

AIFD Focal Point

It's About Time for a "Revolution"

2010 AIFD National Symposium July 3-8 in Boston

Thomas Jefferson said, "Every generation needs a new revolution," and the American Institute of Floral Designers (AIFD) and the AIFD Foundation will honor Jefferson's words when they unveil the 2010 AIFD National Symposium, "Revolution," in Boston this July. AIFD's acclaimed symposium education program will take place at the Marriott Copley Place Hotel, July 3-8, and registration is now open. The last day to register online is June 20. After that date, attendees must register on-site.

Featuring dynamic revolutionary stage presentations from floral design artists from the U.S., Canada, United Kingdom, Germany, Korea, Mexico and France as well as elaborate décor for two lunches and two celebratory dinners, AIFD's National Symposium is "the most exciting, motivational, artistically-refreshing program of its kind in the floral

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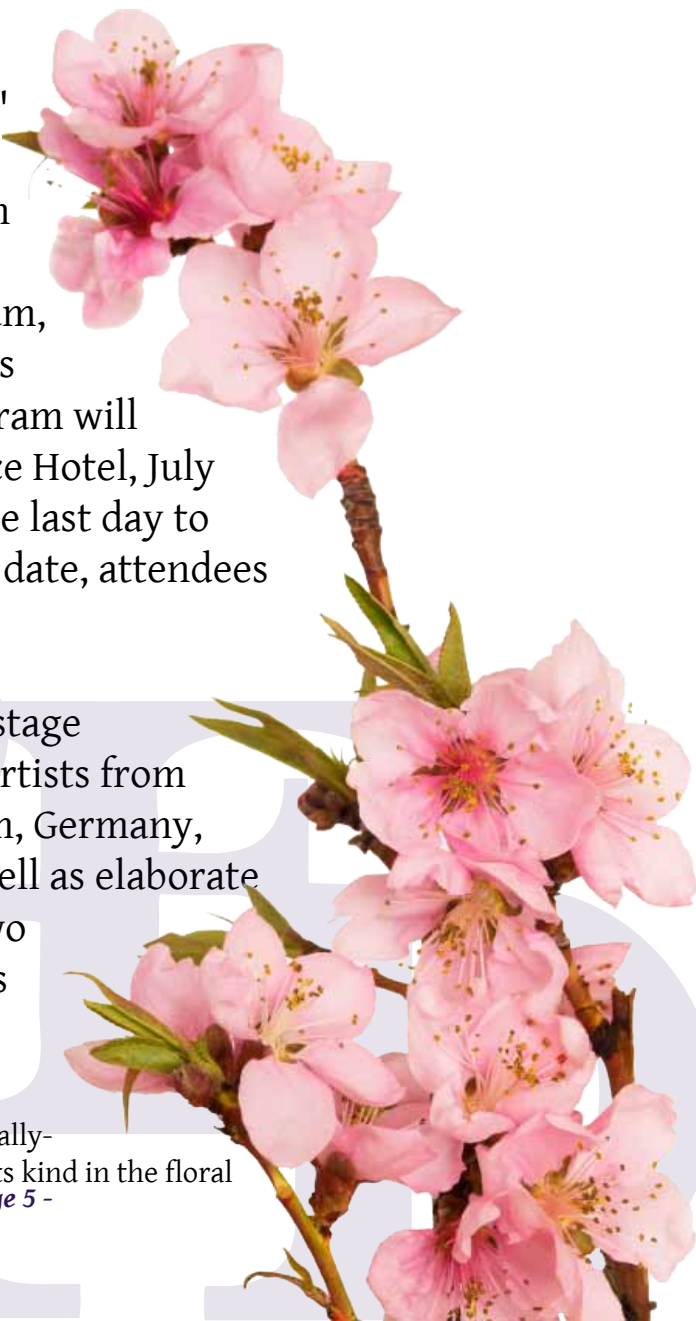
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President's Welcome Here Comes Symposium...

Pssst...

Have you ever seen time fly so quickly? LOL... and no, throwing that dreadful alarm clock across the room because it goes off at 5 a.m. doesn't count! July is nearly upon us already and our much awaited National Symposium celebration dawns.

If you've not yet made your travel plans in order to attend and participate, then I invite you to log on to www.AIFD.org and easily register with a simple click of your mouse. Time is running out for online registration so don't wait! Once you've checked into your room, you will be treated to an amazing schedule of design programs, a long list of unique historical sites and opportunities to create memories with your floral friends.

Boston is a magical destination! Don't be surprised if you experience visions of events past as you explore this 380 year-old city. Often times, the Freedom Trail (a 2.5 mile, red brick path through downtown leading to 16 significant historical sites) is populated with mesmerizing story-tellers who bring charming tales of the American Revolution to life with the added twist of secret facts only commonly known by the locals. Or... one could visit the harbor where the Tea Party took place. Or... Haymarket Square (an open-air fruit & vegetable market). Or... simply enjoy the architecture and beauty that makes up The Commons. Experience all this and more after soaking up the artistry of our talented floral designer's center stage.

You are sure to find this symposium to be a wonderfully different experience, as **Ann Jordan AIFD** and **Janet Black AIFD** have infused the event with change. The programming, networking and meal functions have a refreshing twist: this year we will be celebrating YOU (the Volunteers of AIFD) at the Final Night Dinner.

Thanks to the many talented members, our association has made great strides. Our Education, Certification and Marketing committees have worked together to propel our message of "Excellence in Design" into the future. At the annual members meeting **Bill McKinley AIFD** will reveal the online classes available; the 1st PFDE will be completed; Education will release their course schedule for 2011/2012; and Marketing will showcase the new product line and present an extensive list of promotional activities completed this past year. All committees and numerous volunteers have worked diligently with a focus on value to you—our members. Obviously, the Board is constantly seeking new opportunities to ensure that your membership in AIFD is a valuable experience.

So... beginning on July 3, please join me and help to "Revolutionize" the coming year by attending the AIFD National Symposium in Boston ("The Athens of America," "The Cradle of Liberty," "Bean-Town").

See you there (thay-ah),


Tina Stoecker AIFD
AIFD President



Bouquets to Art 2010



Bouquets to Art 2010 was held at the de Young Museum from April 19 until April 24.

"Bouquets" has become one of the Nation's most prestigious floral design events and the largest single member gathering/fundraiser for the fine arts museums in San Francisco. More people visit the de Young during the week than the rest of the year combined. Bouquets to Art week featured amazing artistic floral designs from 150 national and international floral designers including City College instructors Holly Money-Collins AIFD, Jenny Tabarracci AIFD, and Department Chair Steven W. Brown AIFD, all members of The American Institute of Floral Designers. About half of the Floral Designers featured are City College Alumni from the Environmental Horticulture/Floristry Department.

Last year, the Museum Auxiliary and BTA Committee staged the first ever Student Floral Fashion Show Competition, a presentation by local design students of clothing crafted from

flowers. The show was so successful, the Committees decided to repeat the student event during the opening Night Gala. Chaired by Stephanie Clark the show was judged by Textiles curator Jill D'Alessandro and sponsor Lonna Wais.

The Opening Gala was an exclusive opportunity to preview 150 floral displays exhibited throughout the de Young's galleries, to savor wine and food pairings created by McCall Associates to enjoy music by the Moodswing Orchestra, and to witness the Student Floral Fashions, which were only seen during the Gala.

Out of 25 possible entries, 18 entries were taken by City College Floristry Students. Several students' entries were submitted by the Academy of Art College and by College of San Mateo students. When the competition results were announced, City College took all three available awards. Third place was awarded to Maribel Lopez, second went to Hye Jung Hyeon and Shinha Park and first place was awarded to Joseph Saligao.



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Horn, Jordan, Norman and Quesada Elected to AIFD Board

Regional Officers/Directors Elected ~ Bylaws Amendment Approved

Mary Linda Horn AIFD, of Ostrander, Ohio, and Ken Norman AIFD, of Midland Park, N.J., were elected by the members of AIFD to a three-year term as a director-at-large on the National Board of Directors. Also nominated for the at-large positions were Michael Hollenbeck AIFD of Lewiston, Idaho and Anthony Vigliotta AIFD of Los Angeles.

Ann Jordan AIFD of Naples, Maine was re-elected by her regional chapter members as the North East regional chapter representative to the board, narrowly edging out Ron Mulray AIFD of Philadelphia; and Michael Quesada AIFD of Santa Barbara, Calif. topped Martin Flores AIFD of San Bernadino to be elected to a first term as the South West regional chapter director to the board.

On the national scale, AIFD members approved a proposed amendment to the Institute Bylaws in reference to the structure of the Symposium Committee. Section 6.2.9.1 of the Bylaws now reads, "The Symposium Committee shall consist of the following: President, President-Elect, Vice President, Executive Director, the Immediate Past Symposium Coordinator, the Immediate Past Symposium Program Coordinator, the Symposium and Program Coordinators, the Symposium and Program Coordinators for the Symposium which will take place approximately 21 months from the date of the committee meeting as provided for in Section 6.2.9, and the treasurer or his or her designee from the Finance Committee. The Vice President shall serve as Chairman of the Committee."

In addition to the National elections and Bylaws amendments, AIFD members also elected the officers and directors for their respective Regional Chapters.

In the North East, Suzanne Sampson AIFD was elected president-elect (Colleen Kelly AIFD, the sitting president-elect, will become the new president), Lisa Greene AIFD was elected vice president, Ken Beebe AIFD was elected secretary and Polly Berginc AIFD was elected treasurer. Elected to three-year terms on the NE Board were Janet Black AIFD, Jim Dempsey AIFD and Susan Miller AIFD.

Southern Chapter members elected Karen Farmer AIFD as president-elect (Kevin Coble AIFD is the sitting president-elect), David Powers AIFD as vice president, Sylvia Bird AIFD as secretary and Russ Barley AIFD as treasurer. Elected to three-year terms as directors were: Robyn Arnold AIFD, John Hill AIFD and Mandy Majerik AIFD.

Dan Kotecki AIFD was elected president-elect of the North Central Regional Chapter (Alice Waterous AIFD is the sitting president-elect and will become president in July). Loann Burke AIFD was elected vice president, Debra Royal AIFD was elected secretary and Eldon Haab AIFD was elected treasurer. Judi Borah AIFD, Jodi Duncan AIFD and Pete Samek AIFD were elected as directors-at-large.

Suzie Kostick AIFD got the nod from South Central Regional Chapter members to serve as the Chapter's new president-elect (Beth O'Reilly AIFD will move into the presidency in July) while Conrad Quijas AIFD was elected vice president, Rhonda Lynn-Moeckel AIFD was elected secretary and Catherine Thoele AIFD was elected treasurer. Elected to the Chapter Board as directors were: Bradley Shane Cranford AIFD, Vicki McPherson AIFD and Lisa Weddel AIFD.

North West Regional Chapter members elected Greg Lum AIFD as their new president-elect (Paul Jaras AIFD is the sitting president-elect), Guillermo "Wil" Gonzales AIFD as vice president, Gerry Gregg AIFD as secretary and Emil Yanos AIFD as treasurer. Suzanne Law AIFD, Leighsa Montrose AIFD and Jenny Tabarracci AIFD were elected to three-year terms as directors on the Chapter Board.

Finally, in the South West, chapter members elected Alex Jackson AIFD as president-elect (Michael Quesada AIFD is the sitting president-elect), Lori Novak AIFD as vice president, Lorraine Cooper AIFD as secretary and Mary Rimmer AIFD as treasurer. Lee Burcher AIFD, Carolyn Fowler AIFD and Pam Null AIFD were elected as directors-at-large to the Board.

All officers and directors will be installed during the July 4, 2010 member meetings held in conjunction with the National Symposium "Revolution" in Boston.

It's About Time for a "Revolution"

- continued from cover -



industry," said Tina Stoecker AIFD, president of the Institute.

In addition to the elaborate design programs and décor, the AIFD Symposium is also the time when over 100 aspiring designers will participate in the AIFD Professional Floral Design Evaluation session (PFDE) as they endeavor to achieve AIFD's new Certified Floral Designer (CFD) designation and ultimately an invitation to become an accredited member of AIFD. The PFDE will take place on July 1 and a special design program will be offered exclusively to PFDE candidates on July 2

while their designs are being evaluated. The Symposium also provides an opportunity for attendees to stay a day longer and participate in a hands-on workshop presented by the AIFD Foundation; this year features internationally-acclaimed German design artist Gregor Lersch.

AIFD's National Symposium is "the most exciting, motivational and artistically-refreshing program of its kind in the floral industry."

Other activities to which Symposium attendees can avail themselves include: a welcoming reception on Saturday, July 3, where the creative works of the AIFD Student Competition will be displayed, the always popular "AIFD Partners Expo and Book Fair" featuring AIFD Partner products and services on Sunday, July 4, and for first-time attendees, a behind-the-scenes tour of how AIFD masterfully brings together its spectacular Symposium. AIFD's 2010 National Symposium is being coordinated by design educators Ann Jordan AIFD of Naples, ME and Janet Black AIFD of Bethel, ME.

Full details and registration information including hotel reservation recommendations are available online at www.aifd.org. Early registrations are encouraged to save money with the "early bird" discounts and to avoid being shut out by a sell-out.

Should Paul Revere ride through the streets of Boston today, surely he'd cry out, "The floral design artists are coming!" It's a floral "Revolution" not to be missed.



Quick Facts:

- Kingdom: Plantae
- Division: Magnoliophyta
- Class: Magnoliopsida
- Order: Rosales
- Family: Rosaceae
- Genus: Prunus
- Species: Persica
- The Peach Blossom was adopted as Delaware's floral emblem by an act of the legislature on March 9, 1985. In 1953, the Peach Blossom was named as the official state flower.
- The Peach Blossom appears before the peach leaves.
- The delicate pink Peach Blossoms may be large and showy, but sometimes are quite small.
- Peach trees grow 15-25 feet high. Their slender leaves have toothed edges.
- Peach trees start bearing fruit at three to four years old, reaching a peak at about 12 years.
- The peach is the state fruit of South Carolina.
- Georgia is known as the Peach State.
- Most peaches are self fertile.

Everything You Need to Know About the Cover Flower: Peach Blossom

Peach Blossom blooms as a solitary or paired flower. The Peach Blossom is 2.5-3 cm in diameter, with five petals. Peach Blossoms are light pink to carmine, to purplish in color. The ovary on the Peach Blossom is perigynous, simple (single locule), and surrounded by a hypanthium. The color of the inner surface of the hypanthium on the Peach Blossom is indicative of flesh color.

Peach Blossom petals can be large and showy, or small and curved on margins. Peach Blossom is borne singly on short peduncles (almost sessile) from lateral buds on one-year-old wood. There are usually one to two Peach Blossom buds per node. Peach Blossoms exhibit cleistogamy, pollinating themselves prior to opening.

Peaches are known in China, Japan, Korea, Laos, and Vietnam not only as a popular fruit but for the many folktales and traditions associated with it. Momotaro, one of Japan's most noble and semi-historical heroes, was born from within an enormous peach floating down a stream. Momotaro or "Peach Boy" went on to fight evil oni and face many adventures. Peach blossoms are admired by the Japanese, though not as much as cherry blossoms.

In China, the peach was said to be consumed by the immortals due to its mystic virtue of conferring longevity on all who ate them. The divinity Yu Huang, also called the Jade Emperor, and his mother called Xi Wangmu also known as Queen Mother of the West, ensured the gods' everlasting existence by feeding them the peaches of immortality. The immortals residing in the palace of Xi Wangmu were said to celebrate an extravagant banquet called the Pantao Hui or "The Feast of Peaches." The immortals waited six thousand years before gathering for this magnificent feast; the peach tree put forth leaves once every thousand years and it required

A Peach Blossom Tidbit Just For You...



The Peach Blossom (*Prunus persica*, a native of China) is the Delaware State Flower. The peach tree bears a juicy fruit of the same name. Peach blossoms are produced in early spring before the leaves. Many peach trees are planted in commercial orchards, and some are cultivated in gardens as ornamentals.

another three thousand years for the fruit to ripen. Ivory statues depicting Xi Wangmu's attendants often held three peaches.

The peach often plays an important part in Chinese tradition and is symbolic of long life. One example is in the peach-gathering story of Zhang Daoling, who many say is the true founder of Taoism. Elder Zhang Guo, one of the Chinese Eight Immortals, is often depicted carrying a Peach of Immortality. The peach blossoms are highly prized in Chinese culture.

It was in an orchard of flowering peach trees that Liu Bei, Guan Yu, and Zhang Fei took an oath of brotherhood in the opening chapter of the classic Chinese novel Romance of the Three Kingdoms.

A Vietnamese mythic history states that, in the spring of the year 1789, after marching to Ngọc Hồi and then winning a great victory against invaders from the Qing Dynasty of China, the King Quang Trung ordered a messenger to gallop to Phú Xuân citadel and deliver a flowering peach branch to the Princess Ngọc



Hân. This took place on the 5th day of the first lunar month, two days before the predicted end of the battle. The branch of peach flowers that was sent from the North to the Center of Vietnam was not only a message of victory from the King to his wife, but also the start of a new spring of peace and happiness for all the Vietnamese people. In addition to that, since the land of Nhật Tân had freely given that very branch of peach flowers to the King, it became the loyal garden of his dynasty.

A peach tree is also the context in which Kim Trọng and Thuý Kiều fell in love in The Tale of Kieu. And in Vietnam, the blossoming peach flower is the signal of spring. Finally, peach bonsai trees are used as decoration during Vietnamese New Year—Tết in Northern Vietnam.

Kishwaukee College Hosts Floral Design AIR Student Workshop



Pictured at center back is Mary Elliott AIFD, a professional floral designer, demonstrating creation of a bouquet using oasis wire to floral design students at Kishwaukee College on March 2. Elliott gave the one-day workshop as part of the Artist in Residence (AIR) program offered through the American Institute of Floral Designers (AIFD).


The Kishwaukee College Floral Design Department hosted a guest designer as part of the Artist in Residence (AIR) program offered through the American Institute of Floral Designers (AIFD) on Tuesday, March 2 at the college.

Mary Elliott AIFD, a floral design professional from Dilly Lily in Chicago and instructor in Christine Noelle designs in downtown Chicago, spent the day on campus presenting "Wired Up: A Fresh Look at Corsages, Boutonnieres and Bouquets." Elliott, a Kishwaukee College alumnus, has worked as a professional floral designer in Bloomington, Ill. and in North Carolina, before returning to Illinois to work in Chicago. She was inducted into AIFD in 2004.

In her presentation, Elliott demonstrated new trends in creating corsages, bouquets and boutonnieres as well as fresh takes on the more traditional arrangements. She included adding oasis wire to creations in unique, decorative ways.

The AIR program is offered through the AIFD to bring together industry professionals and floral design students at colleges and universities with Student AIFD chapters. Kishwaukee College is one of only 14 college SAIFD chapters nationwide.


For more information on the Floral Design program at Kishwaukee College, call (815) 825-2086, ext. 2830.



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Focal Points 7

AIFD UPDATES

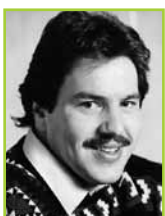
AIFD Mourns the Loss of Beloved Members



Silverio Casabar AIFD (1924-2010)

Former owner of Silverio's Flower in Palm Desert, Calif., Casabar loved working with flowers and foliage. He was a charter member of AIFD and won many design awards and trophies, including an International Gold Medal and a sweepstakes prize in the Tournament of Roses Parade and the Las Floristas Headdress Ball.

Silverio was famous for his unique foliage techniques and use of tropical flowers in creating large scale "works of art." He will be deeply missed by the floral community, friends, family and clients. His legacy will be continuing through his many floral students. Please make donations in his name to Hope for Housing or the American Cancer Society.



Tony Manders AIFD (1961-2010)

Born in The Netherlands, Tony came to Canada in 1986 and worked as a florist in London until he bought his own store, Regency Florists in 1998.

Tony was a long standing member of AIFD and CAFA. He will be sadly missed by many close friends and his loyal customers. He was a tireless worker whose creativity and attention to detail inspired everyone he served, taught and worked with. His talent will be greatly missed in the floral community. If desired, remembrances may be made to Women's Community House or the Heart and Stroke Foundation.



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.

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— TALMAGE MCLAURIN AIFD & WHAT IF...THE RELATIONSHIP OF CONTRAST
— GREGOR LERSCH & CONSORTIUM — TED BRUEHL AIFD & LE MARIAGE ET
L'HARMONIE — RICH SALVAGGIO AIFD AAE PFCI & THE ARTS OF DYEING — JIM LESLIE
AIFD & RAISING THE B.A.R.-A BOTANICAL ARTS FOUNDATION — BRITISH FLORAL
TEAM & BEST IN SHOW — MICHAEL STEIN AIFD & CELEBRATING THE TIMES OF
OUR LIVES — BRAD ANDERSON & HARNISCH & HOLIDAY EMOTIONS — BERT BORD
AIFD & MAY THE FORCE BE WITH YOU — BJ DIER AIFD & CPFF CFD & INDUCTION
NIGHT RETRO REBELLION — KEN NORMAN AIFD & FRENCH FLOWERS
LEADERSHIP GALA — TOOMIE FARRIS AIFD & KITCHEN ARTISTRY-DIVINELY
ILLUSTRATED — ROBERT BERCINI AIFD & GREEN IS THE SCENE — DAN KOTECKI
AIFD & CARNIVAL...A CULTURAL REVOLUTION — CANADIAN FLORAL TEAM
& THE POWER OF SERVICE — PETRA MARQUART & A FRENCH CONNECTION
— EMILIA OLIVERIO AIFD FOUNDATION'S HANDS ON WORKSHOP WITH —
GREGOR LERSCH & WITCH TENT — AIFD FOUNDATION & SECRETS OF SAVVY
COMMUNICATIONS — PFCI & KNOCK THEIR SOCKS OFF IN PERSON AND
ON CAMERA — PFCI & THE WALKING TOUR — JOURNEY TO A NEW WORLD

July 3–8, 2010

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Visit aifd.org for more information.

American Institute of Floral Designers
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2010 National Symposium
Boston, Massachusetts
July 3–8, 2010



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The logo for AIFD & Teleflora is centered at the top. 'AIFD' is in a green, stylized serif font, followed by a grey ampersand, and 'teleflora' is in a dark purple, lowercase sans-serif font with a registered trademark symbol. Below the logo, the text 'Partners in Educating the Industry' is written in a large, dark purple, sans-serif font. The background features a light purple illustration of a flowering branch with several large, rounded flower buds and leaves, extending from the top right towards the bottom left.

AIFD & teleflora. Partners in Educating the Industry

Teleflora supports the American Institute of Floral Designers in its mission to “establish, maintain and recognize the highest standard of professional floral design.”

- Teleflora is the industry’s biggest sponsor of educational programs at industry conventions and conferences.
- The Teleflora Education Specialist team has the largest group of AIFD educators working in the industry.
- Through the Teleflora Education Center in Oklahoma City, Teleflora offers personalized, hands-on instruction in the latest trends and techniques of professional floral design.
- Through the Teleflora Units Program, Teleflora brings affordable educational opportunities to florists nationwide.

Teleflora salutes those AIFD members who consistently raise the bar in professional floral design. Let’s work hand in hand!

For information on Teleflora’s education programs,
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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 **Bill McKinley AIFD**, an AIFD board member.

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

Bill: Currently, I am the Associate Dean for Career Technologies at Kishwaukee College. The Career Technologies Division includes 16 departments that represent 20 different AAS degrees and 37 certificate programs.

My primary responsibilities include the hiring, training and supervision of approximately 35 adjunct faculty each semester, maintenance of CT course schedules and class sections (about 240) each semester, CT student career advisement/counseling, campus-wide online education and faculty training programs.

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

Bill: Floral education, floral education, floral education. Seriously, education should be a collaborative effort from many sources... whether it is from AIFD, higher education, secondary education, state certification programs, private schools or a combination of all of these (and others), we are all life-long learners and should take every opportunity to enhance our skills from a variety of sources. As a board member, I'd like to facilitate this collaborative educational perspective.

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

Bill: Most definitely. **Jim Johnson** and **Teri Starman** were the two people who started (and continue to push) me on my floral industry pathway. Teri was my first floral design instructor and opened the door to something I did not know existed. Jim expanded my floral design horizons and allowed my creativity to blossom while working as his teaching assistant and on special projects. Jim's impeccable sense of professionalism and adherence to quality floral education truly inspired me.

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?

Bill: Problem solving... no, not word problems in math, but technical or mechanical challenges for floral designs or presentations and how to get from point A to point B. As for designing, I like the "details" necessary for a successful pavé design.

AIFD: What issues are most important to you professionally?

Bill: I strongly believe that AIFD must strive to be at the forefront (and the leader) in floral innovations, and at the same time, be one of the providers of high quality educational opportunities for our industry.

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

Bill: I love gardening, cooking (especially breads and sweet desserts), and watching high school sports.

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

Bill: The floral industry is the best! It is even better when you get involved and work with the wonderful people who also cherish the centerpiece of our industry, flowers.





SS

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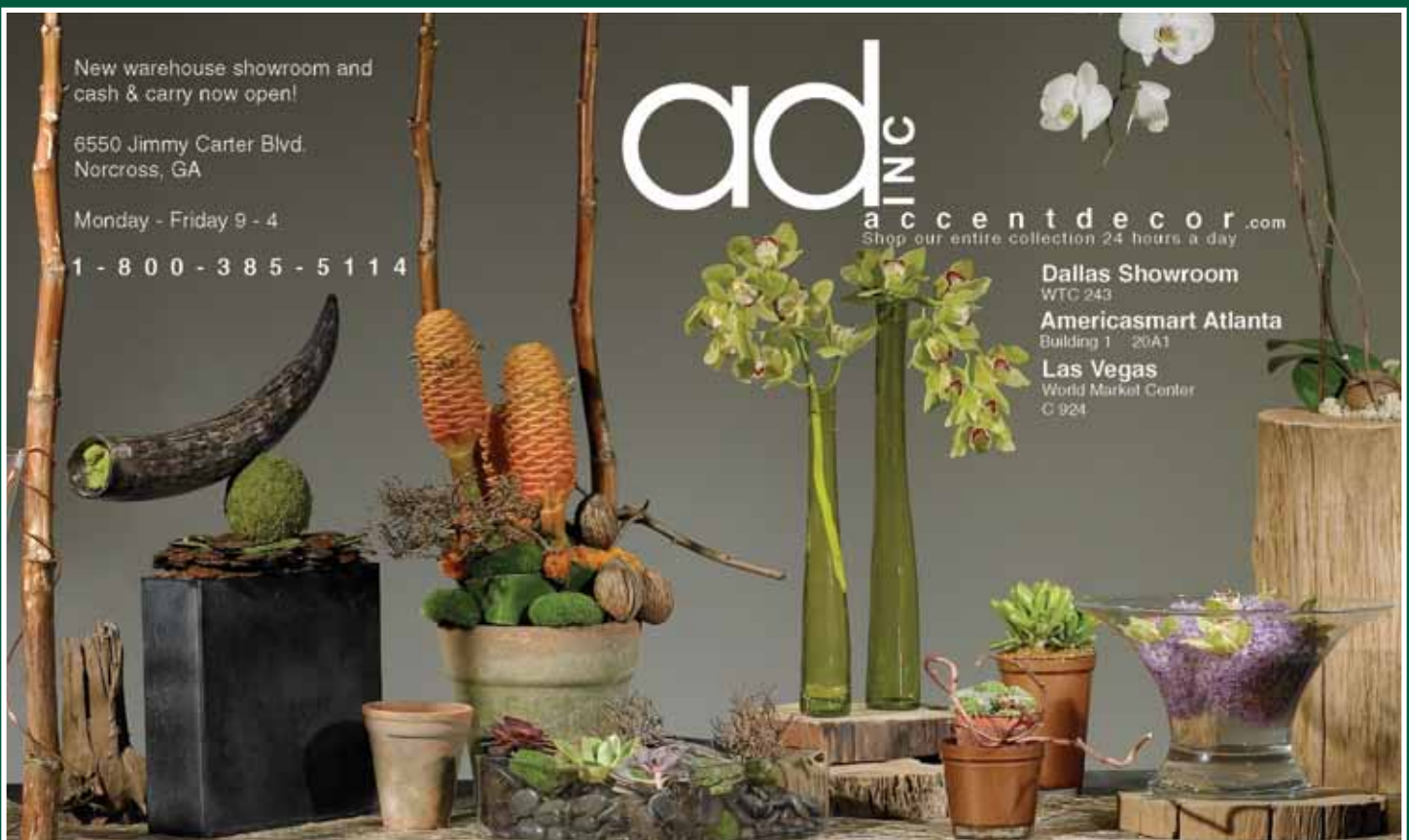
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YOU NEED TO BE ONLINE!

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

June 6, 2010

"Bouquet Bedazzle" Hands-on Workshop
Santa Ana, CA

July 1-2, 2010

2010 Professional Floral Design Evaluation
Boston, MA

July 3-8, 2010

2010 National Symposium
Boston, MA

July 2-3, 2011

2011 Professional Floral Design Evaluation
San Francisco, CA

July 4-9, 2011

2011 National Symposium
San Francisco, CA

July 10-16, 2012

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American Institute of Floral Designers

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Southern Conference 2010 Wrap-Up

by Jay Borton AIFD

Everyone who attended the 2010 Southern Conference in Chattanooga can testify that it was a spectacular weekend.

The conference opened with a fun-filled event as we toured the Tennessee Aquarium, sampled delicious Swiss pastries and listened to the melodic tones of dulcimer player, [Dan Landrum](#). Everyone was so inspired and overcome with the beauty that one of our members even accepted a betrothal of marriage in the butterfly house! Several of our Southern designers showcased magnificent welcoming floral sculptures that set the mood for the unbelievable weekend that followed. Special thanks go out to [Janet Frye CFD](#), [Marlene MacDonald AIFD](#), [Aisha Booker AIFD](#), [Madeline Presler-McDonald AIFD](#) and [Kevin Hinton CFD](#), for their spectacular contributions.

Early arrivals at the conference on Saturday morning were able to view the entries from the SAIFD Mississippi State student competition from the previous day. We all are proud of these young designers that will soon grace our profession with their talents and carry on the pursuit of floral artistry.

The first event on Saturday morning was the opening of the Trade fair. Companies attending were Green Valley Farms, Accent Decor, Transflora, Smithers Oasis, Florigene Flower Shop Network, Bloomnet, Unlimited Containers Inc. and Western Pulp Co. In addition to presenting outstanding table displays, each company contributed a generous supply of product that was used by the featured designers in their stage programs. Other companies that could not attend, but sent product were Syndicate Sales, Mayesh Wholesale Florist, EPI Containers, Mikes' Finest Wholesale Flowers, Martonio Inc., Cut Flower Wholesale, Fitz Co., Amy's Orchids, Flowers Direct Inc., Rainbow Protea and Ensign the Florist.

We all owe these gracious companies a big thank you, for without their generous support, we could not have the educational opportunities afforded us through our annual Southern Conferences. Very special thanks is owed to [Flowers Direct Inc.](#), who not only sponsored a complete program, but contributed additional product and opened their warehouse to us, coordinated and accepted all of our deliveries, helped in the cutting and processing of all of the product used at this conference, and then stored everything in their coolers until our team was ready to transport it to the hotel. Thank you! Thank you!

The only disappointing moment of the whole conference was when we heard of the absence of [Regina Berryman AIFD](#) who could not attend and present her program because of a blocked kidney stone that forced her into the ICU.

Regina was sadly missed, but her co-presenter, [Linda Robinette AIFD](#), gave an outstanding solo-presentation of "PHI, the Golden Proportion." Linda's demonstrations examining the Fibonacci theory enlightened even the most experienced designers.

[Larry Kramer AIFD](#) from Big Sky, Montana captivated the crowd with "Natural Botanicals." Larry's quiet demeanor vanished as he dazzled us with his program of armatures of various styles and materials.

[Kesami Holmes AIFD](#) delighted us with her ikebana influence in graceful table displays as we enjoyed a delicious lunch in the Rotunda.

- Continued on next page -



“Green IS the Color of Money” was presented by [Greg Brown AIFD](#) and [Larry Hammack](#). Their expert advice on ‘green’ solutions in shop design and management was complemented with Greg’s outstanding floral displays. Their over the top program wooed everyone in attendance and I heard several people express that they would love to see more of Greg’s work in the future.

[Joyce Mason-Monheim AIFD, AAF, PFCI](#) gave us an entertaining and clever program entitled “Inspiring Steps to AIFD.” With [Roger Dennis AIFD](#) blindfolded, Joyce guided him through a comedic exercise in “designing in the dark.”

As a result, unfortunately, now everyone knows that Roger will need much more prodding and a lot more instructions if he is ever to get it right! LOL!

[Carol Inskeep AIFD](#) and [David Powers AIFD](#) enhanced us with a teaser of what to expect at next year’s conference in Charlottesville, Va. They have both vowed to make next year’s conference bigger and better than ever, and I highly anticipate that they will do it. So all of us need to pencil in the date and plan to attend next March 25-27.

Late Saturday afternoon, the silent auction was closed and many treasures changed ownership in the quest for funds for foundation scholarships.

The Presidential black-tie dinner was made elegant by the green and white table settings by [Russ Barley AIFD](#). The Gala honoring our Southern Chapter President, [Wendy Childress AIFD](#), sparked into an enchanted evening of conversation and dancing.

After a shortened respite due to daylight savings time, we all were awakened at breakfast by the fragrance of garden roses in beautiful table presentations by [John Hill AIFD](#).

On Sunday morning we all were “Sharon the Joy” with a delightful program by [Sharon McGukin AIFD, AAF, PFCI](#) and Joyce Mason-Monheim. Creative techniques, new products, and inspiration were high on the list of features in this double-duo program of bridal bouquets and body flowers.

At noon most parted company inspired and regenerated by the experience of conference. A few lucky people stayed for a very rewarding hands-on workshop. All agreed that the weekend was a wonderful experience.

I, myself, had only one regret: and that was that I was not able to find time to capture the weekend on film, but thanks to [Mandy Maxwell](#) of flower shop network.com, we can all visit her blog (www.flowershopnetwork.com/blog/2010-aifd-southern-conference) and share in her fantastic pictures. Thanks, Mandy, you rock! Make sure that you click on the bottom of her script where it says, "View all of our photo album from the trip on facebook." There you will find several pages of beautiful photos.

You may also visit www.aifd.org, click on Southern Chapter, where you will find a slideshow of Southern Conference photos submitted by a Southern Chapter member.

I would like to thank all the many friends that helped me in the execution of this conference over the past four years. Thanks to all my fellow Board Members that guided and encouraged me and helped direct and manage all the details. Thanks to all the many volunteers and attendees, who despite hard economic times came to Chattanooga to share their talents and explore a “greener” perspective. A very BIG thanks goes out to my co-chair, Roger Dennis, who was my right hand and my sounding board. Thank you, Roger!

Thanks “ya’ll” ...see you in Boston!



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Regional Chapter Meetings **Announcement to Members**

AIFD's regional chapters will conduct their respective membership meetings at **10:00 a.m.** on **Sunday, July 4** during the National Symposium in Boston, MA. All AIFD members and 2010 inductees are encouraged to attend. Chapter meetings are open to AIFD members and inductees, only.

	<u>When & Where They Meet</u>			<u>Floor</u>
North East	10:00 a.m.	St. Botolph		2 ND
Southern	10:00 a.m.	Boylston		1 ST
North Central	10:00 a.m.	Provincetown		4 TH
South Central	10:00 a.m.	Simmons		3 RD
North West	10:00 a.m.	Suffolk		3 RD
South West	10:00 a.m.	Wellesley		3 RD

All Chapter Boards of Directors will meet at 8:15 a.m. on Sunday, July 4 in the same rooms as indicated above.

In addition to the various Regional Chapter meetings, AIFD's general membership meeting will be held on **Sunday, July 4, at 11:30 a.m. in the Grand Ballroom Salon's A-D.**

ARTFUL WEDDINGS IN TODAY'S ECONOMY

*College of San Mateo, Graham Chapter
AIFD Artist In Residence (AIR) Program
by Wendy Pine AIFD*



On March 3, 2010, the College of San Mateo Horticulture/Floristry Department's SAIFD Graham student chapter presented a floral trends AIFD AIR program to an audience of 75 attendees consisting of students, college community, faculty and the local retail public. Cheryl McGuire AIFD, CSM Floristry graduate and owner of Flair Floral Studio, was assisted by Constance Oakson AIFD during the educational program.

A hands-on workshop was held prior to the actual event so that SAIFD students would be able to prepare the presentation designs.

In conjunction with the American Institute of Floral Designers (AIFD) "Artist in Residence" program Ms. McGuire generously shared her knowledge, design techniques and enthusiasm. She began by explaining that it was the training she received from AIFD accredited instructors at CSM and her associations with AIFD that enabled her to become the award-winning designer she is today.

She actively participated at AIFD National Symposiums as a student competitor. Also meeting with division and administration members, she clearly placed a high value on continuing education. Emphasizing the ever-important principles and elements of design, she presented



exciting and trendy uses of texture, color harmonies and forms.

She stressed these applications for all aspects of floral design including permanent botanical arrangements and displays as well as fresh florals in today's wedding event work. Ms. McGuire presented several colorful vignettes incorporating numerous sizes, shapes and colors creating beautiful, harmonious wedding table presentations.

The hands-on workshop portion of the AIR program enabled participants to assist Ms. McGuire in creating various contemporary looks utilizing different materials but similar techniques.

Participants announced the program to be exciting and inspirational and all were looking forward to practicing what they had learned.

Students were also exposed to how different disciplines can cross over into other media, flexibility being important in today's economy.

The AIFD AIR program was pronounced a success for those members of the floral community and CSM students who participated.



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Don't forget to stock up on your *Revolution*-ary items at the 2010 AIFD National Symposium

This year at National Symposium, don't forget to purchase these coveted AIFD keepsake items. They make great gifts for current AIFD members and new inductees!! All items feature the AIFD logo, so be ready to represent the Institute proudly and in style! Many of the items sold out at last year's Symposium "The Sky's the Limit" so be sure to get yours right away!



Member Pin
\$75



Student Pin
\$15



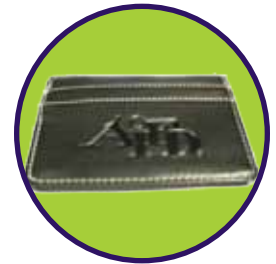
*AIFD Guide to
Floral Design*
\$59.95



Black Fleece Vest
\$45



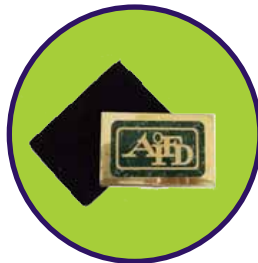
Black Designer's Apron
\$20



*Leather Business
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\$15



*Flight-Friendly
Laptop Sleeve*
\$25



Brass Card Case
\$15



Leather Portfolio
\$25



AIFD Tool Bag
\$10



Leather Key Chain
\$12.50



Flight Bag
\$40



Silver Key Ring
\$10



*Pima-Teak
Mock Turtleneck*
\$45

Foliages, Grasses and More...

*Seneca College, Trillium Chapter
AIFD Artist In Residence (AIR) Program
by Marianne Suess AIFD, CAFA*

The SAIFD Trillium Chapter hosted the annual Air Program in February of this year, with Guest Designer [Glen Fidler](#) AIFD, CAFA.

Fidler has been a member of the floral industry in Canada for over 30 years. He has been involved in numerous Floral Design shows and panels and is giving workshops at various institutions throughout the city.

His workshop focused on the creation of dynamic, visually exciting floral arrangements with the exclusive use of foliage and organic accessories.

Glen stressed that using traditional greens and foliage in non-traditional ways challenged the designer to expand his/her notions of what constitutes an “arrangement.” He also stated that foliage and other organic items such as branches, seed pods, and grasses were often less expensive than conventional flowers and their exclusive use in arrangements could result in savings for the florist.

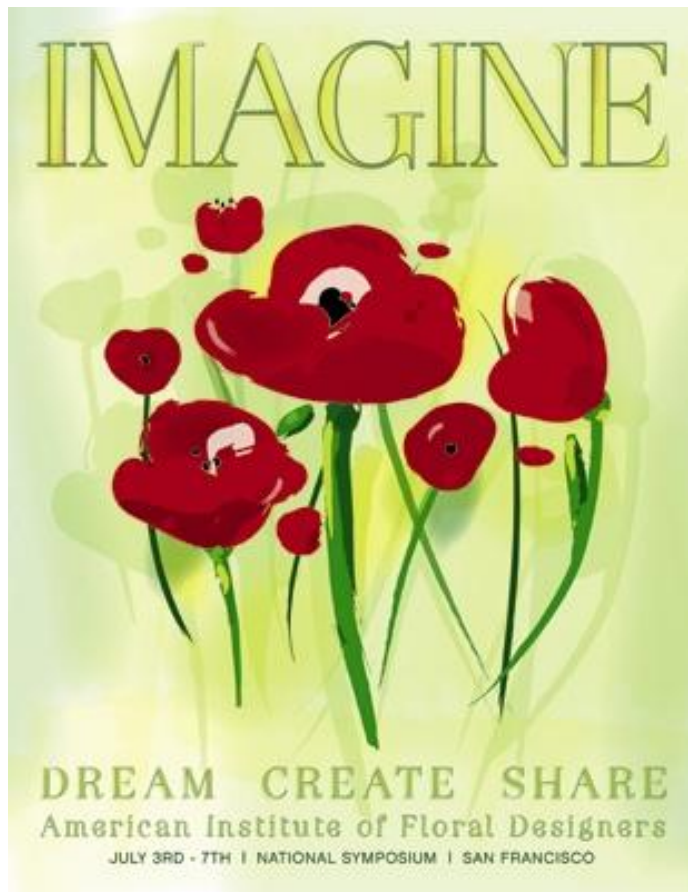
The second part of his presentation included a hands-on workshop with the SAIFD members who were so excited to experiment with the techniques Glen was demonstrating.

Students experimented with Kiwi Branches, grasses, seeded Eucalyptus and a selection of foliage and created their own concepts. Glen’s workshop was a great success and every student was filled with new inspiration.

On April 6, the Trillium Chapter invited a guest speaker who graduated from the Floral Design Program in 2007, and since then established his own company “ECO STEMS” in downtown Toronto. He is also a former SAIFD member. He was invited to talk to the group about his journey in establishing his vision for his own company and his experiences so far having opened his shop in the spring of 2009. Everyone was very curious and excited to ask all these so important questions in regards to all the many details we need to consider in our industry.

Now we are preparing for the Student Competition in Boston which promises to be another exciting event.





AIFD Symposium 2011, Program Proposal

GENERAL INFORMATION

To consider your proposal we need as much information as possible. Please follow the attached outline, completing 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, min-DV, DVD or a digital file uploaded to us. (contact david@floraldesigninstitute.com for information)

CONTACT INFORMATION

Name:

Address:

Phone:

Cell Phone:

E-Mail:

FaceBook:

Twitter:

PROGRAM INFORMATION

Program Title:

Program Theme: (wedding, events, interiors, holiday, art, party, body flowers, etc.)

Complete Program Outline:

Why would anyone want to see your program?

What do you consider to be the educational benefits of your program?

List your staging requirements: (lighting, stage props, audio, video, curtains, risers, any stage floor plan that differs for the standard symposium stage, be complete – draw sketches if necessary).

How does your program fit with the symposium theme?

IMAGINE,

dream – create – share

grown up flower children revisiting a celebrating the spirit of the sixties

Is this a single presenter program or a multi-presenter (team) program?

If a team program, please list complete contact information for all of the presenters.

PERSONAL INFORMATION

Prepare a complete and current biography

List three references, individuals who have seen you perform a floral program on stage. Please provide complete contact information.

SPONSORSHIP

Have you arranged for any sponsors of your program? If so, please provide complete contact information as well as information about the amount and type of sponsorship.

Who do you think would be willing to sponsor your program and why?

PROPOSAL CHECKLIST

- ____ Complete Contact Information
- ____ Complete Program Information
- ____ Program Outline
- ____ Staging Requirements
- ____ Sketches or Pictures
- ____ Video Clip
- ____ Complete Current Biography
- ____ References
- ____ Sponsorship Information