

AIFD Focal Point

"If you're going to San Francisco..."

Hard to believe that in just a few weeks David and I will be loading up the VW Van and hitting the road to San Francisco for the 2011 AIFD National Symposium IMAGINE. Yes, it is a road trip! There is so much "stuff" heading south with us.

Let's see, do we have everything? Registered for Symposium, check. Hotel reservations, check. Registered for the Foundation Workshop with Jouni, check. Tie-dye shirts, check. Hippie beads, check. A proper suit & tie, check. Flowers for my hair, double check. We're giddy with excitement. This must be what they mean when they say "like kids in the candy store."

IMAGINE has evolved to so much more than we ever dreamed. We just reviewed the proof of the Symposium Education guide. Wow! Is all I can say...Thank you to all of the designers; **René van Rems AIFD, Jim Hynd AIFD, Sue Bal AIFD, Stacey Bal AIFD, Soho Sakai AIFD, Natasha Lisitsa, Jenny Tabarracci AIFD, Bill Schaffer AIFD, AAF, PFCI, Kristine Kratt AIFD, Jerome Raska AIFD, AAF, PFCI, Robbin Yelverton AIFD, PFCI, MCF, Gerry Gregg AIFD, Jouni Seppänen, Hitomi Gilliam AIFD, Pim van den Akker, and Michelle Perry-White AIFD.** You have gone "over-the top" to create absolutely fantastic programs.

And there is more; a "Welcome to

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President's Welcome

Counting down the days...IMAGINE the excitement!

"The task of leadership is not to put greatness into people, but to elicit it, for the greatness is there already." John Buchan

What sets AIFD members apart from their peers? AIFD members are the leaders of the floral industry. Their example of leadership in business, community, church, school and family activities makes for a balanced personal lifestyle and a strong volunteer organization. As you calculate your CEU points each year, be sure to consider the ways your daily example of leadership impacts those around you. The leadership team of AIFD is proud of your accomplishments. Please continue to keep us updated of the great things happening that enable you to be of service to others - enabling them to celebrate life with flowers.

As you think, so you are - As you IMAGINE so you become! Unknown

IMAGINE throwing a fantastic party - decorated with lots of beautiful flowers, hosting your very favorite people from all over the world. DREAM up a beautiful city where everyone can gather to enjoy an abundance of food, fun, and fellowship for days on end. CREATE a guest list of the world's greatest talents and invite your floral friends to watch them SHARE the latest floral tips, trends, and techniques from stage. IMAGINE yourself taking all these great memories and innovative ideas home with you to FLOURISH in your everyday life! This is no imaginary event ... this is the AIFD Symposium - IMAGINE - in San Francisco. If you haven't registered yet, you can still do so onsite - this is going to be a great event and you wouldn't want to miss it! We don't want to miss you.

Can you IMAGINE what I would do if I could do all I can?" Sun Tzu

We are counting down the days to this most prestigious floral event of the year. Can you IMAGINE the scope of accomplishment if we all would contribute to the fullest extent of our abilities? **Leanne and David Kesler AIFD** have done a great job of imagining the possibilities and bringing them to the stage. Now we have to join the parade and help bring these possibilities to life. If you haven't already arranged a special place to serve, contact **James Lowe AIFD** - jalowe@lowesfloral.com right away to volunteer. We need you!

Act as if what you do makes a difference. It does. William James

This is an exciting time! In addition to symposium, the 2010 - 2011 Committees are finishing up their 'to do' lists and new committees are gearing up for the incoming year. Committee Chairs, please contact your committee and encourage your members to bring as many of the years plans to fruition as can be accomplished by July. We want to add to a great year by completing the year with a strong finish. New Committee Chairs, please contact your committees and prepare to kick-off the new year with a strong first meeting at symposium.

On a personal note, our family is very busy this year. Along with being AIFD President, I am MOG (Mother of the Groom) and MOB (Mother of the Bride). We have been actively preparing for June and October weddings. Our son's wedding was a destination wedding at Lake Oconee in east Georgia and our daughter's wedding is a traditional church wedding at home in Carrollton. It is a lot of fun to work on the endless list of wedding details for our own family events that we florists usually manage for others. I have the flowers on order and the containers packed ready to go. I am blessed to have close AIFD friends who will fly in to design the wedding flowers so that I can enjoy the time with my family just being the Mom. Check out our upcoming details on Facebook.

Thanks for all you have done for AIFD this year!



Sharon McGukin AIFD, AAF, PFCI
AIFD National President





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Bits and Pieces



- **Hitomi Gilliam AIFD & Susanne Law AIFD** taught "Fundamental Mechanics and Techniques" June 13 & 14, 2011 at East Coast Classroom in Norwalk, CT. "Fundamental Mechanics & Techniques" was a two day comprehensive workshop in which you will acquire knowledge which can make you a more confident and empowered designer. The mechanics covered included designing in water, foam and armature. Over 30 most current techniques and their variations were demonstrated.

- **Marlin Hargrove AIFD, PFCI** is recuperating from burns sustained in a house fire. You can send cards to Marlin to his father's home: Marlin Hargrove, c/o Bill Hargrove, 260 Black Springs Road N.E., Milledgeville, GA, 31061.

- **Joyce Mason-Monheim AIFD, Robert DeBellis AIFD, PFCI,** and **Jim Dempsey AIFD** all took part in the International Floriculture Expo that took place June 14-17 at the Miami Beach Convention Center in Florida.

- **Stephanie Englebert AIFD** of Tuscaloosa, Ala, had a massive tornado damage her shop which her family has owned since 1982. Please keep them in your thoughts and prayers as they rebuild.

- **Laurie Lemek AIFD** was featured in Teleflora's Flowers & Magazine.

- **Rich Salvaggio AIFD, AAF** had a knee replacement. Wishing you a quick recovery and hope to see you on the dance floor at Symposium.

- **Carolyn Clark Kurek AIFD** now has her school, C2K Floral Design School, up and running in Indianapolis. She recently started a monthly appearance on the local CBS affiliate lifestyle show, "Indy Style." They are having her do a 6-8 minute segment on flowers where she is able to talk about her school and AIFD! Her next appearance will be June 22 and she is scheduled through December.

- Plans for Nature's Creative Edge 2011 are underway, look for it on Facebook. There will be a Save the Date flyer to share with all the regional chapters at Symposium with basic information.

- Congrats to **Brent Leech AIFD** who announced the acquisition of Jacobsen's Flowers of West Chicago. His shop JBL Designs, in Geneva, Ill. will take over the client and phone lists, and merge names to become JBL-Jacobsen's.

- **Jodi Duncan AIFD** is back stateside after an amazing trip to work on a photo shoot for Fusion Magazine. Look for Jodi's fun pics of the Royal Wedding on her facebook page.

- **Rae Roberts-Griffith AIFD, ICPF**, president of the Illinois State Floral Association, celebrated a successful spring conference.

- **Loann Burke AIFD, PFCI** was involved with a design show for Oasis. Pictures can be found on the AIFD North Central Facebook page.

- **Bobbi Ecker Blatchford AIFD, PFCI, AAF** continues to gain strength. She was the "corsage lady" at Ecker's Flowers in Waverly Iowa during the Mother's Day rush. She is shortly returning to work, and plans to be at Symposium. Eating continues to be a challenge, so she is still filling up at the Ensure Station to keep her energy up. She is going forward with plans as the Chairperson of the MI Floral Association., Great Lakes Expo for 2012, "Sell O Bration." Lots of good ideas just pouring forth.

Proposals Needed for "Caliente"

- Proposals to lead a program at the 2012 AIFD Symposium "Caliente" are now being accepted. Visit www.aifd.org/2012SympProgramProposal.pdf to download the entire application. **The deadline to submit proposals is Aug. 1, 2011.** 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. 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. We are looking for fresh ideas and your ability as a presenter. 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 **Tina Stoecker AIFD, AAF, PFCI** for more information at tinastoecker@yahoo.com.

Do you have a bits and pieces news item you want to share? If so, please e-mail it to **Janet Black AIFD, AAF PFCI**, newsletter editor at designsflorist@live.com or to **Molly Baldwin**, AIFD communications director at mollybaldwin@assnhqtrs.com.



SAIFD Activities & Events: Seneca College Toronto

By Marianne Suess AIFD, CAFA

The Seneca College, Trillium Chapter SAIFD hosted the annual Air Program "Exotic Flowers and Beyond" February 22, 2011 with guest designer **Glen Fidler AIFD**.

Glen 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 exotic floral materials. 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 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 March 15, the Trillium Chapter invited guest speaker **Joseph Delarge** 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. He also showed a power point presentation with pictures from a recent event where he used large quantities of Curly Willow Branches and suspending Cymbidium Orchids in single blooms from the individual branches.

The Chapter participated in a Floral Exhibit on April 13 which took place at the Japanese Cultural Centre and is part of the Department's Year End Fashion Show. Very soon we are going to start preparations for the Student Competition in San Francisco which promises to be another exciting Event.



28th World Flower Council Summit Quintessentially British...with a twist... September 22 - 26, 2011 Sheraton Skyline Hotel Heathrow

Four exciting days of floral design and cultural tours, Buckingham Palace, London and a dinner cruise on the River Thames. Visit the New Covent Garden Flower Market to see the diverse range of floral products for sale and demonstrations by some of England's well-known floral designers.

Delegates of each country attending will showcase their designs titled "My Country Designs" which will be displayed for all to see. For those interested in making beautiful jewelry pieces attend an optional workshop with **Wendy Andrade AIFD, NDSF, FBF** on Saturday afternoon.

Sunday begins with an eye opening demonstration by two of England's best designers both Chelsea Gold Medal winners, **Sarah Horne AIFD** and **David Ragg**. Followed by an optional workshop with them in the afternoon or a tour of Windsor Castle. Sunday night's Gala Dinner "Midsummer Night's Dream" will be a night to remember with a prize for the best wearable design to suit the theme.

Program and booking information is available at: www.ecttravel.com/tour2.asp?TID=216&SetID=FloristryTours. Enquires can be directed to **Gail Anderson AIFD** or **Jo Jarvis AIFD** at QBlondon@hotmail.co.uk.

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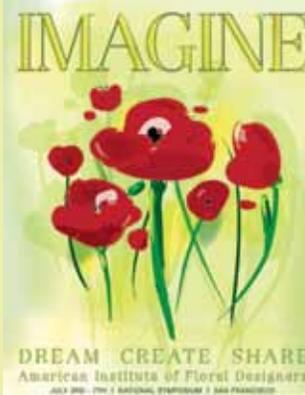
San Francisco” prepared by the members of the AIFD Northwest Chapter that includes a San Francisco street scene, flower bars for flowers-in-your-hair, tattoo parlors, California wine tasting and several features that they refuse to tell me about (I’m a little bit scared.) **Holly Money-Collins AIFD** is leading a tour of the San Francisco Flower Mart, **Talmage McLaurin AIFD** has organized a special feature “AIFD Has Talent.” Who knew that AIFD members were so musically talented? We just reviewed the sketches for the AIFD Foundation workshop with Jouni, WOW! Too bad we can’t fit more people into this. It looks amazing. Michelle Perry White AIFD shipped a container of props from China to San Francisco for the Leadership Gala. The sketches by **Jenny Tabarracci AIFD** of her plans for the Awards and Induction Dinner “Strawberry Fields Forever” are amazing. And, the plans for the after-hours parties, “oh my goodness”... again, I am just a little scared. See you soon in San Francisco where we will Dream, Create and Share...

IMAGINE, just imagine....

David & Leanne Kesler AIFD
2011 Symposium Coordinators

Make Sure To Wear Flowers In Your Hair...

and other symposium details



SYMPOSIUM ATTIRE

While July daytime temps are very pleasant and usually sunny, nighttime temperatures do drop into the 50s. Bring warm clothing if you plan to explore the city. Proper attire for most symposium programs is "comfortable, business casual." There are several events where other clothing is appropriate. Suggested attire for the Awards and Induction Dinner is cocktail dress and coat & tie. Suggested attire for the elegant Leadership Gala Dinner is black tie and evening gown. Be sure to dress as a "Hippy from the Sixties" for the Opening Reception. And, you will want a warm jacket for the early morning Flower Market Tour.

MEMBERSHIP PINS AVAILABLE FOR PURCHASE

Have you misplaced your AIFD membership pin or did you forget to bring it to show off at symposium? AIFD has you covered. Membership pins will be for sale at the AIFD registration desk during symposium.

FRIEND & FAMILY CONCIERGE DESK

A special feature in the IMAGINE symposium is the "Friends and Family Concierge." A group of Bay Area AIFD friends under the leadership of Dianna Vigil AIFD have volunteered to maintain a "Friends and Family Concierge." This is a desk where you can ask questions and gather information about where to eat, sights to see, shopping suggestions, directions to a museum, fun things for kids to do as well as how to use the public transportation system. Need advice now? E-mail us: jimvigil05@comcast.net.

SYMPOSIUM PHOTOGRAPHY POLICY

Photography and videotaping of any kind are not permitted during any of the main stage presentations. There will be an allotted time directly after each presentation for autograph signing, video and floral design viewing.

Elite Symposium Sponsors to Date:



AIFD Announces Chapter Election Results

Members of the American Institute of Floral Designers (AIFD) recently elected new board of directors and chapter representatives.

Serving as Chapter Presidents for 2011-2012, having been elected President-Elect last year, will be: **Suzanne Sampson AIFD, NHMFD (NE)**, **Karen Farmer AIFD (S)**, **Dan Kotecki AIFD (NC)**, **Suzie Kostick AIFD, PFCI, MCF (SC)**, **Emil Yanos AIFD (NW)** and **Alex Jackson AIFD (SW)**.

Elected to serve a three year term as national directors-at-large are **Ted Bruehl AIFD** and **Janet Black AIFD, AAF PFCI**. **Mike Hollenbeck AIFD** was re-elected as the Northwest Regional Chapter Representative and **John Kittinger AIFD** was re-elected as well as the Southern Regional Chapter Representative.

The Northeast Regional Chapter elected **Lisa Green AIFD, AAF, PFCI** as president elect; **Ken Beebe AIFD** as vice president; **Polly Berginc AIFD** as secretary and **Janet Black AIFD AAF, PFCI** as treasurer. The North Central Regional Chapter elected **Loann Burke AIFD, PFCI** as president elect; **Eldon Haab AIFD** as vice president; **Kari Geary AIFD** as secretary and **Laura Parker AIFD, MCF** as treasurer. The Northwest Regional Chapter elected **Gerry Gregg AIFD** as president elect; **Lily Chan AIFD** as vice president; **Katie McCormick AIFD** as secretary and **Karen Schubert Genoud AIFD** as treasurer.

Elected for the Southern Regional Chapter were **David Powers AIFD** as president elect; **Sylvia Bird AIFD, AAF, PFCI** as vice president; **Robyn Arnold AIFD** as secretary and **Russ Barley AIFD** as treasurer. Elected for the South Central Regional Chapter were **Lou Lynne Moss AIFD, AAF, PFCI** as president elect; **Todd Sweeden AIFD, AAF** as vice president; **Julie Beck AIFD, TMFA** as secretary and **Gregory Banken AIFD** as treasurer. Elected for the South West Regional Chapter were **Lori Novak AIFD** as president elect; **Lorraine Cooper AIFD** as vice president; **Pam Null AIFD** as secretary and **Mary Rimmer AIFD, CCF** as treasurer.

Each chapter voted in their 2011-2012 board. These members will be serving three year terms.

North East Regional Chapter:

- **Deryck de Matas AIFD**
- **Michael Derouin AIFD, AAF, PFCI**
- **Patricia Patrick AIFD, CAFA**

North Central Regional Chapter:

- **James Lowe AIFD**
- **Phillip Meyer AIFD**
- **Richard Milteer AIFD, AAF, PFCI**

North West Regional Chapter:

- **Greg Lum AIFD**
- **Wendy Pine AIFD**
- **Ian Whipple AIFD**

Southern Regional Chapter:

- **Janet Frye AIFD**
- **Jeff Lott AIFD, GMF**
- **Randy Wooten AIFD, PFCI, GMF**

South Central Regional Chapter:

- **Maggie Binet AIFD, CPF, TMA**
- **Chris Collum AIFD, TMF**
- **Eva Ritter AIFD**

South West Regional Chapter:

- **Tony Medlock AIFD**
- **Nancy Payne AIFD**
- **Kenneth Snauwaret AIFD**



Southwest AIFD Chapter Members Participate in Headdress Ball

AIFD members **Martin Flores AIFD** from Inland Valley Floral, **Derrick Vasquez AIFD** from the National Orange Show, and **Pam Null AIFD** were all featured designers at The Assistance League of San Bernardino's 50th Annual Signature Headdress Ball, "50 Years of Memories" held at the National Orange Show in San Bernardino on Saturday, April 30, 2011.

This year's theme "50 Year of Memories" featured a theatrical production that incorporated 10 beautiful headdresses that represent the past 50 years of the Headdress Ball fundraiser. The presentation of the headdresses is a 50 year-old tradition that has grown more elaborate every year. The headdresses can weigh 10-50 lbs and can stand at a height of 10-20' before being placed on a model's head. The headdresses are designed by local florists and artisans and they must be carefully balanced so they are wearable. All proceeds from the matinee and the evening performances went to benefit the children of San Bernardino through the support and funding of the Earl R. Crane Children's Dental Health Center and Operation School Bell, a program that provides clothing for needy children.



Above: Derrick Vasquez AIFD and model Jean Miller-Milligan take a bow after their number "Wild Women Do!" "It was my 29th year as a designer of a headdress," Derrick said.



Below: Designer Martin Flores AIFD and his model Kristine Smith show off "The Circle of Life" headdress.



Above: Pam Null AIFD and model Carol Dixon strut their stuff to Michael Grimes version of "You Can Leave Your Hat on." "This has been my seventh headdress and my tallest one designed so far." Pam said.

FULL TIME EXPERIENCED WEDDING/EVENTS FLORAL DESIGNER: Karin's Florist - large floral and retail shop in the heart of Vienna, VA is recruiting now for an experienced Wedding/Events Floral Designer. Floral Design Experience is a MUST: Applicants must have a solid background from extensive work in the field, ease in designing a wide range of floral arrangements aside from wedding/event work (daily work orders, wire-services, funerals, etc). Additional requirements include: excellent interpersonal skills, natural creativity and understanding of customer service and teamwork. Full-Time schedule requires availability to work evenings and weekends. Please send your resume and pictures of your work to brenda@karinsflorist.com. Bring your talent and enjoy a great working environment, company benefits, and growth opportunities at Karin's Florist- Flowers Worth Remembering!

EXPERIENCED FULL TIME FLORAL DESIGNER: Specialized Event & Retail florist with locations in Jackson, Wyo. and Idaho Falls, Idaho is seeking a full time Experienced Floral Designer. Minimum requirement of CFD but AIFD is preferred. Hourly from \$15 to \$25 plus incentives based on productivity, experience and skill level. To apply, please e-mail letter of interest, work history, and three industry related references to Ian at thefloralartist@gmail.com.

FLORAL DESIGN & CREATIVE DEVELOPMENT ASSISTANT: Assists in the creative product development of floral product for multiple licensed brands while maintaining the overall aesthetic of the FTD brand direction. This will include working for all floral areas of the company from grocer, FTD.COM, florist channel, as well as making sure the FTD brand is consistent throughout the plant and gift categories. The assistant will work on developing new high appeal seasonal floral products, differentiated from the competition and driving revenue, achieving both gross margin and EBITDA targets. Interested candidates should contact **Leslie Small** at lsmall@ftdi.com. More information can be found at www.aifd.org in the members only section.

FLORAL DESIGNER: Minimum two years experience in a florist setting. We are a fully computerized shop, featuring all styles of design. Good people skills a must. Normally 20 to 30 hours per week, 40 hours per week during the holiday seasons (Valentines', Mother's Day, October, November, December). Compensation commiserate with experience. We have been in business since 1978, many corporate accounts, party events, etc. Our information: Angela's Florist and Gifts, 2329 Michael Dr., Newbury Park, CA, 91320 (805) 498-6696.



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presents:

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California Floral Convention
Celebrating 70 Years of California Growth
July 20-23, 2011 🌸 Carlsbad, CA

Join us at the beautiful La Costa Resort & Spa in Carlsbad, California for an opportunity to meet your California Flower Growers & Shippers, network and see all of the hot new items that can only be found in California. As the premier floral convention in California, this year you will have a fantastic opportunity to gain new insights and develop and re-establish lasting relationships.

Some of this years convention highlights are:

- 🌸 The largest All California Floral Display and Floral Exhibits available in one location
- 🌸 Wednesday Golf Tournament at the luxurious Morgan Run Resort & Club in Rancho Santa Fe, CA
- 🌸 Grower Tour
- 🌸 California State Floral Association Presents: "A Gatsby Wedding" – *Flowers Inspired By The Era That Gave Us Moderne.*
- 🌸 Thursday Night Flower Fair Pre-Show & Cocktail Party
- 🌸 Back by popular demand: "Fun 'N Sun Sports Zone Party"
- 🌸 Meet your vendors at the California Flower Fair
- 🌸 Industry Educational Sessions
- 🌸 Come take advantage of the many networking opportunities with your wholesale peers that will help you navigate today's markets.

Convention Room Rate & Special:

\$199.00 per night / Buy 3 nights get 1 night free

If you purchase 3 room nights at La Costa for the dates of July 20-23, you will receive your 4th night free, compliments of NORCAL. All reservations must be made no later than May 15th and you must be a registered attendee at the California Floral Convention in order to receive your free room night.

La Costa Resort and Spa is nestled among the beautiful coastal foothills of Carlsbad, California, north of San Diego. Attendees will enjoy a village-like ambience as the entire resort is linked by walkways and washed in color by lush vegetation and gardens. La Costa's guestrooms and suites have been completely re-designed to enhance the beauty and comfort of your stay. The Spa creates an environment in which guests feel connected to nature whether they are indoors or out.

La Costa Resort & Spa

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Website: www.lacosta.com

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🌸 Registration packets will be mailed out in April



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AIFD Foundation Awards \$12,000 in Scholarships

The Scholarship Committee has announced the recipients of the 2011-2012 Student Scholarship. Receiving scholarships in the amount of \$1,000.00 are: **Kara Zuniga**, Texas A&M University - Pollitz and Stothart Funds and **Alisa Russell**, Goldenwest College - Pamper and Regional Chapter Funds.

Lynn Lary McLean AIFD, AAF, PFCI, committee chair and **Chris Norwood AIFD**, Foundation chairman, will make the formal presentation of the scholarships during the 2011 National Symposium in San Francisco, Calif. Serving on the Committee to review the applications were: **Laurie Lemek AIFD, Emmett O'Dell AIFD, AAF, Todd Sweeden AIFD, AAF, Tom Simmons AIFD, Eddie Payne AIFD,** and **Mary Linda Horn AIFD, AAF, PFCI**.

The monies awarded are from interest earned on the principal donations held in The AIFD Foundation Investment Fund. Your generosity to the Foundation Funds makes these scholarships possible. Thank you to our friends and members of AIFD for your continued support and congratulations to the Scholars.

2011 Symposium Scholarships Announced

The Scholarship Committee, chaired by Lynn Lary McLean AIFD, has announced the 2011 awards to floral designers who have never attended an AIFD National Symposium and need financial assistance to do so. In the past this scholarship was named The Jim Treadaway Scholarship, however since 2006, the Trustees have expanded this award due to the growing number of applications received.

Now known as the Symposium Scholarships, this year's awards includes monies funded by the Allen Shackelford AIFD Fund, The Eulalah Overmeyer AIFD Fund, The James Moretz AIFD Fund, The Florida Florist Fund, the South Central Regional Fund and the Southern Chapter Fund. The 2011 recipients of the Symposium Scholarship awards are:

Jessica Ammons - Shackelford Fund recipient

Darenda Darnell - Garbarz - Overmeyer Fund recipient

Michelle Schmotzer - Florida Florist Fund recipient

Lauren Bird - South Central Fund-Moretz Fund-Polychrones' Memorial recipient

Tammy Gibson - Southern Chapter Fund-Treadaway Fund recipient

Each receives a full symposium registration, transportation, and five nights shared hotel, not to exceed their award amount.

Recycle Nation

Eco-awareness shapes new products
By Talmage McLaurin AIFD

Americans are recycling more and discarding less while words like reclaim, salvage and repurpose have become uber-fashionable- associated with everything from wall coverings to motor oil.

In the flower world, it's a given that our products are sustainable. But the fact remains that almost every product we sell is challenged to be earth friendly. As a result, recycled and repurposed containers, giftware and decorative accessories are showing up at the gift markets and finding their way onto the shelves of many retailers, including florists.

The ways that product designers and manufacturers satisfy consumers' cravings for "green" are varied. Some adapt recyclable and vintage finds into products

so consumers can purchase items that are responsibly made-thrifty consumption. The spirit of presentation, however, is cleverly new and modern, leading to catchy descriptions such as "flea market chic" and "vintage elegance" for merchandise that ranges from traditional to kitsch. And while some of these items are actually vintage, look closely. Not everything is really old or repurposed. A significant amount of made-with-age reproductions are flooding the market, further illustrating the popularity of this handed-down trend.



Other designers fulfill consumers' need for green by enthusiastically repurposing discarded throwaway items into something completely unrecognizable, such as vases made from crushed pop bottles or floor mats made from plastic trash bags. Consumer labeling establishes the important message that these items are truly green when it would be impossible to guess so.

Another strategy boldly showcases the salvaged materials. Newsprint patterns, tire tread textures and bottle-cap embellishments are glamorized as blatant reminders of the enlightened purchasing of green-minded consumers.

One item we found interesting and noteworthy was the Paper Mache Roster from Melrose International (shown right).

Article source: *Florist's Review*, May 2011 issue, www.floristsreview.com.

Photo credit: www.shopwiki.com/Paper-Mache-Rooster.

Everything You Need to Know:

Dianthus caryophyllus (Clove Pink) is a species of Dianthus. It is the wild ancestor of the garden Carnation. "Carnations in gun barrels were the essence of Flower Power." This quote has been long associated with the well known photo of George Harris sticking carnations in gun barrels during an antiwar demonstration at the Pentagon in 1967. AIFD has chosen to highlight this flower in anticipation of this year's symposium IMAGINE taking place in San Francisco.

Common Names: Carnation, Pinks, Chinese Pink

Botanical Name: Dianthus (die-ANTH-us)

Availability: Year-round

Vase Life: 7 to 14 days.

Storage Temperature: 36 - 38 F

Ethylene Sensitive: Yes

Description: A single flower, delicate multi-petaled, double blossom at the end of a long stem.

Colors: Wide range of colors, not limited to: Pink, white, red, purple, yellow, and orange. Plus bi-colors and frosted varieties.

Botanical Facts: The name is from the Greek words (DI) Zeus and (ANTHOS) Flower

Design Notes: The wide range of colors and the versatility of the carnation makes it a popular flower in floral design.

Purchasing Hints: Purchase flowers with tight buds. Avoid flowers with broken stems, shattered blooms, split calyx, or blossoms with the pistil exposed above the blossom.

Conditioning: Remove all foliage that will be below the water line. Cut under water with a sharp knife. Hydrate in a solution of warm water and commercial floral preservative / floral food for two hours before storage or usage.

Additional Notes: The popularity of the carnation waxes and wanes. In the French Grand Era, (Louis XIV), the carnation was the favored flower of the royal court. In America today, the carnation is seen as an old fashioned and overused flower. However, it is coming back into favor with both interior and floral designers. Their strong shape can add a touch of modernity to interiors. We find them today not in the pale pastels, but in piquant pink, fiery red and various hectic orange hues.

And the way to arrange them has changed too. Gone are the spiky triangles with the lonely carnation heads stranded in mid air; and so have the single blobs of color strewn around bouquets.

You can bind them together in bunches with ribbon and lean against vase sides at crazy angles; crowd them together in large numbers in tall glass vases; float in wide bowls or as a collection of small bouquets fringed by attractive round leaves. Carnations can easily tempt you into having a go! The new methods of arranging are based on simplicity and exuberance. Carnations make a vivid contribution to the metamorphosis going on in the style of our homes.



*Sources - Wikipedia (http://en.wikipedia.org/wiki/Dianthus_caryophyllus) and The Floral Design Institute (www.floraldesigninstitute.com).

"Goin' to the chapel and w

AIFD starts off the wedding season with royal weddings near and far! **Jodi Duncan AIFD, Wendy Andrade AIFD, NDSF and John Hosek AIFD, CAFA** were fortunate enough to be part of the thousands of people to get a glimpse of the Royal celebration of William and Kate. Our Royal AIFD Past President, **Tina Stoecker AIFD, AAF, PFCI**, weds with many AIFD friends helping to create a gorgeous event as well as our Royal President **Sharon McGukin AIFD, AAF, PFCI** son's wedding and the marriage of daughter in the fall with help from all their AIFD friends. Please enjoy the articles below!

AIFD's Own Royal Wedding

By Tina Stoecker AIFD, AAF, PFCI

It is interesting to me that 30 years of owning a store and doing thousands of weddings, that mine should be a walk in the park. But when you are surrounded by so many talented AIFD designers whom you admire and adore their work, your brain swims with the possibilities. Every year at symposium we are electrified by the talented designers and their unique creations, that it makes it hard to choose. I think what helped me along the path to decision was the elegant floral art **Toomie Farris AIFD, AAF** created for the volunteer gala last year. It was elegant, calming and every detail exquisitely executed. That's where I began. For the dress I chose a vintage design- tea length ivory dress, delicate lace and accented with pearls and gloves. My hair was worn down as I believe that when your intended falls in love with you, he loves you just how you look every day.

The church was a charming non-denominational church that was built in the 1800's. The pews had fabric draped with cottage roses and gardenias spilling down the fabric.

The reception was held at continental flambe' in a private room. We re-used the petal covered cones from my daughter's wedding that were suspended from the ceiling over the tables and filled with cascading flowers in green, blue, purple and white (the room is blue). On the tables were square glass containers with a pave' arrangement of cymbidium orchids, white hydrangea, muscari and equisetum. The other tables had tall glass containers with an armature of equisetum, blue water, and orchids. In addition on these tables there were rectangular glass containers of hedged bear grass. On the bar area were flat panels of wood with galax leaves and bear grass waterfalls. Hanging from the chandelier was clear fluorescent tubes with orchids

strung on silver bullion and lighted with acco lights and crystals. The entrance to the event had long columns of green equisetum with orchids and antherum. Last but certainly not least was my bouquet of gardenia and garden roses in soft creme's and peaches. Done in an upright bouquet holder with a lace armature for a collar and cascading the length of my dress. The honor attendant carried a composite flower of soft peach roses about 10" in diameter.

Over the years dealing with brides, each has had a focus. Some it's the music and they insist on a big band and could care less about their dress or flowers. Other's it's the food and still other's it is the wardrobe. What has been the best part of the whole wedding was dreaming of the final I do's and fantasizing about the flower possibilities. I am truly blessed to find the love of my life at this stage in my life and to be living the passion of flowers everyday.



"We're gonna get married!"

Color Me Purple

By Tim Farrell AIFD, AAF, PFCI

What's up with purple? Seems like it came out of nowhere to be the most sought after color for wedding flowers in our shop this Spring! Is it the fact that there are more choice in purple flowers now than ever before? I am not quite sure, but one thing I do know is that brides of all ages and cultural backgrounds have become infatuated with everything from lavender to eggplant.

Whether in a monochromatic bouquet combining all tints tones and shades of violet, or in a dramatic pairing of colors like chartreuse and lapis, purple can be a wonderful color for flowers to perfect any environment. Analogous harmonies with tones reminiscent of raspberry sorbet through amethyst are perfect for spring nuptials. Blue Hydrangea and cool water roses accented with Scabiosa and mini Allium work well for summer weddings. And the richest hues of purple Lisianthus, Vandal Orchids and mini Callas are a dramatic saturation of color perfect for fall brides. White Peonies and Dendrobiums combined with Ocean Song Roses and pale French Lavender cool enough in color perfect a wedding ceremony chosen for the winter Bride.



In My Opinion...AIFD Members Sound Off about the Royal Wedding Flowers

Loved the flowers, perfect for Kate's shape and dress. Very reminiscent of Grace Kelly. - **Ann Jordan AIFD, AAF**

I correctly guessed Lily of the Valley, couldn't imagine an end of an April Royal Wedding without it! But, I expected a more opulent look to include David Austin Roses. That being said, I thought Kate's bouquet was close to perfect for her dress. I felt the overall style was a bit stiff and it could have been softened somewhat by re-shaping. - **Janet Frye AIFD**

I loved that Kate's bouquet was understated. I thought the design was tasteful and I loved the historical significance of its recipe. It was smart that Kate didn't try to compete with the memory of Diana's wedding bouquet. The bouquet fit her personality and I don't think I would have changed a thing. - **BJ Dyer AIFD, AAF, CPF**

I think the royal wedding was perfect. The bride was thoughtful, creative and on point with the people. The right amount of royal diligence, the creative way the foliage were worked into the church setting, to the guest. Every detail was translated into a special day for the couple. My favorite were the Elm trees lining the aisle of the Abby, to the assortment of natural trees, bushes, branches and florals. The bridal bouquet was perfect for the gown, simple, elegant and picture perfect. All in all history will tell the beautiful tale of the future King truly finding his Princess. - **James Payne AIFD**

The Royal Wedding was a day that made me proud to be English....yes I did get a lump in my throat and a tear in my eyes. The entire day was about love and commitment to each other. The wedding bouquet did come in for a lot of debate within the professional floristry world. The general public would only see a delicate bouquet of flowers with lily of the valley being the focal flower. The professional florists were keeping their fingers crossed that the bouquet was first and foremost not a hand tied but on that would be wired, as this is a skill that everyday person is not adept. The bouquet was wired but not balanced. - **Jo Jarvis AIFD**

Royal Wedding Details

- Prince William and Kate used London-based floral designer Shane Connolly for their wedding.

- William and Kate took a "close interest" in the designs on a theme of the "Language of Flowers."

- The floral arrangements in Westminster Abbey featured a variety of British flowers and trees, including Azaleas, Rhododendron, Euphorbias, Beech, Wisteria and Lilac.

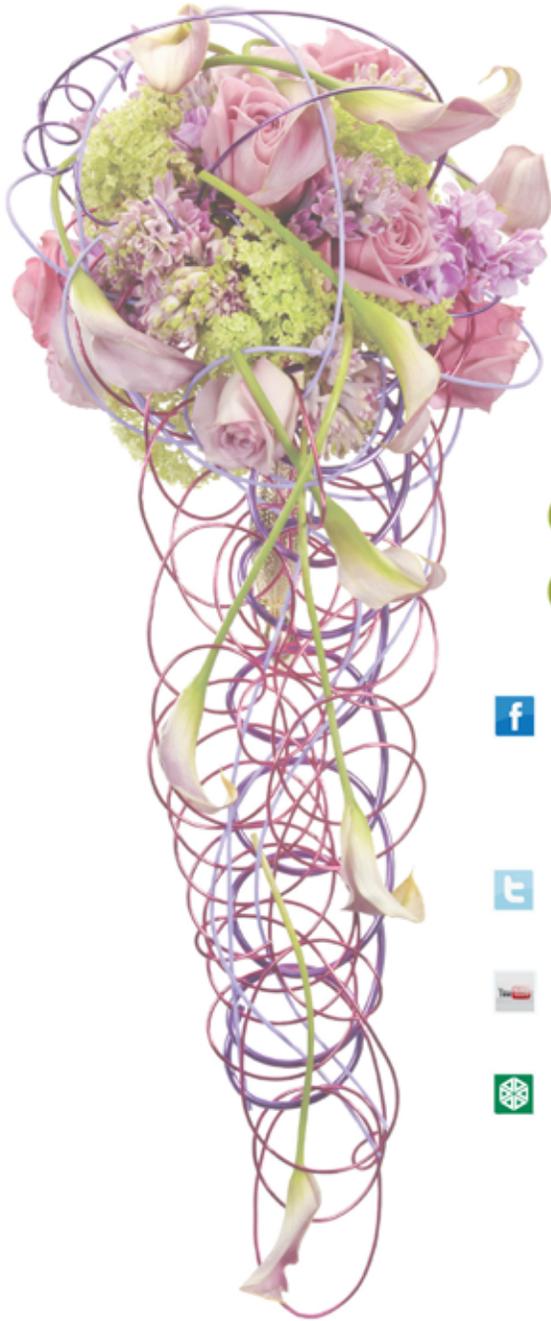
- Westminster Abbey had eight 20 feet-high Maple and Hornbeam trees, all growing in planters, for the wedding.

- The palace said Will and Kate donated or replanted most of their royal wedding flowers and greenery. After the wedding, the flowers were left in the abbey for viewing until May 6.

- Kate Middleton's bouquet included: Myrtle, Lily of the Valley, Sweet William, Hyacinth and Ivy.

Sources: www.nypost.com, <http://content.usatoday.com>.

Smithers-Oasis
Congratulates
the 2011 AIFD Inductees



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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 **Tim Farrell AIFD, AAF, PFCI**, Northeast Chapter regional representative.

AIFD: What is your (professional) job position and what are your specific responsibilities?

Tim: I am the president of Farrell's Florist Inc. and on a daily basis, manage and design at the shop. I also work as a member of the Teleflora Education team, teaching trends, design techniques and business skills to retailers across the U.S.

AIFD: As a member of the board (or as an officer) what are your personal goals for the advancement of AIFD?

Tim: I see there are many opportunities to help consumers appreciate the artistry of floral design as well as many ways in which we can strengthen our industry through education of floral designers.

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

Tim: I have been fortunate enough to work with many of the famous faces in our industry and have had the pleasure of working alongside many newcomers to the industry as well. But it seems that no matter who I am working with, I am able to learn something from every floral designer I work with. I feel that what we do is an art, and just the experience of seeing things through another's point of view is a fantastic learning experience.

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

Tim: I absolutely LOVE creating interpretive floral designs. In particular, interpretations of different pieces or forms of art are a challenge that I truly enjoy. Projects like the Philadelphia Flower show have given me the opportunity to work this way.

AIFD: What issues are most important to you professionally?

Tim: Right now, I feel that I am most passionate about helping other retailers survive in such difficult economic times. Long term, I would love to be able to help develop ways to attract young people into our wonderful industry.

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

Tim: I jump at the opportunity to travel with my family or get working on any home improvement projects...but time on a tropical beach would win out in any competition if you ask me!

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

Tim: Keep your eyes, your ears and your mind open! By keeping your eyes open, you can really draw inspiration from everywhere in this beautiful world. By keeping your ears open, you can learn so much. And by keeping your mind open the possibilities of where you go in life are endless!

AIFD ACOGLADES

Sarah Horne AIFD of Sarah Horne Flowers in Warwickshire, United Kingdom has been named as the 2011 RHS Chelsea Florist of the Year.

Sarah was awarded a Gold Medal and the Best in Show award thanks to her fantastic jockey silks design show above. 🌸



Several AIFD members took place in Delaware Valley's "Floralpalooza... a kaleidoscope of knowledge, trends and design" on April 3 in Cherry Hill, N.J. **Robbin Yelverton AIFD** presented "Prom Night" featuring design styles & techniques of personal & body flowers for that special night. **David Shover AIFD** presented "New Trends... Thinking outside of the box." **Laurie Lemek AIFD & James Watson AIFD** hosted "The Wedding Show...A Day To Remember," a fabulous event that featured music, special effects, live models and fantastic floral designs. View photos of the designers and their work below. 🌸

Five AIFD members were granted membership to the Professional Floral Communicators - International (PFCI). They will be officially inducted into PFCI during the SAF Industry Awards Dinner on Sept. 15 during the SAF convention being held Sept. 14-17 at the Westin Mission Hills, Rancho Mirage, Calif. Congratulations to the following AIFD members: **Cindy Anderson AIFD, PFCI** of Colorado Springs, Colo., **Susan Ayala AIFD** of Loma Linda, Calif., **Maggie Binet AIFD, CPF, TMA** of Englewood, Calif., **Corey Harbour AIFD** of Bolivar, Mo., and **Patience Pickner CFD** of Chamberlain, S.D. 🌸

It is with great regret that the AIFD announces the passing of past AIFD member **Wayne Babb**. While Wayne has not been a member for many years, he was a dedicated member for a long time. He co-chaired the 1984 Symposium in Kansas City with **Bill Harper AIFD, AAF** and had served on the Board for three years. Wayne owned Babb Floral based in Olathe, Kan. for many years and was active in AIFD, the Kansas State Florist's Association, and the FTD association and was well known in the industry. 🌸

Tom Figueroa AIFD hosted a wedding program that focused on making money on affordable designs as part of a wedding event put on by Nordlie on April 15 in Traverse City, Mich. 🌸

Newsletter Correction: In the April/May 2011 issue of *Focal Points* AIFD included an accolade about a member being featured in her local newspaper about her involvement in the Philadelphia flower show. Unfortunately that article and its author reported and published incorrect information regarding the exhibit "An American in Paris." AIFD had published correct information about this exhibit on page 18 of the April/May 2011 issue of *Focal Points*. Please refer to that article for correct information. Thank you.



(photos courtesy of Delaware Valley Wholesale Florist)

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?

Have 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 **Molly Baldwin**, director of communications, at mollybaldwin@assnhqtrs.com or **Janet Black AIFD, AAF, PFCI**, newsletter editor, at designsflorist@live.com or call (410) 752-3318 with questions.

An International View

By Joyce Mason-Monheim AIFD

The 2011 Intercontinental Cup Flower Design Competition was held March 18 and 19, 2011 at the Taipei International Floral Exposition. The Intercontinental Cup presented a fascinating stage for world wide elite floral designers to compete in front of audiences from all over the world. The Chinese Flower Arrangement Association (CFA) was the organizer of the competition, working under the direction of the Asian Florists' Association (AFA).

Twenty five floral designers from around the world competed for the Intercontinental Cup. I was sponsored by Teleflora to represent the United States and was assisted by **Gail Chronister AIFD**.

This is the first time the United States had competed in this competition formally known as the Asian Cup. Other competitors were from Japan, Spain, Australia, Thailand, Singapore, Hong Kong, Vietnam, Korea, Taiwan, Indonesia, China, Germany, and Malaysia.

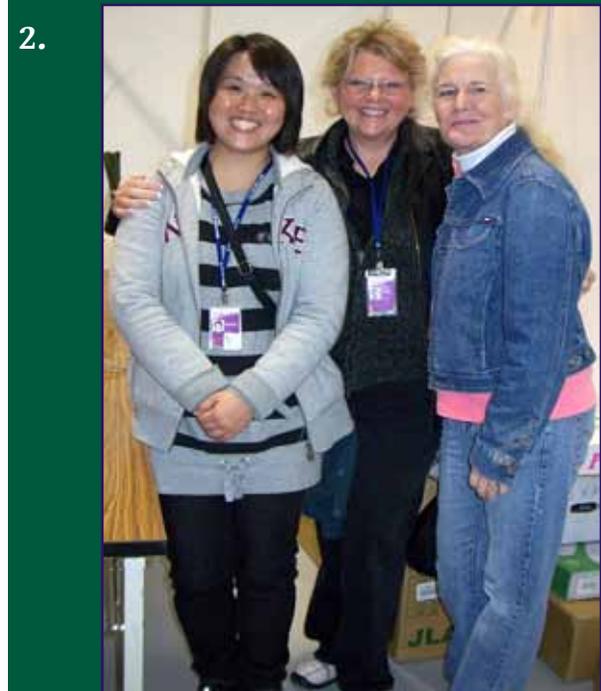
The Intercontinental Cup consisted of five events, including three completed in a closed contest on March 18 and two on Stage Contest on March 19. The categories were Table Design, Bridal Bouquet, Designers Choice, Surprise Package and Body Decoration. The entire designer's works were displayed at the EXPO for public viewing.

"The most amazing demonstration of floral art was depicted in every booth. Each designer brought their cultural influences into the floral designs. Each piece of art had its own unique characteristics. Even though placing in the lower end of the group, the experience was priceless."

The winner of this competition was Bart Hassam from Australia. Judges were from all over the world. This included **Gregor Lersch** from Germany, **Elly Lin** from Taiwan, **Yu-Cheon Park** from Korea, **Takumi Nakaya** from Japan, **Shong-Juan Cai** from China and AIFD's very own **James Moretz AIFD** from Chicago.



1.



2.



3.



4.

Photo Captions

1. Joyce's booth that was set up at the Intercontinental Cup Flower Design Competition.

2. (l-r) Shelly (our English interpreter), Joyce and Gail take a moment to pose for the camera.

3. Stage show with Body Decoration with Flowers on the Models

4. Jim Moretz AIFD takes time to meet and mingle with his fans overseas!

AIFD Chapter Updates

Northeast Chapter

Submitted by Colleen Kelly AIFD

Everyone here in the Northeast region is finally getting into a spring mood. The last snow drifts have melted and the geese are coming back for the summer. It was a very long winter.

But in spite of all that our region keeps busy. We had a very successful year at the Philadelphia Flower Show. **Ken Norman AIFD** and **Theresa Colucci AIFD** did a fantastic job. Our exhibit was called Paris Underground. We had designers from our region but also other AIFD regions participate. The crowds really enjoyed our vision of the underground. Next year it's about Hawaii. So we're already thinking of what to do next. Let us know if you want to volunteer.

We had a Spring Wedding design show at Hillcrest Gardens in Paramus, N.J. **Maryetta Bartlett-Downing AIFD** organized the show. The designers were **Rick Cuneo AIFD**, **Richard Blauvelt AIFD** and **Colleen Kelly AIFD** with Ken Norman and Maryetta as the commentators. It was a sell out crowd. The show was set up in vignettes from engagement party all the way up to the morning after breakfast. With beautiful linens for each table and a large variety of floral designs to complement any party.

We also showed different techniques for bouquets, head pieces and flowers to wear. We had a blast. We're very fortunate to have a wholesale house that loves to have us back yearly.

Sara Scheeren was the Northeast region scholarship winner. Sara grew up in Greenwich, N.Y. and attended Greenwich Central School where she concentrated in agricultural studies. Upon graduation, she was accepted at SUNY Cobleskill where she has studied floral design and plant science. Sara graduated with honors in May with an Associates degree in Floriculture and a Bachelors degree in Ornamental Horticulture. While in attendance at the university she enjoyed being the club president of the Post-Secondary Agriculture Students, Plant Science Club and Student American Institute of Floral Design. Sara is currently employed at Experience and Creative Design, Ltd. in Schenectady, N.Y. and runs her own garden design, install and maintenance company out of Albany, N.Y.

So for now we're all getting ready to head off to California. So we'll see you there with flowers in our hair.

South Central Chapter

Submitted by Beth O'Reilly AIFD

On April 1 **Bradley Shane Cranford AIFD**, AMF officially took over as president of the Arkansas Flower and Garden Show.

I was the guest designer for the Niagara International Florist Association Spring Design Show "Captivate, Cultivate, Elevate; the New World of Floral Marketing & Design in the

21st Century." I did cover lots of questions and material about AIFD. I also tried to market AIFD's *Guide to Floral Design* book. It was a huge success and many people were interested in AIFD. I would say it was good PR.

Northwest Chapter

Submitted by Wil Gonzalez AIFD

We had a fantastic Wedding Program March 12, 2011 at BYU in Exburd, Idaho. **Kimi Ynigues AIFD** did a great job with this hands on program and as part of their regular Wedding Show. The FFA program is strong in Idaho.

We awarded a scholarship of \$1,000 to **Janelle Jacky** of San Francisco, Calif. to attend this year's AIFD Symposium in San Francisco.

Southern Chapter

Submitted by Brita Edlbauer AIFD

As Southern Conference 2011 is history, it is just the beginning for the Mississippi State SAIFD Chapter. Nine young talented students competed for the new "SOUTHERN CUP" in Charlottesville, Va. The competition was tough and the results are as follows:

First place overall winner: **Candace Camp**

Second place overall winner: **Kate Huseman**

Third place overall winner: **Beth McDougald**

Other students that participated were **Aden Lunceford**, **Jordana Keffer**, **Molly Mauney**, **Brittany Sims**, **Courtney McHendry** and **Sarah Gordon**.

Personally for me, this was a great competition. The girls proved that they are worthy of producing AIFD quality designs. This was a wonderful way for them to prepare for national competition. The guidelines that **Robyn Arnold AIFD**, student competition chairperson, used are exactly the same as those used for national. Their designs were clean, very creative and of course demonstrated great use of principles and elements of design. Way to go, you're all winners!

And if you weren't aware, parts of the southern region have been devastated by horrible tornadoes and extreme flooding. During this most tragic time the Mississippi State SAIFD Chapter and their teaching laboratory, The University Florist, led by **Lynette McDougald AIFD**, business manager and floral management instructor contacted the funeral director in Amory, Miss. eight miles from where a tornado leveled Smithville, Miss. Lynette offered assistance to families that might not have the means to purchase fresh floral casket designs. "When I realized how many flowers we might be using, I contacted **Chad Nelson** at Eufhoria Flowers since most everyone was requesting roses. Without hesitation, Chad said yes to sending beautiful roses...roses that he could have sold several times that Mother's Day Week. We assisted six

families with their floral tributes. Two of the victims were 17 and 21 years of age. The students were shaken a bit by the loss of these young people, but with these tributes and the others, the students were very aware of the special role they were playing; they were very compassionate while handling the role with professionalism," says Lynette.

Mr. Robert Pickle, funeral home owner and director, told Lynette, "We are most appreciative of your generosity as it has moved our families to tears." To Lynette and all of the students. This is why I am proud to be a part of this industry. This is what it is all about! I, as Southern Chapter president speak for all of us in saying THANK YOU. Flowers speak a language of their own and you delivered a message to all of us of the importance of community involvement.

Next, as "IMAGINE" creeps ever so close, Southern Chapter is getting all QUACKED UP about plans for Conference 2012 "DIVERSITY" at the fabulous Peabody Hotel in Orlando, Fla. April 13 - 15. **Brita Edlbauer AIFD** and **Russ Barley AIFD** are chairing this event. Check out the rubber duckies at the FNGLA partner's table in San Francisco. As a pre-conference attraction, Brita has organized a fantastic opportunity to tour the Epcot Flower and Garden Festival. It will be hosted by the lead horticultural manager at Disney. Disney is offering an after 4 p.m. entrance ticket to Epcot with a spectacular dinner at the Norwegian Pavilion followed by "ILLUMINATIONS" a grand fireworks display. For more information concerning the conference contact Brita at britaE50@aol.com.

North Central Chapter

Submitted by Alice Waterous AIFD

The best news of all is that Bobbi Ecker Blatchford AIFD continues to heal and gain strength after the long ordeal of cancer surgery and radiation. She traveled to Waverly Iowa to help daughter Cindy get through Mother's Day at Eckers Flowers by taking over the corsage dept. Bobbi hopes to be in San Francisco to see all her AIFD friends and be inspired by the great lineup of programs.

Thanks again to the North Central members who took part in a myriad of public awareness & fundraisers since the first of the year. Special thanks to the Chairpersons: **Mary Linda Horn AIFD** - Franklin Park Conservatory in Columbus, Ohio; **Jim Rauch AIFD**, OCF - Dayton H&G Show; **Carolyn Clark Kurek AIFD** - Indianapolis F&G Show; **Frank Feysa AIFD** - Michigan Floral Association, AIFD Public Exhibits; **Rick Orr AIFD** - Petals & Paintings, Champaign, Ill.; and **Larry Masters AIFD** - Art in Bloom, Milwaukee Art Museum. These events familiarize the public with AIFD & in most cases, raise funds for North Central Regional Education projects.

North Central Chapter Scholarship Chairperson Mary Linda Horn AIFD has announced that four applicants will receive Symposium Grants for "Imagine." Two applicants will be awarded Kohler & Dramm Institute of Floristry Scholarships.

Design Contest winners from NC: **Derek Woodruff AIFD**, MCF, Michigan Floral Designer of the Year & Chuck Bannow Award winner; **Jerome Raska AIFD**, AAF, PFCI, Michigan Floral Association Academy winner; Jodi Duncan AIFD, Land of Lincoln Award, Illinois Floral Association.; **Ivone DaSilva AIFD**, Tabletop winner, Dayton H&G Show; and **Jane Edwards**, third place winner at Milwaukee Art in Bloom.

Southwest Chapter

Submitted by Michael Quesada AIFD

As our SW AIFD year draws to an end, the Region continues to keep busy with Industry & Consumer Awareness Events as well as Educational Programs before they embark on the very anticipated "Imagine" National Symposium Event in San Francisco.

Saturday, April 30 marked the Assistance League of San Bernardino's 50th Year Headdress Ball. Dazzling and flamboyant headdresses were created by some of the SW Regions most imaginable designers, including Martin Flores AIFD, Derrick Vasquez AIFD & Pam Null AIFD (see page 8).

Memorial Day Weekend marked the date for the SW Region's "Art & Flowers" Exhibit in San Bernardino, CA. SW Board Member **Derrick Vasquez AIFD** hand selected pieces of unique art that were interpreted by the talents of the SW Region. Designers for this event were: **Jim Hynd AIFD**, **Jim Blythe AIFD**, **Alex Jackson AIFD**, **Nancy Payne AIFD**, **Pam Null AIFD**, **Lori Novak AIFD**, **Derrick Vasquez AIFD** and **Martin Flores AIFD**. This successful event was Chaired by both Martin Flores AIFD & Derrick Vasquez AIFD and ran from Thursday, May 26 thru Monday, May 30, 2011.

Wednesday, June 22 marks the California Agriculture Teacher's Association "Professional Day" at Cal Poly State University in San Luis Obispo, Calif. SW AIFD member **Gerard Toh AIFD** will be presenting a Floral Design Program for High School Teachers & Future Farmers of America Advisors. Gerard will be conducting two Design Programs, each an hour and a half long, for a very enthusiastic audience. The goal is to WOW as well as INSPIRE/EXCITE this select group of teachers and advisors. Instructor and SAIFD Advisor to Cal Poly **Melinda Lynch AIFD** was the liaison between CATA, Cal Poly, AIFD and SW AIFD. Other members from the SW Region to help assist with this event are: **Michael Quesada AIFD**, **Melinda Lynch AIFD** and **Jenny McNiece AIFD**. This event runs from Wednesday, June 22 thru Friday, June 24, 2011.

At the conclusion of the 2010/2011 SW AIFD Year, the Regional Board says "Good-Bye" to the following talented, committed and hard working Board Members: **Bette Lou Barker AIFD**, **Susan Ayala AIFD** and **Tom Simmons AIFD**. However, the SW Board is looking forward to working with incoming board members: **Tony Medlock AIFD**, **Kenneth Snauwaert AIFD** and **Nancy Payne AIFD**. Looking forward to seeing everyone at "IMAGINE."

YOU NEED TO BE ONLINE!

AIFD has a 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:

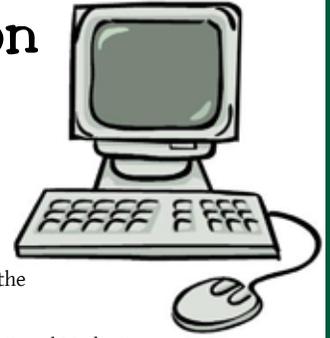
1. It must be sent electronically as an **attachment**.
2. It must be in a .jpg/.jpeg format only.
3. It should be a professional-looking head-and-shoulders shot only. AIFD staff will crop out anything else.
4. It should be a full-color (preferred) picture.

E-mail the image to **Molly Baldwin**, AIFD director of communications at mollybaldwin@assnhqtrs.com.

Please make sure it is labeled with your first and last name.

If you aren't listed in the online directory contact Membership Coordinator **Rachel Schley** at rachelschley@assnhqtrs.com for assistance.

Communication Center



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

March 23, 2011 - Your Help is Needed with the Symposium Education Guide

March 29, 2011 - Your Input is Needed for a Social Media Survey

April 1, 2011 - AIFD Foundation Newsletter

April 5, 2011 - Focal Points is Hot off the Press!

April 19, 2011 - Pre-Order Your 2011 Symposium "IMAGINE" Fleece Today!

April 20, 2011 - Norcal E-mail

May 5, 2011 - Pre-Order Your 2011 Symposium "IMAGINE" Fleece Jacket Today! (Deadline to order is May 14)

May 11, 2011 - Early Bird Registration Deadline for 2011 AIFD Symposium Ends May 15

May 17, 2011 - AIFD Summer Foundation Newsletter

May 26, 2011 - AIFD Foundation Special Edition Newsletter

June 3, 2011 - Early Bird Registration Deadline for 2011 AIFD Symposium is June 15

June 8, 2011 - AIFD Foundation Symposium Opportunities

June 10, 2011 - Two Exclusive Symposium Opportunities Available for AIFD Members

June 14, 2011 - Last Chance to Pre-Register for 2011 AIFD Symposium is June 15!

If you are not receiving AIFD e-mail blasts visit www.aifd.org and make sure we have a current e-mail address in your profile.

A photograph of a still life arrangement of various decorative items. In the foreground, there are several potted plants, including a large green orchid in a tall vase, a succulent in a terracotta pot, and a glass vase filled with purple flowers. In the background, there are more plants, a large dark horn-like object, and a dark rectangular box. The background is a plain, light-colored wall.

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Americasmart Atlanta
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Las Vegas
World Market Center
C 924

Calendar

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

August 27, 2011

Connection: The Bouquet Experience
Salt Lake City, UT

September 10, 2011

Connection: The Photography Experience
Boston, MA

September 17, 2011

Connection: The Bouquet Experience
Seattle, WA

October 15-16

Hands-on Workshops:
Arrangements: Everyday & Sympathy
Personal Flowers: To Wear or Carry
Chicago, IL

American Institute of Floral Designers

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SUNY Cobleskill AIR Program Shouts "Go Green or Go Home"

The Artist in Residence Program took place at the State University of New York Cobleskill Campus on April 12, 2011 at 7 p.m. Two nationally known AIFD members came to the campus for the event titled "Go Green or Go Home." **Jim Dempsey AIFD** of Miami, Fla. was an influential designer showing how to work with supermarket bouquets and recyclable materials. **Mary Robinson AIFD** of Schenectady, N.Y. showed the attendees wonderful spring party and baby shower décor. **Theresa Colucci AIFD** was our commentator and talked about the designs during the show so that individuals without knowledge in the floral world could understand what was happening in the designs.

Students worked with designers prior to the show and did hands on design with Jim. The club was able to auction off designs to the attendees after the show.

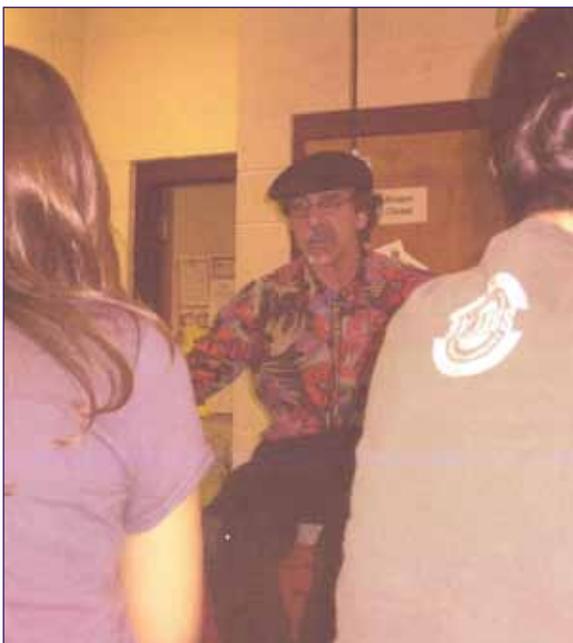
This event brought in approximately 40 attendees from the community and campus. The event was made possible by two floral industry leaders, Seagroatt Riccardi of Latham, N.Y. and Bill Doran and Co. of Albany, N.Y. Cupcakes, cookies, and lemonade were provided at a refreshment table during and after the show. A good time was had by all!



Forsyth Chapter of SAIFD Conducts Insightful AIR Program

The Forsyth Chapter of SAIFD at Texas A&M University recently conducted an Artist in Residence program. **Dov E. Kupfer AIFD**, nationally known floral artist from El Paso, Texas, visited with about 60 floral design students at Texas A&M University April 26-29, 2011. He stepped off the plane Wednesday at 4:30 p.m. and literally was whisked to the classroom to meet with the students enrolled in Hort. 454, the Event Design & Décor class. After introductions, he participated with the students in making table centerpieces for an event on campus. After the class work was finished Dov "held court" with his dissertation on starting his own event business, developing a sterling reputation, the importance of excellent customer relations and following through with what was promised.

The students were eager listeners and asked many questions. The interaction between the Artist in Residence and the students was a highlight of the evening. The following morning Dov attended the Hort. 452 Wedding Design class and listened to students give their final presentations. Immediately following their presentations he held a round-table discussion with them on "the wedding business" during



which he shared a very informative seven page handout, "Adding to Wedding and Party Settings." He fielded many questions from "what do you do when the flowers come in damaged or in the wrong colors...to..how do you respond to a bride who doesn't know what she wants...?" Thursday evening he met with the SAIFD Chapter sharing his expertise with the members who were making floral centerpieces. He shared his tips on design and mechanics and quality control. Following this work session he discussed preparing for the National Symposium Student Competition and gave insight on how a design is judged. Simultaneously with SAIFD, other students were presenting their final designs of interwoven dried materials for the Hort. 453 Floral Art class in the Benz Gallery of Floral Art and Dov managed to be present for this open house reception, along with a good crowd of local people. Friday found Dov totally immersed with more students in making floral decorations for the Senior Ring Dance. Again, his advice and one-on-one interaction with students was invaluable. This unique opportunity for students to spend unhurried time with the Artist in Residence and learn from his personal discussion, example and participation really gave them insight far beyond the classroom. Student's comments ranged from "...helpful...educational...insightful...so much passion!...entertaining...to...far exceeded my expectations!"

I Love You More Than Chocolate... and Other Modern Day Flower Meanings

The Flowers & Plants Association update of the language of flowers for the 21st century. By carefully choosing their wedding flowers (and trees) to symbolise their feelings for each other, Prince William and Kate Middleton have brought floriography, the language of flowers, to the world's attention and shown that it can still be relevant and very much on trend today.

But using beech to represent ancient knowledge, blossom to express good fortune, and lilac to symbolise first love is no new thing. It started in the time of Queen Victoria, as a way for her subjects to send secret messages through gifts of flowers when it was deemed unseemly to openly express emotions. The meanings were written down in special dictionaries, and the language of flowers was born.

But while The Flowers & Plants Association has an extensive list of the Victorian meanings of flowers they've also updated the dictionary for the 21st century.

Something Old

Because the Victorian language of flowers poses problems for the modern florist, not least because we no longer use phrases like "you are rich in attractions" (the Victorian meaning for ranunculus) or arrange to meet people "by moonlight" (which you could say with a large bright pink rose) but also because there were often several meanings attributed to the same flower. Just like modern vernacular or even accents, the Victorian language of flowers varied from region to region in the country – so the meanings were flawed from the start and can't be used consistently.

Another problem is that the Victorians lacked the modern flower shop. Although nosegay makers and market sellers were all busy shifting flowers, most of the blooms the Victorians were using were nicked from hedgerows, a practice that nowadays can get you arrested.

This means that many of the flowers they refer to, like buttercups, aren't relevant because they're not commercially available or popular flowers, and won't communicate much when they're a sad, withered piece of slime instead of a bountiful bloom bursting with freshness, as florists' flowers are.

Another reason the old language doesn't work for the modern consumer or florist is that some of the feelings expressed by flowers are negative, and when research has proven that simply being around flowers makes you feel better, it doesn't seem right that flowers should be given a negative connotation. Instead, the meanings should be positive and happy, as flowers are – or even a bit cheeky!

Something New

To make it relevant for everyone, and because we think flowers are fun, The Flowers & Plants Association felt it was time to give the language a bit of a makeover to bring a new, updated, and relevant meaning to flowers, that suits both florists' and customers' needs better.

Something Borrowed

We haven't ignored the traditional language ... how could we given it is so romantic and meaningful – what we have done is base it on the flower's folklore, botanical or common name, visual appearance or the sound of the name, to create a language of flowers for the 21st century.

Something Blue

And because tradition is always important – even if it does come with a modern twist – given blue is one of the most popular colours for weddings we've made sure there are plenty of blue ... or as near as nature allows ... flowers to include in special floral gifts.

We've created hundreds of alternative messages ... here's just a taster of what we think flowers and plants can say to today's modern lovers and friends.

Read the flower meanings on the next page!

Source: *The Flowers & Plants Association*, www.flowers.org.uk



Floriography - Victorian style

There are hundreds of flowers that hold special meanings. These are some of our favourites...

Amaryllis (Hippeastrum) – splendid beauty, pride
Arum lily, calla (Zantedeschia) – magnificent beauty
Bluebell (Scilla) – constancy, forgive and forget
Campanula – white, gratitude
Carnation – red - "alas for my poor heart"; striped - refusal; yellow - disdain; pink - woman's love
Cockscomb celosia – affectation, individuality
Chrysanthemum – red - "I love you"; yellow - slighted love; white - truth
Daffodil – regard, chivalry
Dahlia – good taste
Forget-me-not (Myosotis) – true love, "the key to my heart"
Freesia – friendship
Garden Pink (Dianthus) – pure love
Gladiolus – strength of character
Hyacinth – blue - constancy; white - unobtrusive loveliness
Iris – yellow - flame of love
Lilac (Syringa) – purple - first emotions of love; white - youthful innocence
Longi Lily (Lilium longiflorum) – pure and modest
Lily of the valley (Convallaria) – return of happiness
Love lies bleeding (Amaranthus) – hopeless, not heartless
Mimosa (Acacia) – sensitivity, secret love
Narcissus – self esteem, female ambition
Orange blossom – bridal festivities, virginity, "your purity equals your loveliness"
Orchid – longevity, elegance
Peony – bashfulness
Ranunculus – "you are rich in attractions"
Rose – symbolizes love & good fortune; white - truth; white with pink blush - "only for thee"; large bright pink - "meet me by moonlight"; single stem - simplicity; red & white together - unity; small yellow - "thou art all that is lovely"; rosebuds - pure and lovely; red - eternal love; crown of blooms - reward of virtue
Rudbeckia – justice
Snowdrop – hope
Solidago – encouragement
Star of Bethlehem (Ornithogalum) – purity
Stock (Matthiola) – lasting beauty
Sunflower dwarf – adulation
Sweet pea – departure, delicate pleasures
Tuberose – dangerous pleasure
Tulip – red - declaration of love; striped - beautiful eyes
Veronica – fidelity
Violet – faithfulness, modesty

Floriography - 21st century style

Agapanthus – Best of luck; Allium (onion flowers) – Thanks for a lovely dinner
Alstroemeria – You're so pretty
Amaranthus – Thank you for mending my broken heart
Ammi – You're my queen
Anthurium – I want to see your naughty bits
Aster – You're a star
Begonia (flowering) – I love your smile
Begonia Rex – Thanks for your patience
Calathea – Call me
Capicum – You're hot
Carnation – Your beauty is timeless
Chrysanthemum – You bring me laughter and happiness
Cornflower – You're so funny
Cosmos – I love you more than chocolate – *definitely need picture of this one – presuming it's the brown/black one*
Craspedia – You light up my world
Cyclamen – Sorry you've not been well
Daffodil – You're Welsh and wonderful
Dahlia – You're great
Echeveria – I'm sticking around
Eryngium – You're a hot Scot
Eucharis – I'll love you forever
Ficus – I want to grow old with you
Gerbera – Cheer up
Gladioli – You're so glamorous
Gloriosa – You're my hero
Heliconia – Hello, gorgeous!
Hyacinth – You're a lady
Jasmine – Fancy a cuppa?
Kalanchoe – You're the Queen bee
Lathyrus – Sweetie pie
Leucospermum – Congratulations on becoming a new Dad
Lily – You're so sexy
Lisianthus – Thinking of you
Molucella – For my Irish charmer
Monstera – You're so cheesy
Muscari – With love
Nepenthes – Man eater!
Nigella – I love your curves
Passionflower – I want to seduce you
Peace Lily – Chill out
Peony – You're girly and great
Poppy – I can't get enough of you
Protea – I love your muscles
Ranunculus – I'll run to you
Red rose – I love you – *hey we couldn't change that one!*
Solidago/Solidaster – I love your smile
Solomon's Seal – Sealed with a kiss
Stocks – I'll wait for you
Strelitzia – You're my bird
Tulip – You're priceless
Vanda – You've got va va voom!
White rose – You're my soul mate
Zantedeschia – I'm impressed
Zinnia – You're crazy but cute



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