

# Focal Point

## Designers Earn Certifications & Invitations 77 Earn CFD Designation, 26 Invited to Become AIFD

**S**eventy-seven PFDE candidates have been recognized by the American Institute of Floral Designers (AIFD) as recipients of its coveted Certified Floral Designer (CFD) designation. They were granted this designation after successfully completing the Professional Floral Design Evaluation (PFDE) that took place July 1 immediately prior to the Institute's National Symposium in Boston.

CFD recognition is granted only after a floral designer has demonstrated their understanding of the concepts of design through education pathways and subjecting their floral design work to a vigorous peer evaluation conducted by an international panel of design experts.

In addition to being honored with the CFD designation, 26 floral artists had designs and evaluation marks that were considered to be so artistic that they have also been extended an invitation to become Accredited Members of AIFD. Should they accept the invitation, they will be inducted during elaborate ceremonies as part of AIFD's National Symposium taking place July 4-9, 2011 in San Francisco.

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# President's Welcome

## Rethink Possible...

One doesn't usually expect to gain great insight or inspiration from television advertising. However, when the slogan... "Rethink Possible..." popped up in an AT&T commercial—it offered us great advice.

From AIFD members across the country, I hear three major points of common concern: the need for affordable staff training opportunities, a desire to bring young people into our industry and a need for promoting local businesses by educating the consumer to the benefits of purchasing flowers for daily use or gifts. From this valuable input, we have derived three of this year's top AIFD initiatives.

**David** and **Leanne Kesler AIFD(s)** are developing an energized plan for the 2011 Symposium in San Francisco. Help spread the word—go to the IMAGINE Facebook page and become a fan. DREAM about what you think symposium should be. CREATE a message encouraging others to do the same. SHARE the link with your friends. Forward and re-tweet planning and updates as they are posted online.

As we IMAGINE the possibilities for symposia we must RETHINK the possibilities for other areas of AIFD as well. For most of the U.S., this has been a year of great economic change affecting most people in some way. The floral industry has not been immune to those changes. To continue successfully, we must adapt in this season of change. Fortunately, change in one area is often the catalyst for growth in another. By rethinking our possibilities, we open ourselves to greater opportunities of progress. What are your suggestions?

Are you looking for new training opportunities for you or your staff? Excellent educational programs are offered by our Education Partners. Their contact information is listed on the AIFD website. Also, our exciting new AIFD Online Classes and Hands-On Workshops are now scheduled across the country. Visit [www.aifd.org](http://www.aifd.org) to register right away. If you want to encourage better business practices in your market, contact less skilled florists in your area and refer them to the website for class schedules. Contact **Joyce Mason-Monheim AIFD** if you have questions. Call the AIFD home office to request brochures to share at your state and regional events and help spread the word!

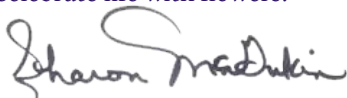
**Alice Waterous AIFD** and a North Central team will present a program at the FFA National Convention to Instructors and Advisors next month. AIFD is partnering with FFA to develop instruction for high school students in an effort to introduce potential floral industry careers.

A tight economy encourages consumers to trend back to a more basic, simplistic lifestyle. This is a perfect time to remind customers of the pleasure that a simple vase of fresh flowers can bring. Use this opportunity to send the message to consumers that 'flowers enhance quality of life.' Offer in-store demonstrations and special events. Contact local civic clubs; volunteer to present programs on the positive benefits of incorporating flowers in our daily lives. The Society of American Florist has some great info on this subject, visit [www.safnow.org](http://www.safnow.org) for details that you can incorporate in your presentation. Be sure to inform your audience of the importance of selecting a professional AIFD member or CFD for their floral needs. Post your credentials at all times. Let the media in your area know about your activities. Promote AIFD by submitting photos and videos from AIFD events that you attend. Send an email to your AIFD friends to remind them to go to the website, [www.aifd.org](http://www.aifd.org), and post their contact information online. Contact **Janet Black AIFD** with news items about floral events in your region for *Focal Points* articles.

In an effort to reduce costs, AIFD National board, committees and projects are working to tighten budgets and require less time from administration. Make the commitment to initiate changes in your region, as well. Thanks for all you do as an AIFD member!

"The start of something new brings the hope of something great, ANYTHING IS POSSIBLE." - Adelaide

Celebrate life with flowers!



Sharon McGukin AIFD, AAF, PFCI  
AIFD President



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Members of AIFD lead the floral industry in advancing the art of professional floral design through education. While they are CFDs, they are better recognized by the "AIFD" designation after their names.

"The CFD and AIFD professional designations salutes a floral designer for his or her artistry and provides consumers with a tool to use for selecting quality professional work," said **Bill McKinley AIFD**, associate dean at Kishwaukee College in Malta, IL and the chairman of AIFD's CFD Development Committee.

As part of its recognition program, AIFD will assist consumers in locating CFD and AIFD qualified floral designers by listing them on its website, [www.aifd.org](http://www.aifd.org). Floral designers who achieve the CFD and AIFD recognition will be required to hone their artistry through continuing education in the field of floral design.

## **AIFD Invitations (with CFD Designation)**

### *Rebecca Carter CFD*

Linda's Flowers  
Sanbornville, NH

### *Kwi Nam Cho CFD*

Seoul, Korea

### *Andrea Christopher-Snipes CFD*

Greenville, SC

### *Amanda David CFD*

The Flower Source  
Menomonee Falls, WI

### *Rocio del Pilar Silva Davila CFD*

Smithers Oasis de Mexico S.A. de C.V.  
Santa Catarina, Mexico

### *Roslyn Dodds CFD*

Jasmine Creek Florist  
El Cajon, CA

### *Teresa Godfrey CFD*

Joyous Creations Floral Design  
Silver Spring, MD

### *Tiffany Hammond CFD*

Hennepin Technical College  
Andover, MN

### *Kevin Hinton CFD*

Bankhead Flowers & Fine Gifts  
New Albany, MS

### *Elizabeth M. Hohensee CFD*

Studio Flora Diva  
Asheville, NC

### *Enrika Karalius CFD*

Flowers and Gifts by Michelle  
Crestwood, IL

### *Lesla Killian CFD*

101 Market  
Otsego, MN

### *Stephanie Laprairie CFD*

STEMS Floral Art Gallery  
Alberta, Canada

### *Tim Lawing CFD*

Tim's Touch Flowers & Gifts  
Lexington, SC

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### *Jacob H. McCall CFD*

Panache Style  
Lauderdale Lakes, FL

### *Carolyn Minuttillo CFD*

Lavender Hill LLC  
Jeffersonville, IN

### *Tina Parkes CFD*

Exeter Devon, England

### *Patience Pickner CFD*

The Picket Fence  
Chamberlain, SD

### *Nelson Clark Simpson CFD*

Botanica Flowers  
Greensboro, NC

### *Heather Sullivan CFD*

Westfield, MA

### *Anthony Swick CFD*

Bay Bouquet Floral Studio  
Tampa, FL

### *Inta Taurins CFD*

416 5 Flower  
Toronto, ON, Canada

### *Jenny C. Thomasson CFD*

Stems, LLC  
St. Louis, MO

### *Erik Witcraft CFD*

Flowers Washougal  
Vancouver, WA

### *Seomoon Young CFD*

Seoul, Korea

### *Azheny Zdeb CFD*

Floral Tango  
Fair Lawn, NJ

## **CFD Certifications**

### Alex Bazos CFD

Debby Birach-Mayer CFD

Ae Jung Cho CFD

Si Yeon Cho CFD

So-Young Cho CFD

Kelly Dorsey CFD

Shawn Michael Foley CFD

### Audrey M. Gardemeyer CFD

Sae Byul Ham CFD

Yoon-Hee Heo CFD

Sharon Sabin Ivey CFD

Sook Jung Jang CFD

Yoeun Jin CFD

Eunju Jung CFD

Sang-Sook Jung CFD

Nasna Kahim CFD

Min Kyung Kim CFD

Hyo Youn Kim CFD

Su-Jin Kim CFD

Seon Joo Kim CFD

Hae Jin Kim CFD

Soon Ja Jessica Kim CFD

Sungmi Kim CFD

Seon Hee Kim CFD

So Jeng Kim CFD

Lori Kunian CFD

Yun Jung Kwon CFD

Jae-Eun Lee CFD

Jungsub Lee CFD

Ha Na Lee CFD

Sun Mi Lee CFD

Keun Hwa Lee CFD

Christine Lee CFD

Laurel LeMaistre CFD

Diane Levings CFD

Michelle Seow Eng Lim CFD

Adelaide Beth Linn CFD

Eun Na Paik CFD

SunJa Sonia Park CFD

Samantha T. Pascal CFD

Linda L. Pawlik CFD

Margaret J. Peters CFD

David Potosnak CFD

Cecilia Roa CFD

Juan Carlos Hernandez Rodriguez CFD

Holly Ross CFD

Suk Yeon Shin CFD

Se Hwa Son CFD

Randy Stone CFD

Sang Hee Um CFD

Natalie Weier CFD





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**\* 396 Associate Members**

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

**\* 23 Ag Buddy Members**

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

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*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).*

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## Symposium DVDs Can Earn You 10 CE Credits

Are you looking for a way to earn ten (10) continuing education units needed to maintain your AIFD or CFD professional designation? If you did not attend the 2010 AIFD National Symposium in Boston, "Revolution," then you can order a set of the Symposium DVDs and take a short quiz to document what you watched and learned from them.

Maintaining your AIFD or CFD requires that you earn a minimum of 25 CE units every three years. Those who attended the Boston spectacular with a full or education only registration earned 20 CEUs. The same will apply to anyone planning to attend the 2011 Symposium, "Imagine," which will be held in San Francisco July 4-9.

The 2010 DVDs and supporting test document are now available. To order yours, simply go to [www.aifd.org/NewMarketPlace/RevolutionDvds.htm](http://www.aifd.org/NewMarketPlace/RevolutionDvds.htm).

Even if you don't need the CEUs, the DVDs are an excellent design resource for you to use in the future.

### Save the Date: Southern Conference 2010

*"Botanical Art" - Let your curiosity guide you!*

March 25-27, 2011

Join **Phil Rulloda AIFD**, **Sarah Horne AIFD** and others at the Downtown Omni Hotel in Charlottesville, VA for exciting programs, educational workshops, fun, friends and much much more! For more information about the upcoming event, contact **Carol Inskeep AIFD** via e-mail ([carolinskeep@hotmail.com](mailto:carolinskeep@hotmail.com)) or phone (540-907-0606). Mark your calendars and get ready to reserve your spot!!!



Find us on Facebook: **Southern Chapter**

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

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

September 10, 2010

AIFD Foundation: Applications for Scholarships to Southern Conference

July 26, 2010

AIFD Needs Your Help in Making Symposium Better: Submit Your 2010 Symposium Survey Now!

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.

### 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)



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# AIFD Southwest Region Notes

by Michael Quesada, President, SW Regional Chapter



Our 2010-2011 SW AIFD officers and board of directors are looking forward to an optimistic year, filled with exciting changes and well planned programs/events.

The officers are also channeling their efforts in developing new and inventive ways to market, promote, publicize and educate members of the SW region as well as becoming an instrumental tool to other types of professions that might be

related to the floral industry.

Our first event of the year is the Los Angeles County Fair floral pavilion exhibit. This event, co-chaired by **Jim Hynd AIFD** and **Bette Lou Barker AIFD**, is a month long project, running from September thru October 2010. Here, AIFD designers **Susan Ayala AIFD** and **Dolores Yeager AIFD** will be creating floral exhibits that will coincide with the theme of the fair, Mexico (Contemporary and Modern). The designs will be created from fresh materials and will be changed out throughout the month. Susan will also be providing floral demonstrations for the general public. The SW AIFD banner will be displayed at this event along with literature that the public can take with them pertaining to the importance of being AIFD.

Our second event is the focal event for the region. I wanted to create an event that would become a yearly endeavor. Something that would gain momentum each year, getting bigger and better. Something that everyone, AIFD members and the general public, would look forward to with anticipation. So, a super spectacular wedding program was born. Co-chair **Derrick Vasquez AIFD**, is running wild with this project, giving it a "Sex And The City" feel. Designers **Lori Novak AIFD**, Susan Ayala, **Debbie Alvarez AIFD** and **Lorraine Cooper AIFD**, will each fill the shoes of Carrie, Samantha, Charlotte and Miranda. **Carol Caggiano AIFD** will act as the "wedding coordinator/wedding planner" at the event. Wedding related vendors will also be allowed to take an active part in this production. This event is scheduled for March 6, 2011 at the Nos Center in San Bernardino, Calif.

Our third and final event of the year will be the "Art & Flowers" program. Here, pieces of art will be hand selected

by knowledgeable board member Derrick Vasquez. Then, members of the SW AIFD region will create appropriate floral displays to be paired with each piece of art. **Martin Flores AIFD** is the co-chair for this event which is slated for May 2011 at the Nos Center in San Bernardino. The exact date in May is TBD.

Other items of interest for the region include a reinvented public relations/marketing committee, headed by Committee Chair **Gerard Toh AIFD**. Gerry is looking at different, clever and current means of marketing our programs and trying to break from our standard, year after year, regular methods of advertising. His keen understanding of technology will allow us to increase the visibility of the SW Region as well as promote AIFD on a national level. Aiding him in this venture are board members **Pamela Null AIFD** and **Jenny McNiece AIFD**.

In addition to our marketing project, we're pleased to be partnering with CSFA. CSFA has graciously "grand-fathered" all California state AIFD members into their "California Certified Florist" program (CCF). Each participating aifd member is only obligated to join CSFA and pay next years 2011 dues in order to be recognized as a "CCF" member.

Lastly, SW Region of AIFD is toying with the idea of possibly working with the NW Region of AIFD in providing a floral program or floral instruction to high school instructors or students that are involved with the Future Farmers of America (FFA). AIFD National Career Development Task Force Committee Chair, **Tom Simmons AIFD** brought to our attention that both the NW and SW could "pool" their financial contributions in order to produce a higher quality program or design class. This is still in the pre-planning stages and nothing at this time is set in stone. A location for this event would most likely be at California Polytechnic State University in San Luis Obispo, Calif.





# 'Floral Olympics' Landed in Shanghai

by Louisa Lam AIFD



The 13th Interflora World Cup was held at the Shanghai International Convention Center from March 26 to 28. Also known as the 'Floral Olympics,' the Interflora World Cup is one of the largest, most influential and one of the most authoritative events of its kind. It is held every four years all over the world, most recently held for the first time in China. Twenty top florists from America, Armenia, Hong Kong, Germany, Malaysia, Korea, Vietnam, Spain, France, Australia, Sweden, Finland, Japan, UK, China, New Zealand, Norway, the Netherlands, Taiwan, and Switzerland were on the same stage competing for the trophy of "World Floral Master."

The first day's competition was formed by two parts, which were Designers' Choices and Surprise Items. 'The flowers On

the Orient' was the theme of the morning session, which lasted for three hours. The competitors were told the design topics several months prior, allowing them to plan their designs and prepare all the floral materials at home. The various flowers and plants used in the competition were mostly provided by the official supplier "Dutch Creations" from the Netherlands.

The floral materials used in the afternoon's question were issued by the host on-site. After the kick-off, the jury announced the theme of Surprise Item to be 'Shanghai Tang,' which asked the contestants to design a shop window flower arrangement for a famous Chinese-style boutique in Shanghai. They had 15 minutes to think it over and one hour to finish.

On the second day, the competitors entered the second round of competition. Finalists were announced late at night the same day. On the third day they competed in the finals to see who would become the World Floral Master and become the brand new World Cup winner.

The World Cup is not only a party for the floral industry insiders, but also a precious chance for all the flower lovers and the public to embrace beautiful flowers. Flower lovers poured into Shanghai in groups with some countries even sending national grade cheering squads to support the contestants.

I was happy that I had the opportunity to attend this high-end visual experience of floral art all through those three days in Shanghai.

(DESIGNS FROM: [Top] USA [Bottom Left to Right] France, Germany, Holland, Korea, Hong Kong, Finland, New Zealand [Large] Norway)





# Carpet Flowers 2010: Europe in the Heart of Brussels

Stretching out over 2,000 m<sup>2</sup>, the Flower Carpet in the Grand Place in Brussels positively glowed with sparkling colors arranged in subtle designs, August 13-15.

This monumental work, an original and ephemeral creation, required months of design and preparation but was put in place in just one day. One hundred expert craftsmen followed meticulous plans; each of the begonias and dahlias making up this exceptional tableau had its exact place, in complete harmony.



**Left:** 2010 Brussels Flower Carpet in daytime, themed "Europe." **Opposite Page Top:** 2010 Brussels Flower Carpet illuminated at night. **Opposite Page Bottom:** (L) 2008 close-up shot of Brussels Flower Carpet, themed "Savonnerie" (R) 2008 "Savonnerie" Flower Carpet

What does this amazing floral composition show you? On two opposite corners, you will immediately recognize Saint Michael striking down the dragon. This is the protective image of the city of Brussels which was founded over 1,000 years ago. On the other two corners, there is the stylized image of the yellow and blue iris, the emblem of the region. Between the two, there is an evocation of Gothic architecture representing the splendid surrounding buildings. So much for the past.

In the very center, at three different angles, the elegant EU logo is displayed. It is the work of **Antoine Durieux**, a young, 23-year-old, Belgian designer. It is no coincidence that 12 fountains enhance and refresh the whole ensemble. The chosen number of stars of Europe may, for example, combine four spatial dimensions and the three sacraments. Think of all the other interpretations and applications of this basic "12" configuration.

The actual making of the carpet is based on a plan worked out in advance, consisting of several stages.

Everything starts, often a year in advance, with projects and scale models, illustrating a commissioned theme. Once the theme has been produced in representation and symbol, the number of flowers and color combinations calculated and the outlines finally drawn on the ground, then the work starts. The skillful, dedicated work of 100 experienced gardeners and their enthusiasm enables them to put together this giant floral jigsaw in under four hours.

The flowers are packed together one by one, 300 to every square meter of the ground (+/- 800,000 flowers!), so tightly (no soil is used at all) that they won't be blown away by the first puff of wind, and create their own microclimate. In heat waves, the turf has to be watered to prevent it from shrinking, but if

the weather is too wet, the grass can grow four to five centimeters in three days!

Always the same, yet different each time, no carpet is like any other, even if it is always essentially made up of 800,000 begonia (tubers *grandiflora*), one of the glories of Belgian horticulture.

This year, the Flower Carpet filling the Grand-Place in Brussels is a tribute to the Belgian Presidency of the Council of the European Union.

Belgium has succeeded Spain and precedes Hungary in holding the Presidency. Together, these three countries form a team Presidency, also known as the "Trio." In order to provide more consistency and continuity, they have prepared a joint 18-month programme together. They have also adopted a common logo, reflecting this desire for continuity. The logo was produced by a competition open to art and design students held in each of the three countries, and was won by a Belgian, Antoine Duireux, who is a young graduate of the *Institut Saint-Luc - ESA (Ecole Supérieure des Arts)* [Arts Academy] in Brussels.

The logo, which appears in the center of the Flower Carpet, comes in three versions, in the national colors of the three countries. It is made up of two linked letters ("e" and "u") to express solidarity and harmonious relations between the member states. The logo is also the reflection of a modern vision of the EU and its citizens. It looks as if it has been written by hand, inviting citizens to take back ownership of the European project.

As part of the inauguration of the 2010 carpet of flowers, six young singers of the a capella group Brussels Vocal Project presented a recorded selection from their repertoire. They opened with a theme written by **Pierre Van Dormael** and **David Linx** entitled, "The Art of Love." They continued with an interpretation of "Too Long the River Deep (San N'Diaye)" from the Belgian jazz group, Aka Moon. This lively and rhythmic piece then led them to close with the European anthem, "Ode to Joy," rearranged for the occasion by the French pianist Sandrine Marchetti.



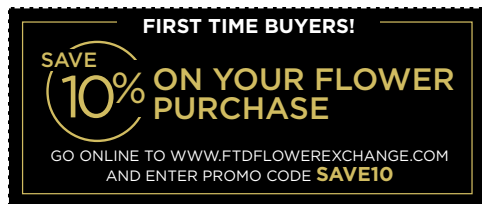


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## FUN-damental Florals: Lifestyle Designs

The Career Development Committee in conjunction with the National Marketing Committee will be presenting a 2-Hour Program at the National FFA Convention in Indianapolis, Oct. 21 at 9 a.m. This will be presented to FFA Instructors/Advisors from across the 50 United States, Puerto Rico and the U.S. Virgin Islands. The title of the program is "FUN-damental Florals - Lifestyle Designs" and will feature **Carolyn Clark-Kurek AIFD**, **Alan Thompson AIFD** and **Alice Waterous AIFD**. In addition to presenting the program, FFA will host a special tour for the AIFD design team of the convention, including the Career Development Event Floral Design Contest. **Tom Simmons AIFD** will also meet with members of their executive team who are responsible for overseeing and administering state level floral programs and CDE, providing AIFD a clearer picture of how the two organizations can work together to provide assistance and training opportunities for teachers and students.

The Industry Marketing Committee will once again participate with TPIE (Tropical Plant Industry Exhibition) this coming January. The dates for the convention are Jan. 19 -21. It will be held at the Broward County Convention Center in Fort Lauderdale. AIFD will be represented at a booth in the trade fair. Members will also be participating in design programs throughout the convention. Stay tuned to find out more details.

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\*Rewards program is only applicable to FTD Members



## AIFD Looks Forward to Springtime in Paris!!

Plans for the 2011 Philadelphia Flower show are progressing! Chair **Ken Norman AIFD**, Co-chair **Theresa Colucci AIFD** and Flower Show Liason **Ron Mulray AIFD** have been working together to keep things moving according to plans. "PARIS UNDERGROUND" is the environment for this year's booth. It will depict scenes from beneath the city streets of Paris, which have become a focus for urban culture expressed through art, writings, and graffiti. The final floor plan has been revised and is ready for approval. The display will host 10-13 featured designers, and approx. 30 designers for art pieces. Ken has made his picks, and designers have been contacted! We are anxiously awaiting all of the commitments back from the designers! If you are interested in doing an art piece, please contact Theresa Colucci. And, as always, we need volunteers for set up March 4 and 5. Get involved and be a part of this incredible event!

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# Everything You Need to Know About the Cover Flower: Freesia

**F**reesia flowers, a genus of about 14 species, are one of the most fragrant blooming flowers. All 14 species are of African origin and were named in honor of Dr. Friedrich Heinrich Theodor Freese (1795-1876), a German physician. Of the 14 species, 12 are native to Cape Province, South Africa, the remaining two to tropical Africa, with one of these extending north of the equator to Sudan. Freesia are included in the family with gladiolas, iris and crocus.



The flowers come in a variety of colors including white, golden yellow, orange, red, pink, mauve, lavender, purple and bicolors. The white or yellow freesia flowers are especially fragrant and have become a fall and springtime favorite. Because of its unique and extremely

appealing scent, freesia is an extremely popular ingredient in perfumes, scented oils, soaps, lotions and more. The floral bouquets are popular for gifting, decorating and many special occasions.

Freesia can be cultivated in the U.S. and grow in USDA hardiness zones 9 to 11. The plant can be started from seeds indoors. They need to be soaked in warm water for a full day and then planted 1/4 of an inch deep. Freesia started from corms will need the right pot depending on the number being planted. An 8-inch pot will hold enough space for nine corms. The pot must have good drainage holes on the bottom. The soil can be any good potting soil found at a local nursery. Once the corms are potted, they should be placed in a sunny window. Plant freesia in the fall so the roots and sprouts can develop through winter, and blooms will open in the spring. For a freesia to grow again the following year, the leaves should be left after the flowers have stopped blooming. They gather nutrients for blooming again. After the leaves turn yellow and die, they can be removed. The pot can then sit dormant for a few months.

Freesia require full sun and good drainage. They can grow 12 to 18 inches in height with thin stalks. They like to grow in moist manure soil. They need



to be fertilized lightly after they are established. Freesias need to be watered well until they flower. Then watering should be slowly

*“The sublime beauty of Freesia Flowers laced with its dreamy fragrance epitomizes the very presence of love even in the clumsy weather of life.”* - Unknown

tapered off as they bloom and stopped once the flowering season has ended. In the north they may bloom only one season.

The leaves on freesia are sword-shaped, light green and may be up to one foot high. Freesia flower stalks are slender and about the same height. As many as eight funnel-shaped freesia flowers form a loose cluster at the top of each stalk. Where the flowers begin, the stem makes a sharp bend so that the freesia flowers face upward.







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# AIFD ACCOLADES

## REBEL HILL FLORIST WINS IRIS CUP IN COMPETITION



**Jeff S. Bradshaw** AIFD, floral designer at Rebel Hill Florist, won the Iris Cup Competition at the recent annual statewide convention of the Tennessee State Florists' Association (TSFA). Bradshaw's Iris Cup win follows his selection as "Tennessee State Designer of the Year," an honor that he also won in 2003 and 1999. Bradshaw holds the distinction of winning every design award presented by TSFA.

"We are very proud that Jeff is a member of the design team at Rebel Hill Florist," said **Anna Page**, owner of Rebel Hill Florist. "His impressive talent and creativity consistently win industry recognition and, more importantly, the appreciation and admiration of our customers."

The Iris Cup competition, which is open to floral designers throughout Tennessee, involves floral design interpretation of a painting selected by the TSFA art committee. The designers' work is judged by art critics and nationally recognized floral designers.

Bradshaw has been associated with Rebel Hill Florist since 2000. In 2003, he was inducted into the American Institute of Floral Designers. In July 2006, Bradshaw was one of only 23 floral designers in the world selected to make a presentation at the prestigious AIFD National Symposium in Washington, D.C. Bradshaw's additional honors include designation as "Designer of the Year" in 2002, 2004 and 2007 by the Central Tennessee Professional Florist Association (CTPFA). The Memphis Florist Association recognized Bradshaw as "Designer of the Year" in 1993 and again in 1998. His designs have been featured in *Southern Living*, *Southern Accents* and *Veranda* magazines.

## 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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Wilton Hardy  
AIFD, AAF, PFCI, FSM  
AIFD Past President & Fellow



John Hosek AIFD



# AIFD Leadership Profile



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

We'd like to introduce you to **Gerry Toh AIFD**, an AIFD board member.

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

**Gerry:** I have several jobs. I am on the team of educational specialists for Teleflora. We do educational demonstrations across the country. I also often work as a consultant to Teleflora, working on their new floral selection guide.

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

**Gerry:** My goals for AIFD are to promote the perception that we are artists and broadcast this facet of the association to the public and the rest of the country.

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

**Gerry:** My first employer really made me love floristry. He was not an AIFD member and that was a long time ago. The most influential person that has been instrumental in placing me into the role I am in now is **Rocky Pollitz AIFD, AAF, PFCI**.

**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?**

**Gerry:** I love to design. Everything. It does not have to be only flowers. It could be a showroom or a room in a house. Even designing a logo is really fun for me.

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

**Gerry:** The inroads made by "non-floral" companies into our industry has been eroding our sense of purpose as designers and the low moral for our future as designers and individual florists. We have to combat this move by bringing morale up and educating florists to be more efficient to operate in this new millenium of technology.

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

**Gerry:** Designing and traveling opens to me a world of details and new things to look at and learn and design.

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

**Gerry:** AIFD is an inspiration to me. It really made me the designer I am today. Love what you do and have fun with it. Don't take it so serious. AIFD is a personal growth platform for designers. Take it without all the ego and personal agendas and everything else will fall into place. Just have fun!

# Recommended Care & Handling Procedures for Roses & Most Other Flowers

Reprinted from Transflora's All The News that's Fit to Print - Bill Schodowski

1. Do Your Homework
  - The #1 rule for great care and handling is to buy quality roses.
  - Proper care and handling will optimize the potential of a good rose, not increase the quality of an inferior rose.
2. Proper Transportation
  - Make sure your roses are transported to your location with the Cold Chain intact whenever possible. (Cold Chain Management is the process of keeping roses in a cold environment of 33-37° F during the transportation from grower to your location.)
  - A very important factor in the longevity of roses is consistent, cold temperature.
3. Cooler Settings
  - The proper cooler temperature zone is 33-37° F, however, make sure your cooler can run properly at these lower temperatures.
  - While difficult to accurately measure, the relative humidity level should be above 80%, but not higher than 93%.
  - Roses will continue to lose moisture and reduce vase life without the proper environment.
  - Do not store fruit, vegetables and old flowers in cooler, as ethylene could become a problem.
4. Inspection
  - Inspect your roses upon arrival.
  - Invest in a probe-type thermometer to measure the temperature of the flower heads in the box upon arrival.
  - If you have received damaged or unusable roses, notify your supplier.
  - Please have the labels on the end of the box handy, these labels have important information pertaining to the farm and airway bill that helps us identify and correct the problem.
  - Take notes of what rose varieties work best for you, which varieties last the longest, which varieties open or do not open so you can fine tune your buying.
5. Preparation
  - Once the roses have arrived at the retail shop, prepare the roses for processing.
  - Leave inner rose sleeve intact around the roses.
  - Strip only the foliage that will fall below the solution level. Foliage below the solution line is a source for bacteria.
  - Use only clean buckets! Have clean buckets prepared with a cold water flower food solution. Cold water means as cold as your cooler temperature... not cold tap water. This is accomplished by preparing the solutions the day before and placing in the cooler to chill.
  - If roses are to be cut underwater, make sure water is changed and kept fresh. If you can't keep the water fresh... it is best to cut dry. If you have an underwater cutter, invest in a biocide solution to counter the bacteria.
  - Make sure flower food solutions are mixed and dosed correctly. Too little and the solution will be too weak, too much and you can burn the flower.
  - When refilling containers use the appropriate solution, not plain water.
6. Processing
  - After the roses are prepared for processing, cut ¾ to 1 inch off at the bottom of the bunch.
  - Place into a cold water flower food solution.
  - At this point, you can remove any remaining bunching materials like sleeves and protective cardboard or paper.
  - Move roses immediately inside the cooler. You do not need to leave outside in room temperature to "harden off" or "firm up." Remember, a very important factor in the longevity of roses is cold, consistent temperature.
  - Place roses in one of these two flower food solutions:
    - a. A partial food solution or holding solution is designed for holding roses in the cooler and gives the roses enough food to survive, but does not encourage the rose to open, develop or mature. This food solution should be used to hold your roses in your cooler.
    - b. A full load flower food solution or vase solution has the maximum amount of food to encourage the roses to open, bloom and mature. This solution should be used in all vases and soaking of all foam for arrangements.
7. Rotation
  - Develop a system like First In, First Out (FIFO) to keep old product from getting older and then being sent out.
  - Use color coded sticks to alert staff which roses need to be used first.
8. Sanitation
  - Bleach is not your best cleaning agent.
  - Bleach's shelf life is very short (1 hour to 4 hours) and has no residual effects. It kills bacteria immediately but it does not continue fighting and killing bacteria.
  - Use a cleaning detergent like DCD or Professional Cleaner not bleach. Similar cleaning detergents are used in hospitals as disinfectants and do a great job of disinfecting floral buckets and containers.
  - Clean your cooler at least once every quarter (3 months) with a cleaning detergent.
9. Customer Education
  - Educate your staff to educate customers on how to take care of their roses. Inform them as to what to expect from individual varieties.
  - Give your customer at least 10 grams of flower food and explain the importance of properly mixing (10 grams makes only one quart of solution, five grams makes only one pint of solution).
  - Sell flowers by variety or cultivar names.

# Stay in touch with style

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- cool tips and tricks
- designs from Southwest AIFD designers
- design events updates and alerts
- garden focused features
- new product showcase



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### 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).





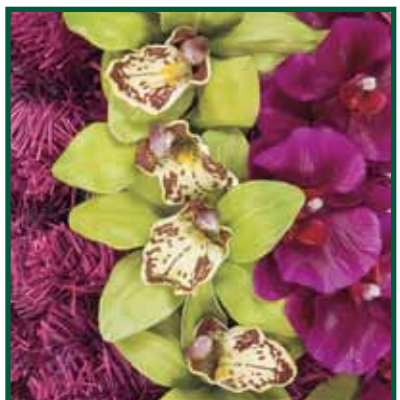
PatchWORLD



CURIOSities



ECONomics



TechnoGLAM

(Photos Courtesy of Florists' Review Enterprises)

## CHRISTMAS WITH THE AMERICAN FLORAL TRENDS FORECAST

by Michelle Perry White AIFD, Talmage McLaurin AIFD and Kim Morrill AIFD

At the AIFD symposium in Boston, The American Floral Trends Forecast 2010-2011 identified the leading flower-specific trends that are emerging and are important to our businesses. They are PatchWORLD, CURIOSities, ECONomics, and TechnoGLAM. Demonstrations of how these trends are present in all aspects of floristry, from interior accents to wedding flowers to holiday decorating, composed the presentation. With the end of 2010 just around the corner, here's a review of how each of the four trends supports decorating for the holidays.

PatchWORLD represents the strong, continuing trend of the ethnic decorative themes. Although it is inspired by tribal crafts from the world over, its predominant roots are found in the South and Central American region, reaching to Africa and Spain for additional support. A good part of PatchWORLD's rationale comes from the eclectic collections of idealized global travelers. Intriguing elements such as tribal prints, Ikat patterns and primitive weavings inspire a highly textural and colorful palette. Sustainable and reclaimed wood provide a sturdy foundation to the look and incorporate the use of pods, cones and spices to establish this base. Bright pops of color in heavily patterned ornaments also define this theme. The warm, transeasonal palette gives customers a tremendous value with PatchWORLD-inspired decoratives that are appropriate for autumn and freshened for Christmas with the addition of metallic accents.

CURIOSities relies on a gathering of authentic antiques and antique reproductions that have a soft, aged look to them. If you are familiar with the retail store Anthropologie, you can quickly picture this aesthetic. A combination of time-tattered, old-world prints, vintage floral images, and idealized bug and insect imagery feel as at home with CURIOSities as they do on many of this year's cutting-edge holiday decoratives. The palette is soft but not pastel. The colors are mid-range hues that blend with the elements. While CURIOSities can be feminine, it is not extremely delicate. Choose ornaments that have floral patterns, old-world postage stamp images, repurposed jewelry and vintage shapes and mix them together. The newness of CURIOSities, which shouldn't be mistaken for a rehash of Victorian Christmas, is in the dissonance of using dissimilar elements together. While vestiges of the traditional Victorian Christmas theme are present in some elements, the fresh twist comes from the unexpected combinations that compose CURIOSities.

ECONomics is a fresh contrast of the urbanized metropolplex and sustaining nature. Its color story, reflecting both elements, is rich with a palette of varied shades of green accented with London-blue topaz and a misty shade of orchid. It is an environmentally aware, earth-conscious theme that features recycled materials for the making of its ornaments and embellishments. The green tones range from apple to kelly to emerald and are supposed to clash rather than blend. This theme has an industrial element, so clean lines are valued. Reflecting the contrast of urban living, ECONomics is both organic and industrial. For the holidays, this requires seeking out responsible sources for decoratives and playing up the complex palette of greens, blues and lavenders.

TechnoGLAM is the most fashion-forward and nontraditional theme of the four. For the holidays, its palette and modern edge easily fits with the warm-weather lifestyles of our costal and resort areas. Christmas in sunny Florida or California embodies the perfect setting, yet TechnoGLAM also finds a place with a young and hip demographic who are looking for a departure from tradition. Exclusively contemporary, TechnoGLAM incorporates stark contrasts of hot-pink, lime-green, fuchsia, bold yellow and a touch of black in its palette while metallic silvers and golds easily provide enough bling and sparkle to advance the modern look of TechnoGLAM into a sleek and graphic take on the holidays.

## Decorating An American Treasure

By Alice Waterous AIFD



Each November, a talented crew that includes many AIFD members descends on Meadowbrook Hall to transform this historic home into a Holiday extravaganza.

A crew led by North Central Regional Chapter AIFD member **Alice Waterous**, transforms this 88,000 sq. ft. museum home into a lush vision for the annual fundraising Holiday Walk.

The fourth largest museum home in America was completed in 1929, commissioned by **Matilda Dodge Wilson**, widow of auto magnate **John Dodge** and second husband **Albert Wilson**, a lumber broker. Later, Meadowbrook hall along with the extensive acreage surrounding it was given to found what is now Oakland University in Rochester, Mich., near Detroit. The home is owned by Oakland University and is open to the public on a daily basis as well as available for meetings and special events.

The team decorates 11 bedrooms, two sun porches, two studies, library, drawing room, great hall, second floor gathering room, reading room, grand staircase, back staircase, lower level stairs, dining room, breakfast room, gallery, ballroom, games room, fountain room and more. All this happens in approximately three to four days.

AIFD members who serve on this team are: **Bob Friese, Pete Samek, Tonja Vander Veen, Martin Van Til, Gary Wells, Laura Parker, Frank Feysa, Debbie Royal** and **Suzie Kostick**.

The challenge is to create new, unique looks each year with materials that have been used and reused for many years. (A small amount of new inventory is added each year.) The greatest compliment was when a docent who had served in the home for over 30 years commented that we must have a lot of new things. Of course we hadn't.

The staff decides on the general theme each year and maps out the colors they wish to have in each area. Then the design crew takes it from there and creates magic.

None of us gets rich doing this job, and many would do it for the "fun" of it. However, it is a paid job as it should be. Thank goodness, the University realizes that if they want the "dream team" who do the job professionally, creatively and with respect for the facility, it will cost something just as it does to keep up the plumbing, roof, electrical, etc.

Our goal each year is to make people say: This is the prettiest year ever!



## A Marketing Tip by Jodi Duncan AIFD

Upon reflection of the summer wedding season, this one thing sticks out to me: **Today's brides love to text.**

Communicating via text (vs. email) is a huge trend. With it comes a whole new set of challenges: Collating text messages, saving them to confirm you have all the details and, it's a bit tedious, but as professionals, we do our best to adapt to the needs of our customers.

On the bright side: Since the brides love texting, why not use it to our advantage?

For example, when her flowers come in, take a picture of her bouquet, and the bridesmaids bouquets. Send them out for her to preview. And don't forget those boutonnieres and corsages... and fabulous reception centerpieces!

Those texting brides LOVE having pictures of their wedding in progress. It's fun for them to have a sneak peek! They love showing off our designs to their friends and family on their phones, and they LOVE forwarding these pictures to their nearest and dearest friends... which is MORE free advertising for us!

Sending pictures of their wedding day flowers is powerful. It's just one more way we can enhance our presence and talent on their big day. It's one more way to show they made the right choice choosing an AIFD professional floral designer. It's one more way to show that we are to be trusted, we do what we say we are going to do, and do it better than anybody else.

Good communication is just as important as good design. Texting is becoming a more popular way to stay connected to our clients. Embrace it--it just takes seconds--and the pay off is that we are flower heroes, designers with panache and integrity. And we are slightly tech savvy, too!

If you don't want a client to have your mobile number, depending on your carrier, there are simple steps to hide it on a case by case basis. Check with your provider to find out how.

Let's give brides one more reason to choose true floral professionals!





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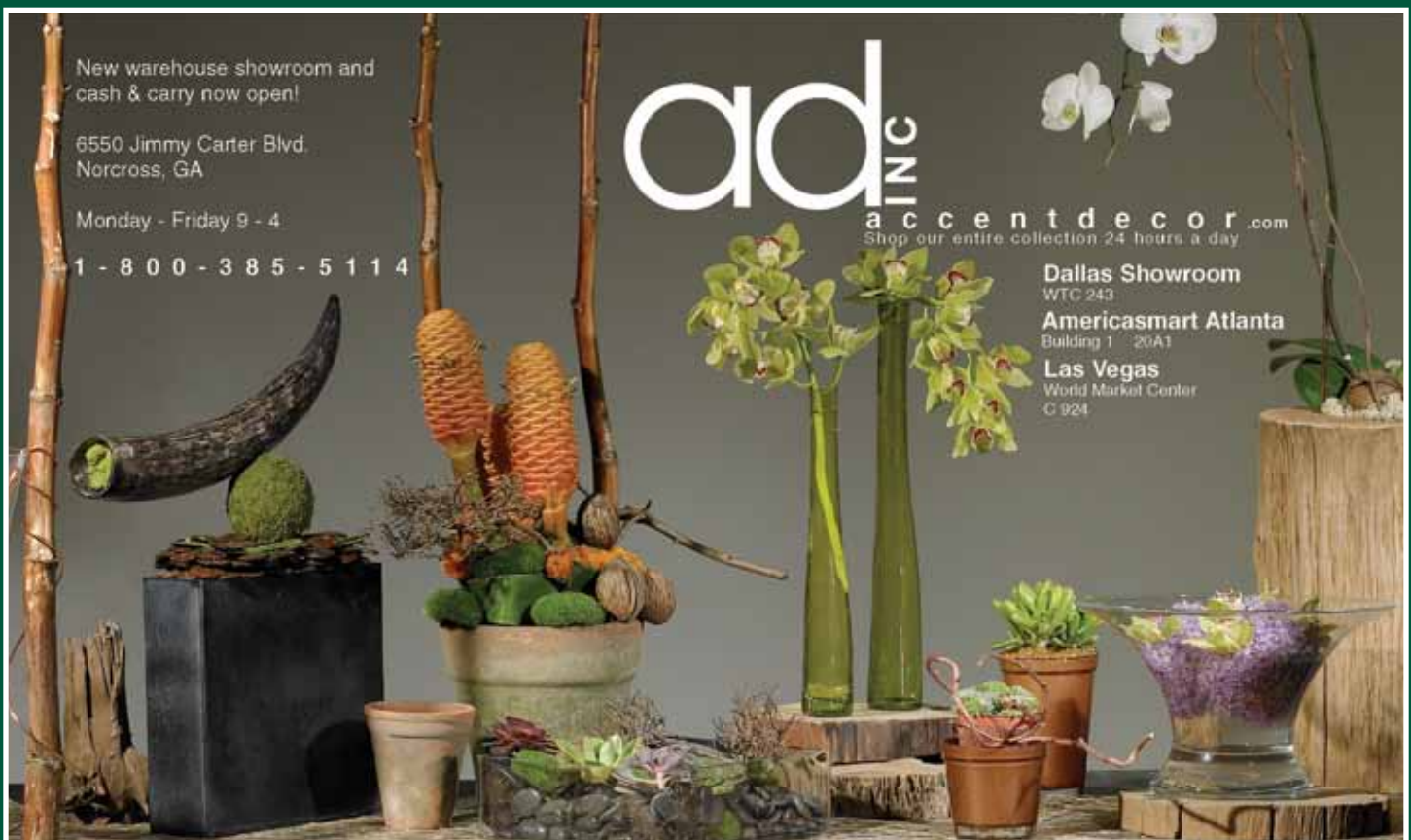
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## YOU NEED TO BE ONLINE!

AIFD has added a new photo feature to the online designer directory at [www.aifd.org](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.
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# Calendar

## 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

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# PRODUCTS YOU MAY LIKE TO TRY

## ESSENTIALS™ Candles

Now the known and trusted OASIS® Floral Products brand provides quality candles. ESSENTIALS Candles burn slowly and evenly, don't chip and are ideal for holiday, sympathy and everyday designs. These value priced candles are proudly made in the USA and are available in 8" and 12" tapers and 3", 6" and 8" pillars. Colors include red, white and ivory.



## Poinsettia Foil

The new Poinsettia poly back foil design, from Lion Ribbon Company, is available with a gold or silver background and silver backing. The poly back foil provides a quick and easy way to dress up poinsettias and other holiday potted plants.



## Jutee, Jutee, Jutee

Berwick Offray has introduced a fabulous new way to showcase plants and floral arrangements both indoors and out! The Jutee Bag line extension includes Buddi and Lil' Buddi.

Buddi is 9" x 9" x 7-1/2" and Lil' Buddi is 7" x 7" x 6". Both are perfect for showcasing plants and flowers on fence posts, chair backs, door knobs or tree branches—a perfect way to decorate for weddings and parties!



## Glassware

OASIS® Floral Products introduces 14 new glass shapes and sizes to complement the ESSENTIALS™ Candles. Chimneys, hurricanes, votives, taper holders and low cylinders are all available in different sizes.





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