIFD is proud to announce Robbin's accomplishment and excellence in floral design.

## RAMON GARCIA, AAF AND AIFD PLATINUM ELITE PARTNER RECEIVES 2010 SAF PAUL ECKE JR. AWARD

The quiet but far-reaching impact of a wholesaler from Atlanta was acknowledged Sept. 23 as **Ramon Garcia, AAF** received the 2010 SAF Paul Ecke Jr. Award. Hundreds of industry members attending the SAF Industry Awards Dinner at SAF Orlando 2010 applauded as the Pete Garcia Co. vice president stepped up to accept the honor.

"The Paul Ecke Jr. Award recognizes individual dedication to one's business, to the industry as a whole and to one's community—three things that my father stood for," said **Paul Ecke III** of the Paul Ecke Ranch in Encinitas, Calif., as he present the award. Throughout his career, Garcia has demonstrated deep devotion to the highest levels of integrity, professionalism and generosity. Working most often behind the scenes through quiet counsel and with a passion for teamwork, "his contributions have been many and his influence indisputable."

## 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](mailto:erikawilliams@assnhqtrs.com) or call (410) 752-3318 with questions.

# SETTING the TRENDS



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FORT LAUDERDALE, FL

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Featured in this issue:



Vonda LaFever AIFD



Joyce Mason-Monheim  
AIFD, PFCI, AZMF



Sharon McGukin  
AIFD, AAF, PFCI  
Current AIFD President



Lynne Moss  
AIFD, AAF, PFCI  
AIFD Past President & Fellow

# 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 **John Kittinger AIFD**, an AIFD board member.

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

**John:** I currently hold two positions on the National Board of Directors, first I am the Southern Region Representative. This position allows me to keep information flowing between the region and the national board. In July at Boston symposium, I was honored to be elected Secretary for the National Board. This job involves communication with the members, updating and maintaining the policies and procedures and bylaws manuals.

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

**John:** One of my goals, and a goal of the board is the inclusion of all our members. By more of our members feeling a part of AIFD, we will achieve greater membership involvement and retention. Another goal is letting our members know about the marketing tools that are available to them as members.

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

**John:** My first job as a teenager was as a delivery person in a small town in Kentucky. The entire staff encouraged me and gave me the opportunities to test my skills that directed me to a degree in horticulture from the University of Kentucky.

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

**John:** One of my favorite jobs is the wedding consultation and planning for our brides. I love listening to the bride's excitement she has about her wedding day and helping her coordinate that special event.

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

**John:** The issues that are important to me professionally are education of our young people about our industry and consumer awareness of our members as floral artists.

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

**John:** Most of my close friends are aware of my love for shopping. Travel and reading crime novels are things that give me enjoyment outside the floral business.

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

**John:** EDUCATION. Always continue to learn from anyone and everyone.

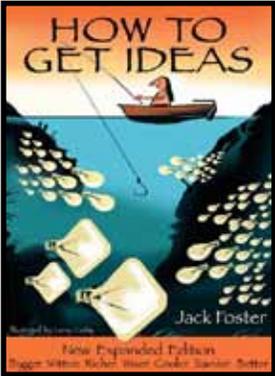
## *AIFD: Anything else you would like to let everyone know about you?*

**John:** I would say that I have a passion for this industry and that keeps me motivated to learn and give back more. Lastly, I have always remembered what was said to me when I became a member of AIFD, "It is not what AIFD can do for me, but what I can do for AIFD."



# The Reading Corner

Book reviews on business and design trends with AIFD by the AIFD Publications Committee



## "How to Get Ideas" by Jack Foster

Creativity – That ever elusive endeavor of designers everywhere!

Here's a book that explains just how to catch that big fish, the next great original, light-bulb-of-an-idea. You know the one, that idea which suddenly jumps out at you like a fish leaping out of water. It suddenly appears after staring endlessly across a vast body of water. You have had one, maybe even two great ideas, but how do you catch one again? More importantly, how can you plan to catch one again? Can you make it happen when you need it?

The new expanded edition of "How to Get Ideas" has answers and plenty of fishing strategies. The book's cover states that the content is "Bigger, wittier, richer, wiser, cooler, savvier and better." Well, believe it. This book includes a sea of ideas on how to generate ideas. It offers a variety of methods and techniques for spawning your next big "aha" moment!

Foster's book is funny and full of anecdotes from his career, making it an easy read. He defines an idea as "...nothing more nor less than a new combination of old elements." This is good news for designers because you already know a little something about elements. So, yes, all designers are geniuses! But Foster's guidance goes beyond the traditional search for inspiration. He teaches how to combine thoughts and use new input to rethink our thinking. He offers a five-step method for producing ideas and how to extract them from your mind.

You feel smart reading this book because it begins with what you already know to be true. You already know you are clever and creative, but maybe you just can't find the right idea at the moment. Foster helps you to feel confident that you have the power within and that you just need help fishing it out. Just as there are plenty of fish in the sea Foster believes there are lots of ideas, not just one single right one, and his book offers an enjoyable way of learning how to catch them.

A quick reference for those who only want to surf: [www.creativethinking.net](http://www.creativethinking.net).

## Looking Back



on Symposium...



Through determination and continued research, AIFD has connected to the Senior Director of the Education Division Tony Small, who will continue to explore opportunities and partnerships that will benefit both organizations as well as stimulate interest in the minds of those students looking for a career in the floral industry.



goal while at the same time promoting CFD to those instructors interested.

The committee met with FFA officials to discuss future opportunities with FFA and each person was impressed by the extraordinary quality of the program and the presence of the students.

As AIFD moves forward with this program, Simmons will consult with Joyce Mason-Monheim AIFD as she directs the Education Committee in writing curriculum for this initiative. Primary to this initiative is the plan to create a system that utilizes the time and talents of local AIFD members in each region to work with FFA Chapters in their area.



## 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 <http://aifd.org/NewNews/2011Symposium/2011SymposiumProgramProposal.pdf> to download the entire application. For the best consideration:

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

## AIFD Members Show Leadership and Devotion to Industry at SAF Convention

Many AIFD members turned out for the Society of American Florists' (SAF) 126th Annual Convention, Sept. 22-25 in Orlando. They and other attendees left with "long-lasting souvenirs: resolve, results-getting ideas and real connections with other industry members that will keep their businesses headed out of the recession."

SAF kicked off a convention after the worst economy since The Depression, with a keynote speaker who danced across the stage, mimed a bit and told a room full of business owners to "look, listen and love" their way to a better business. And the best part? **Victoria Lebalme** managed to parlay that New Age, motivational speak into advice a flower shop owner can put to use. She showed audience members the hazards of hyper-focusing on one thing, getting caught in conveyor belt work mentality, and interrupting or "pouncing" – habits that keep you from tapping into whatever emotion consumers want to express with flowers and whatever passion keeps you going. That theme was repeated throughout the convention: the emotion behind flower giving and the potential for florists—who are listening—to sell that feeling.

### Get over your social media fears.

If you think Twitter, Facebook, YouTube and blogs are silly, be warned that without a social media presence, it's your business that won't be taken seriously, by the media, other vendors or increasingly Web savvy consumers. That's what **Mandy Majerik AIFD, PFCI**, of HotHouse Designs in Birmingham, Ala., told attendees during the social media panel. Majerik tweeted her way into the pages of Southern Bride. "Show your attitude, show off your work and always, always, always give some of that Facebook love back" to other businesses, vendors and customers," she said.

### Make your design your brand.

People can buy flowers anywhere, so the only way you're going to stand out is with your design and your service, **Tim Farrell AIFD, AAF, PFCI**, told attendees of his seminar on profitable design. That doesn't mean stuffing your arrangements with flowers to hide your mistakes or letting designers let "excess" pass for "expensive." The owner of Farrell's Florist in Farrell Drexel Hill, Pa., then showed a series of arrangement pairs, with one being overstuffed and losing the shop money and the other with far fewer flowers yet the same or even more of an impact. Farrell enjoined attendees to use the cost sheets at every design station so designers know exactly how much money they have to spend on flowers.

### Stay on top of bridal trends.

**Ian Prosser AIFD, AAF, PFCI**, of Botanica International in Tampa, and a co-panelist for the session Wedding Trends and Tips, said he reads dozens of bridal, fashion and lifestyle magazines and doesn't miss a "chick flick." It's all in the name of being in the know on whatever idea a potential bride might float his way. "If the bride says she's wearing a Pucci dress, then I need to know what that is. If she wants a bouquet just like Sarah Jessica Parker's, I have to know what that means, and if I don't it looks like I don't know what I'm talking about."

Other points attendees left the convention with included:

1. Open your eyes, ears and heart.
2. Don't be afraid to run (and play) with the big boys.
3. Steal ideas—or at least borrow them.
4. Stop leaving money on the table.
5. Give employees unexpected rewards.
6. Don't keep varieties a secret, and
7. Celebrate your peers.

## NOTES FROM THE CONVENTION:

### J. Schwanke AIFD, AAF, PFCI Received Tommy Bright Award for Achievement in Floral Presentation

"J is an enthusiastic leader in the floral industry, and an innovative marketer," said PFCI Chairman **Jerome Raska AIFD, AAF, PFCI**, owner of Blumz... by JRDesigns in Detroit and Ferndale, Mich. "He is one of the most charismatic and sought after floral educators in the industry and more importantly a resource for others to look toward and learn from."

### 15 Expert Speakers Join Ranks of Professional Floral Communicators - International (PFCI)

The industry's premier speakers bureau added 15 new professionals to its roster, 12 of them AIFD members and two associates at AIFD partner organizations, when SAF inducted them as PFCI.

The following industry members earned the PFCI designation this year: (AIFD members highlighted in bold, green, Industry Partners highlighted in bold.)

- **Tom Butler, AAF, PFCI**  
Teleflora, Oklahoma City, Okla.
- **Lorraine Cooper AIFD, AAF, NDSF, PFCI**  
Brady's Floral Gallery, Scottsdale, Ariz.
- **Roger Dennis AIFD, AAF, KMF, PFCI**  
Western Kentucky University, Bowling Green, Ky.
- **Bert Ford AIFD, PFCI**  
Ford Flower Company, Salem, N.H.
- **John Hosek AIFD, CAFA, PFCI, CF**  
Design Circle, Verona, Wis.
- **Alex Jackson AIFD, PFCI**  
Phoenix Flower Shops, Scottsdale, Ariz.
- **Jackie Lacey AIFD, PFCI**  
ABC Floral Events, Hilton Head Island, S.C.
- **Vonda LaFever AIFD, PFCI**  
Freelance Designer, Dixon, Ill.
- **Laurie Lemek AIFD, PFCI**  
Transfloral Miami, Cromwell, Conn.
- **Leighsa Montrose AIFD, PFCI**  
Branch Out Floral & Event Design, San Francisco, Calif.
- **Julie Poeltler AIFD, PFCI, CAFA, IMF**  
Julies Fountain of Flowers, Lone Tree, Iowa
- **Alice Waterous AIFD, PFCI, CF**  
Staff Designer at Nordlie
- **Brian J. Wheat AAF, PFCI**  
Lafayette Florist & Greenhouses, Inc.
- **Robert Williams II AAF, PFCI**  
Smithers-Oasis, Kent, Ohio
- **Randy Wooten AIFD, PFCI, GMF**  
Delorice's Florist, Douglas, Ga.

### Two AIFD Members Accepted into SAF's American Academy of Floriculture (AAF)

"The stringent requirements of the Academy make AAF an achievement recognized throughout the industry," said SAF Awards Committee member **Shirley Lyons** of Dandelions Flowers & Gifts in Eugene, Ore.

**Vince Butera AIFD, AAF, PFCI**  
Butera the Florist, York, Pa.

**Roger Dennis AIFD, AAF, KMF, PFCI**  
Western Kentucky University, Bowling Green, Ky.

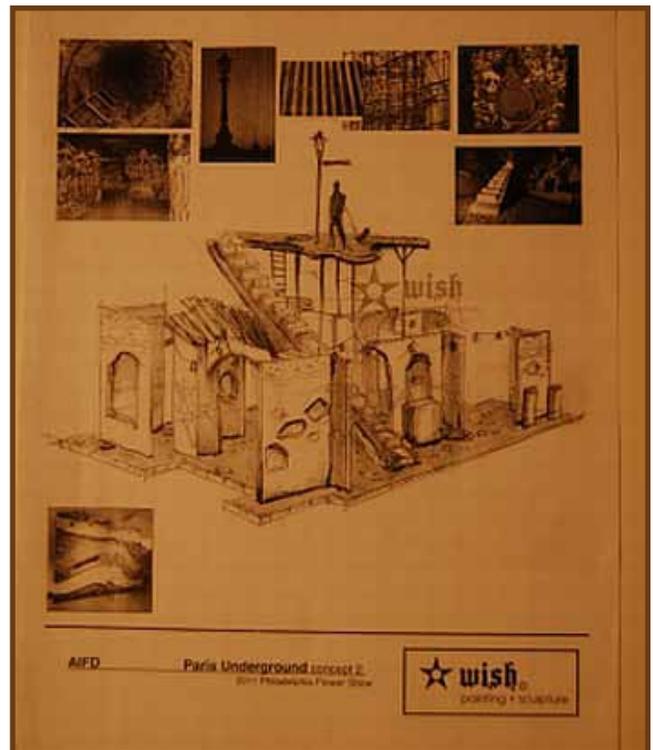
# Set Design Unveiled for "Paris Underground"

Submitted By North East Regional Chapter

Plans for the International Philadelphia Flower Show 2011, themed "Springtime in Paris," are well underway. Chairman **Ken Norman AIFD** and Co-chair **Theresa Colucci AIFD** have been hard at work in the planning stages with Flower Show Liaison **Ron Mulray AIFD**, meeting with the set designers and setting the stage for another fantastic flower show experience.

The AIFD exhibit is based on "Paris Underground," which is a series of catacombs below the streets of the city. Today, it is a chic place for artists to exhibit their latest art work or host an underground party. Different areas within these catacombs have very distinctive themes, which will be represented in the AIFD exhibit.

At right is the preliminary creative concept of our display area, a two-story display depicting Paris at street level on the top level, with the stairs leading down into the world of "Underground Paris."



## TREND UPDATE: The Frill of It!

by Michelle Perry White AIFD, Talmage McLaurin AIFD and Kim Morrill AIFD (Photos Courtesy of Florists' Review Enterprises)

Designers like **Domenico Dolce** and **Stephano Gabbana**, **Mark Jacobs**, **Ralph Lauren**, **Miuccia Prada** and **Valentino Garavani** – the unmitigated doyen of the ruffle – are making big statements with flounces, ruches and ruffles this season ranging from the avant-garde to signature sportswear finishes.

Whether it be a special-occasion gown, a basic white shirt, or an everyday tee from J. Crew the ruffle has become an ubiquitous fashion statement.

As usual, we find what is fashionable now in fresh flowers tracking the same trends seen in fashion and interiors. So naturally, we are seeing a surge in popularity of some of nature's most frilly blossoms.

Orchids are leading the list of these frothy blossoms that flower lovers can't get enough of. For special occasions and everyday enjoyment orchids provide almost limitless varieties and colors that mix for stylized presentations that evoke a chic sensibility with a glamorous nod to the past.

Peonies are also top contenders for creating a lush blousy style as are Dahlias, with their ability to exhibit some extra frill, especially with the spider varieties, and their availability in a range of sizes and petal formations.

For a softer more feminine style with a modern, eclectic vibe (think Anthropologie), sweet peas, Lisianthus, garden roses, Gerberas, and the new rose lilies (double-petaled variety) rank among the favorites for their ruffled forms, color selection and fragrance.

Last but not least, don't forget the often maligned carnation. This flower, abused into obscurity, is finding its way back to consumer acceptability. Designers such as **Martha Stewart**, **Carolyn Roehm**, **Avi Adler** and **David Stark** are featuring it in their events and publications, giving validation and a new "street cred" to this old-fashioned favorite. New varieties from growers are also giving carnations new vitality with colors and markings commercially unavailable until recently.



Whether nature followed fashion or fashion followed nature, the ruffles on today's runways clearly resemble the petals of a flower. Our ability to promote this trend to our customers with a myriad of available flower options makes a savvy strategy for trend-watching florists.





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

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

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

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# Calendar

**March 6, 2011**

AIFD Southwest Region  
"Wedding Extravaganza"  
San Bernadino, 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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[aifd@assnhqtrs.com](mailto:aifd@assnhqtrs.com) / [www.aifd.org](http://www.aifd.org)

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# Gordy Establishes Endowed Faculty Positions In Horticulture



STARKVILLE, Miss. – A 1963 alumnus from Mississippi State University recently created two endowments to ensure the future of floral management and horticulture education in the College of Agriculture and Life Sciences.

**Joe Gordy AIFD**, of Brewton, Ala., and his wife, **Carol**, established the Joe and Carol Gordy Endowed Chair in Horticulture and the Joe and Carol Gordy Endowed

Professorship in Horticulture in a bequest through his will. Both faculty positions will be used to attract and retain top performing faculty members who exemplify the university's mission of teaching, research and service.

The Forest, Miss., native began his career in retail floristry in Starkville after receiving a degree in horticulture. As a student, he won several floral design competitions and design awards that drew attention to his knowledge and expertise of flowers and design.

In 1978, Knud Nielsen Company, a leading importer and manufacturer of dried flowers, invited Gordy to design several pieces for a wholesale florist show in Dallas. The dried designs were damaged during transit, and Gordy was flown to Dallas to repair the arrangements and attend the show. Several weeks later, Gordy was offered a position as director of product development at the Evergreen, Ala. facility.

"This opened the door for my career in floral design and product development," said Gordy. "The opportunity to work at Knud Nielsen Company prepared me for a lifelong career in retail floristry."

Gordy's passion for flowers stems from childhood days spent on a farm. He grew up working in the garden with his family, and drew inspiration from the surrounding environment and beauty of Mother Nature.

"It was a love I was born with," he commented. "And I managed to get steered in the right direction to turn my passion into a career."

A love of nature and creative ability helped Gordy succeed as a floral designer. Among his many accomplishments, he was invited in 1984, 1986 and 1987 to decorate the White House at Christmastime for the Ronald Reagan administration. He also served as one of three international judges at the 93rd Tournament of Roses Parade in Pasadena, Calif., as well as one of six floral design experts asked to judge the 1993 World Cup of Floral Design in Stockholm, Sweden.

Through the years, Gordy has been involved with several professional organizations such as the American Institute of Floral Designers (AIFD), where he served as a member of the board of directors, as well as national vice president and national president. Additionally, he has been a member of The AIFD Foundation board of directors.

In the early 1990s, Gordy and his wife purchased Natural Decorations, Inc. (NDI), a manufacturer of fine fabric floral designs and botanical reproductions located in Evergreen, Ala. As president and director of product development, Gordy helped bring NDI into the forefront of the retail floristry industry.

"As a designer, my goal was to develop botanical floral reproductions that mimicked the same colors and textures found in nature," said Gordy.

NDI moved headquarters and productions facility to Brewton, Ala., in 1999, where Gordy remained president of the company until he retired.

Currently, NDI is led by Gordy's wife Carol, a Dublin, Texas, native, who serves as chairman and CEO. He remains active with the company as a director, but devotes most of his time to running the couple's other business, Gordy Development, Inc.

With their gift to Mississippi State, the Gordys hope to enrich the plant and soil sciences department by providing opportunities for outstanding faculty members. Both endowments will provide funds for creative research, teaching and outreach efforts within the department, thus improving the scope and mission of the College of Agriculture and Life Sciences.

"The endowments created by the Gordys at Mississippi State will strengthen the university's stance as the center for floral design education," said **Dr. Jim DelPrince AIFD**, professor of plant and soil sciences. "Joe is a creative talent and has a big heart."

The Gordys' commitment to the university is a tribute to the education he received at Mississippi State.

"I felt like I wanted to give back," stated Gordy. "A lot of the things I have achieved have been because of MSU. I have memories of people who pushed

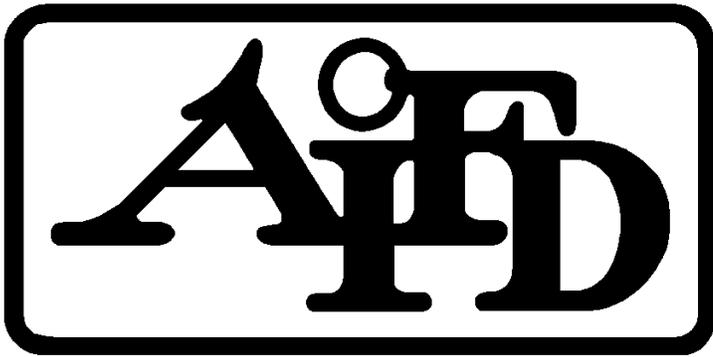
me along when I didn't want to be pushed, and our hope is to help future students and horticulturists achieve their dreams."

In recent years, Gordy has been recognized by Mississippi State University and the College of Agriculture and Life Sciences as an Alumni Fellow and College Alumnus of the Year. The Gordys also participated in an "Artist in Residence" program with horticulture students, which centered on time/motion studies they conducted in the production of permanent floral designs.

"Both Joe and Carol have made a tremendous impact on the industry of floral design," continued DelPrince. "Their contributions to the industry and to Mississippi State will continue to influence future designers and florists for many years to come."

Gordy is active on the Brewton Tree and Beautification Board, an organization that seeks to improve the landscape of the city of Brewton by planting trees, flowers and assisting in street and park renovation projects. He enjoys growing orchids, gardening, and traveling with his wife Carol.





**ON-LINE EDUCATION CENTER**



**ON-LINE CLASS SCHEDULE**

Course	Start Dates
<b>Introduction to Floral Design</b>	January 4, 2011 May 24, 2011 August 23, 2011 October 18, 2011 January 3, 2012
<b>Elements &amp; Principles of Design</b>	January 4, 2011 May 24, 2011 August 23, 2011 October 18, 2011 January 3, 2012
<b>Design Techniques &amp; Applications</b>	January 4, 2011 May 24, 2011 August 23, 2011 October 18, 2011 January 3, 2012
<b>Arrangements: Everyday &amp; Sympathy</b>	February 15, 2011 July 26, 2011 September 13, 2011 November 1, 2011 February 21, 2012
<b>Personal Flowers: To Wear or Carry</b>	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  
**www.aifd.org**  
 for a sample video and more information.

**PRACTICAL FLORISTRY HANDS-ON WORKSHOP CLASS SCHEDULE**

City and State	Location	Dates
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

<b>AIFD CONNECTION WORKSHOPS</b>	
City and State	Date
Denver, CO	March 26, 2011
Chicago, IL	April 2, 2011
Memphis, TN	April 9, 2011
Salt Lake City, UT	August 27, 2011
Boston, MA	September 10, 2011
Seattle, WA	September 17, 2011
Go to <a href="http://www.aifd.org">www.aifd.org</a> for more information.	

# Online and in line with design



The southwest region's email magazine is well underway.

Conceived as an outreach program to connect to the non-AIFD portions of the floral industry—to its very fringes of basement florist and garden clubs—this one page magazine broadcast to the region's members and anyone that opts to join.

Nicknamed a "mag-E-zine" the one-page bimonthly features mainly regional designers noting some of their achievements and showcases a few of their beautiful designs. It will also occasionally highlight a garden in its

"Garden View" section. This section appeals to garden clubs and gardeners that might be on the mailing list. Other issues will also focus on design and art other than flowers. In addition, guest AIFD members from other regions and non-AIFD designers, along with special events that are floral-related, will appear in future issues.

A blog site to enhance the one page magazine is also up and running. Readers can go onto it to read a more detailed article. The blog site also includes each of the issues broadcasted. This will act as an archive so that readers can go onto it to read any missed email broadcast.

To subscribe, email Jenny McNiece AIFD, CFD [jmcniece@sbcglobal.net](mailto:jmcniece@sbcglobal.net) or Pam Null AIFD, CFD [pamnullaifd@cs.com](mailto:pamnullaifd@cs.com).

To view past issues and the detailed extras, please go on to the blog site <http://designinlinemagazine.blogspot.com>.



The region welcomes followers and comments. We appreciate retweets via Twitter and forwards on Facebook. We would love to hear from you with any suggestions for future issues.

## About the Author

Gerard Toh, AIFD is the Public relations/ marketing Committee chair for Southwest Region AIFD. As the publisher of the magazine and editor of the blog site, his primary concern for this outreach project is research and to try out new ways to connect with the industry to promote AIFD awareness.



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