

Focal Points

'IMAGINE'...Everything We Dreamed of and More

"If you can imagine it, you can achieve it; if you can dream it, you can become it."
-William Ward

Imagination is something we are taught to build and use at a very young age and it is something that follows us all throughout life. Having an imagination produces creativity in everything you do in life, especially in your work and profession. As floral designers we use our imaginations to produce beautiful floral displays, bouquets and more.

This year in San Francisco, AIFD celebrated a great success of its National Symposium 'Imagine.' Many thanks to all of the committees, volunteers and presenters for their countless hours and talented expertise to create the 2011 San Francisco Symposium. AIFD applauds you!

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

Pictures from every education program, meal event, etc. can be found on the AIFD Facebook page at www.Facebook.com/AIFD.CFD.

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President's Welcome

It Takes a Village...of AIFD Members and Volunteers!

What a fun and exciting time we had while in San Francisco. Our hats and flowers in our hair are off to **David and Leanne Kesler AIFD** for the tremendous amount of work they extended to make sure 'Imagine' was such a success! Also, 'Imagine' could not have happened without the hundreds of volunteers (now and forever to be known as Imagineers)! It truly was a feast for the eyes, heart and soul. The programs were imaginative and inspirational. There was truly something there for everyone to enjoy!

Prior to the wonderful programs being presented came the business of AIFD and all the committee meetings that took place. AIFD is blessed to have such a strong and passionate group of leaders to help guide and direct the organization as we together BUILD THE FUTURE OF AIFD. Our strong leadership continues with the help of Past President **Sharon McGukin AIFD, AAF, PFCI**. Sharon's wisdom and strength has left a hand print on our organization and as any good leader does, she guided us with a gentle but firm hand. Sharon helped to reduce spending and was instrumental in organizing our International Task Force. We applaud Sharon for her insight and willingness to keep the momentum moving forward and keeping AIFD in the public and professional spotlight.

President-Elect **Ann Jordan AIFD, AAF** is already hard at work organizing and filling positions for committees for 2012 -2013! What a dynamic leader whose energy and passion is never ending! All our members are the owners of AIFD and it is important to make the organization everything YOU want it to be! When Ann calls for help, the answer you want to give is YES, I would be happy to help! You are the strength and future of AIFD. You CAN make a difference!

Our Vice-President **John Kittinger AIFD** is excited and ready for a great year of leadership. John has been involved with the National Board for many years and is now stepping up to serve as your new vice president. John too will be asking for help on many opportunities to be involved in the success of AIFD. Don't wait for John and Ann to call. Be pro-active and step up to make YOUR organization stronger.

We thank **Rich Salvaggio AIFD, AAF** for his tireless energy as treasurer. His wisdom and guidance has helped keep AIFD financially strong and solvent. Without his vast knowledge and willingness to help, AIFD would not be in the financial position we are today. Thanks Rich for keeping a watchful eye on our finances!

Along with our current members of the Board of Directors: **Suzie Kostick AIFD, PFCI, MCF, Mary Linda Horn AIFD, AAF, PFCI, Bill McKinley AIFD, and Ken Norman AIFD**, we would like to welcome the dynamic **Janet Black AIFD, AAF, PFCI** and **Ted Bruehl AIFD** as our newly elected directors at large. Both Janet and Ted have been very involved in AIFD over the years and are welcome additions to the National Board.

Our Regional Chapter Representatives: **Mike Hollenbeck AIFD, Kevin Coble AIFD, Jim Rauch AIFD, OCF, BJ Dyer AIFD, AAF, CPF, Michael Quesada AIFD, and Tim Farrell AIFD, AAF, PFCI** are ready and poised to make this year strong on both the National and Regional level. These representatives are your connection to the AIFD National Board of Directors. Be sure and use their voice to pass along any questions or concerns. They are ready to make the future of AIFD stronger because of your suggestions.

As we move forward in crafting the design of our organization, let us move forward with strength and integrity for the good of the organization. It is important to consider how the decisions of today will impact the tomorrows and the future AIFD. Together we will add strength through dedication. I look forward to our journey together!

Sincerely,



Tom Bowling AIFD, PFCI



Past President's Farewell

As with all 'New Year' celebrations, we begin our AIFD year with a spirit of excitement and a list of new goals. President **Tom Bowling AIFD, PFCI** shared his inspiring plans for progress with the membership at symposium's annual meeting. As Past President, it is my role to sit on the Executive Board for an additional year to lend experienced support to the President. From talking with Tom about his vision, I can tell you that we are in for another great AIFD year.



*Real leadership is not about prestige, power or status.
It is about responsibility.*
Robin Sharma
The Greatness Guide

AIFD is blessed to have a dedicated National Board who remains at the helm. Only a few seats are changed from one year to the next as National and Regional Director positions are rotated in alternating three-year terms. This creates a steady flow of consistent leadership. Each year, as these rotating leadership positions change, we are fortunate to have Tom Shaner remain in place as our CEO. Officers come and go as the years progress, but it is reassuring that we have a steady hand of guidance in place as each new director, president, etc. learns the ropes. Shaner contributes information as the voice of experience, but National Board makes all final decisions.

While Symposium is the Disney World of our AIFD experience each year, it is not the only important event for our organization. With his committee appointments, Tom Bowling has put capable leaders into place to manage the daily activities and events that create AIFD's impressive yearly progress. If you have not been asked to join one of these groups, check out the committee rosters of the soon to be released new AIFD Directory. Decide which committee you are interested in and contact the chair to offer your services when they need additional hands for a special project. Contact President Elect **Ann Jordan AIFD, AAF** and let her know if you are interested in being asked to participate on a committee next year as she makes her appointments for her year of Presidency. The interesting thing about membership is that the more you are involved in an organization, the more you benefit from it. AIFD needs your involvement in order to grow.

Celebrate life with flowers!
Sharon McGukin AIFD
AIFD Past President

Summer Marketing Tip: Sweeten the Deal by Jodi Duncan AIFD

Last summer, we talked about promoting your shop as the "coolest place in town" by inviting customers to step into the cooler, enjoy the view AND the climate!

This summer, sweeten the deal by offering popsicles to your walk in customers. They are affordable and a fun way to beat the heat & your customers are sure to remember that you are a florist who goes the extra mile.

SAIFD Students Shine!

Student Chapters SAIFD are growing across the nation! Currently there are 15 schools and 230 members. **Tina Coker AIFD, AAF, PFCI, Kevin Coble AIFD, Darrell Poper AIFD, Dov Kupfer AIFD, Judi Borah AIFD, Joyce Grattoni AIFD, Sue Bal AIFD, Glen Fidler, Mary Elliott AIFD, Jim Dempsey AIFD, Matt Wood AIFD, PFCI, Mary Robinson AIFD, Kaori Imaizumi AIFD, Jody Brown-Spivey AIFD and Gerard Toh AIFD** participated this year in the AIR program. Thank you all for taking the time out of your busy schedules to participate and grow our industry!

The image shows the cover of a book titled 'Inspiring and Inventive Ways to Celebrate Nature: Flower Styling' by Talmage McLaurin. The cover features a man in a light-colored suit holding a large, colorful bouquet of flowers. The text on the cover includes 'Inspiring and Inventive Ways to Celebrate Nature', 'TALMAGE MCLAURIN', 'FLOWER styling', and 'A publication of FLORISTS' REVIEW'. At the bottom of the image, there is a dark banner with the website 'www.floristsreview.com' and the phone number '800.367.4708'.

Bits and Pieces



- New AIFD member **Azheny Zdeb AIFD** had her design featured in the Floral Design magazine (July 2011 issue). This magazine is published in New Zealand and distributed all over the world. (See above for photo.)
- **Mandy Majerik AIFD, PFCI** was the featured designer for Christmas in July Summer Showcase held July 19 at Baisch & Skinner's Phoenix location. She also took to the main stage at the Tennessee Florists Association Convention in Franklin, Tenn. Mandy's program was entitled "Wedding Wisdom: Expect the Unexpected."



- Pictured above: AIFD members **Ann Jordan AIFD, AAF** (left) and **Janet Black AIFD, AAF PFCI** (right) hang out with Gregor Lersch at the World Association of Flower Arrangers Event that took place in Boston, Mass.
- Alabama State Floral Association (ASFA) will have their Convention "Up Up and Away" on Sept. 9-11.
- **Kris Kratt AIFD** and **Bill Schaffer AIFD, AAF, PFCI** are doing a Design Program for the Kauai Farm Bureau Fair in Hawaii on Aug. 26.
- Expo Flora Russia - International Floriculture Trade Fair is taking place Aug. 30-Sept. 1 at Manege Red Square,

Moscow, Russia. More information at www.hppexhibitions.com/floriculture/2011/russia/.

- **BJ Dyer AIFD, AAF, CPF** was featured in an article in the July issue of Society of American Florists Floral Management Magazine, "Lurling (and Letting Go) Great Designers."
 - AIFD members **Cindy Anderson AIFD, Corey Harbour AIFD, Susan Ayala AIFD** and **Maggie Binet AIFD, CPF** will be inducted into PFCI at the SAF 127th Convention in Palm Springs on Sept. 15 at the Industry Awards Dinner.
 - AIFD member **Jacob McCall AIFD** of Lauderdale Lakes, Fla. did a fantastic job of representing the USA at the recent Americas Cup Design Competition in Brazil. Jacob had to miss his induction into AIFD at the recent National Symposium in San Francisco but he had a pretty good excuse. Jacob came in 2nd place to Brazil's Leo Bione. Jacob is a great talent that recently won the "Iron Designer" Competition for the 2nd consecutive year at the June International Floral Expo in Miami Beach, Fla.
 - California State Floral Association presents Calif Flora 2011 taking place Saturday, Oct. 8 - Sunday, Oct. 9 from 9 a.m. to 5 p.m. at The Original Los Angeles Flower Market, 766 Wall St., Los Angeles, CA. AIFD member **René van Rems AIFD** will present "Bouquet Bash" and "Wedding Floral Demonstration and Fashion Showcase." To get more details or register for the design competition call CSFA at 916-448-5266 or e-mail aquinn@cgfa.org.
 - NERC will hold their Fall Show "The Language of Flowers, Fall and Christmas" at Baystate in Wilmington, Mass. on Sept. 28 from 7-9 p.m.
 - First prize in the esteemed Interflora Florist of the Year 2011 competition, held during the recent RHS Tatton Park Flower Show, was won by **Neil Whittaker AIFD, NDSF, FSF** of The Design Element in Manchester, England. The well-known designer had to champion over ten other top florists, to add another notch to his already well-decorated belt.
- 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 janetblackaifd@gmail.com or to **Molly Baldwin**, AIFD communications director at mollybaldwin@assnhqtrs.com.

CONGRATULATING THE BEST

Congratulations to the 26 professional floral design artists from around the world who this year distinguish themselves with their induction into the American Institute of Floral Designers.

Rebecca Carter AIFD
Sanbornville, N.H.

Tim Lawing AIFD
Lexington, S.C.

Young Seomoon AIFD
Seoul, Korea

Jenny Catherine
Thomasson AIFD
Florissant, Mo.

Kwi Nam Cho AIFD
Seoul, Korea

Jacob McCall AIFD
Lauderdale Lakes, Fla.

Nelson Clark Simpson AIFD
Kernersville, N.C.

Erik J. Witcraft AIFD
Vancouver, Wash.

Andrea Christopher-Snipes AIFD
Greenville, S.C.

Carolyn E. Minutillo AIFD
Jeffersonville, Ind.

Anthony Swick AIFD
Tampa, Fla.

Azheny Zdeb AIFD
Fair Lawn, N.J.

Amanda David AIFD
Menomonee Falls, Wis

Tina Parkes AIFD
Exeter Devon, England

Heather Sullivan AIFD
Westfield, Mass.

Rocio del Pilar Silva Davila AIFD
Nuevo Leon, Mexico

Patience Pickner AIFD
Chamberlain, S.D.

Inta Taurins AIFD
Toronto, Canada

Roslyn Dodds AIFD
El Cajon, Calif.

Teresa Godfrey AIFD
Silver Spring, Md.

Tiffany Hammond AIFD
Andover, Minn.

Kevin Allen Hinton AIFD
New Albany, Miss.

Elizabeth M. Hohensee AIFD
Asheville, N.C.

Enrika Karalius AIFD
Crestwood, Ill.

Lesa Killian AIFD
Ramsey, Minn.

Stephanie LaPrairie AIFD
Red Deer, AB Canada

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Over 900 Floral Professionals From Around the Globe Attended AIFD's 2011 National Symposium in San Francisco

Over 900 floral design artists from around the world gathered together in San Francisco, Calif. July 4-9 to celebrate 'Imagine,' the 2011 National Symposium of the American Institute of Floral Designers (AIFD).

The AIFD Symposium was an action-packed educational extravaganza that featured 10 design education stage presentations, four special event meals with abundant floral decor and a multitude of other spectacular events.

"The Symposium was an incredible success this year," exclaimed AIFD's new President **Tom Bowling AIFD, PFCI** of Fairfield, Ohio. "From the educational programs to the receptions to the opportunities to network with one another, 'Imagine' gave each person an opportunity to open his/her eyes to new ideas and possibilities within the floral design industry."

Coordinated under the direction of **David and Leanne Kesler AIFD** of Portland, Ore., AIFD's 2011 Symposium was a balanced collaboration between design artists that provided attendees the ability to truly "Imagine" taking their floral design talent to a new level.

AIFD's San Francisco event kicked-off with the Institute's annual Professional Floral Design Evaluation (PFDE) on Sunday, July 3 in which floral designers attempt to demonstrate their design capabilities in an effort to achieve the coveted status as a Certified Floral Designer (CFD) and/or an invitation to become a member of AIFD. The candidates were each required to make five designs in four hours. Their work was then evaluated by a panel of AIFD members who consider such critical criteria as creativity, mechanics, elements of design, use of floral product and more. Results of the evaluations will be announced in mid-August.

After the PFDE, AIFD members conducted numerous Institute business sessions including those of their board, committees, regional chapters and the annual membership meeting. New officers for the Institute were elected and installed. Elected as officers were President **Tom Bowling AIFD, PFCI** of Fairfield, Ohio; President-Elect **Ann Jordan AIFD, AAF** of Windham, Maine; Vice President **John Kittinger AIFD** of Lexington, Ky.; Secretary **Tim Farrell AIFD, AAF, PFCI** of Drexel Hill, Pa.; and Treasurer **Richard Salvaggio AIFD, AAF** of Los Angeles, Calif. **Joyce Mason-Monheim AIFD** of Tucson, Ariz. was appointed to serve as the membership chairperson. **Sylvia Bird AIFD, AAF, PFCI** of Fort Myers, Fla. will be AIFD's 2012 symposium coordinator and **Tina Coker AIFD, AAF, PFCI** of Melbourne, Fla. will serve as the 2012 symposium program coordinator.

Then it was on to the future of AIFD and the floral industry as student designers from 15 universities and colleges in the U.S. and Canada competed in the annual AIFD Student Design Competition on Monday, July 4. Their creative works became the focus of the Symposium's opening welcome reception as they were placed on display for all Symposium attendees to see and vote for their favorite designs.

The schools that competed in the competition this year were: California Polytechnic, City College of San Francisco, College of San Mateo, College of Sequoias, College of Southern Nevada, Gateway Technical College, Golden West College, Joliet Junior College, Kishwaukee College, Mississippi State University, Ohio State University, Seneca College, SUNY Cobleskill, Texas A&M University and the University of Illinois.

The Overall School Award went to Joliet Junior College led by student advisor **Donna Theimer AIFD, ICPE**, **Kathrynn Wahl** and **Elizabeth Cangiano**, both students at Joliet Junior College, tied for first place for the Overall Contest Winner Award. **Jamie Brunetti** of City College of San Francisco took home the People's Choice Award. For a complete listing of 2011 Student Competition winners please visit www.aifd.org/NewNews/2011Symposium/2011SAIFDResults.htm.

Exciting as the initial events were, they were only the preliminaries to the spectacular final four days that included the fabulous stage presentations and meal events of Symposium.

Launching the celebration on Tuesday, July 5 was "The Pickle Principle" a motivational program featuring **Bob Farrell**. AIFD's annual Partners Expo and Book Fair followed in which industry representatives from over 30 companies displayed their latest products and services. AIFD Industry Partners support the work of AIFD in advancing the art of professional floral design through their membership and contributions to Symposium.

The morning of Wednesday, July 6 the stage curtains opened and the educational programs began with such dynamic presentations

as “Design through the Centuries” featuring **René van Rems AIFD**; “Influences” featuring **Jim Hynd AIFD** with guest presenters **Rachelle Nyswonger CFD** and **Philip Rice CFD**; “Inspiration in Sogetsu” featuring **Soho Sakai AIFD**; and “Exuberant Floral Art on a Large Scale” featuring **Natasha Lisitsa**.

Also in the morning AIFD’s dynamic community service program “Blooms Over San Francisco” took place as the Institute partnered with Meals On Wheels to deliver a beautiful floral surprise to over 300 Meals On Wheels recipients. Symposium participants arranged handsome bouquets and delivered them to Meals On Wheel’s recipients who were beyond thrilled to receive the amazing bouquets.

The luncheon program on the first day of Symposium was presented by AIFD Silver Partner Florists’ Review. “Namaste” featured floral décor by **Sue Bal AIFD** and **Stacey Bal AIFD**.

On the evening of the first full day of education, AIFD presented its annual Awards and Membership Induction Dinner in which 26 floral design artists were inducted into membership. Three distinguished awards were presented including **Eddie Payne AIFD** of Brooksville Florist in Dade City, Fla. who was recognized with the Award of Distinguished Service to AIFD; **Kelly Mace** of Smithers-Oasis in Kent, Ohio who was presented with the AIFD Award of Merit – Industry; and **Bouquets to Art of San Francisco** was recognized with the AIFD Award of Merit – Non-Industry. Floral décor for the ceremony was designed by **Jenny Tabarracci AIFD**, **Steven Brown AIFD** and **Michael Daigian CFD**. “Strawberry Fields Forever” the Awards/Induction Dinner Celebration was sponsored by AIFD Gold Partner Greenleaf/Kitayama Brothers.

Day two of the AIFD Symposium education presentations featured roundtable seminars in the morning, five stunning programs as well as the “Haute Couture on Union Square” Luncheon coordinated by the AIFD Foundation and sponsored by AIFD Platinum Partners Pete Garcia Company/Garcia Group and the AIFD Foundation.

The roundtable seminars included “Social Media for the Wedding Florist” with **Laura Cave**; “Elements of Value” featuring **Gay Smith**; “Floral Industry Trends” featuring **Bob Williams**; “The Art of Buying Locally Grown Flowers” featuring **Kasey Cronquist IOM**; and “Marketing Body Flowers” featuring **Dan Fisher**. Programs presented included “The Power of Social Media” featuring **Milena Regos**; “EVENTFLASH: Successful Happenings in Floral Trends and Technology” featuring **Kristine Kratt AIFD** and **Bill Schaffer AIFD**, **AAF**, **PFCI**; “Signals” Effective Messaging Strategies featuring **Jerome Raska AIFD**, **AAF**, **PFCI** and **Robbin Yelverton AIFD**, **PFCI**, **MCF**; “California Natural” featuring **Gerry Gregg AIFD**; and “Flowers in Your Hair” featuring **Jouni Seppänen**.

During the evening AIFD members took part in a public exhibition at the Westfield San Francisco Centre. This event featured AIFD members **Janet Frye AIFD**, **Kevin Hinton AIFD**, **Miguel Figueroa AIFD** and **Kevin Coble AIFD** arranging bouquets from leftover flowers from the symposium programs and handing them out to mall shoppers. The response from the public was overwhelming.

On the final day of its 2011 Symposium, AIFD offered the roundtable seminars again as well as two more dynamic education presentations and a look at the process it takes to achieve AIFD Accredited Membership. The programs that were offered included “A New Generation” featuring **Hitomi Gilliam AIFD** with guest presenters **Lois Hiranaga AIFD**, **Scott Hasty AIFD**, **Jim Martin** and **Brooke Raulerson AIFD** and “The Power of Passion” Your Passion – Their Wedding featuring **Pim van den Akker**.

AIFD would like to recognize the 2011 Symposium Partners for their financial support: Platinum Partners - Accent décor, AIFD Foundation, Norcal, Teleflora, Oasis, David Austin Roses, Garcia Group. Gold Partners - California Cut Flower Commission, FTD, Design Master, Fitz Design, San Francisco Flower Mart, Greenleaf Wholesale, Bloomnet, Hawaii’s Flowers, Syndicate Sales. Silver Partners - Florist’s Review, the knot, Flowers&, BBJ linen. Bronze Partners - Chrystal, Acolyte, Floraglas, Flora.

For those who missed the AIFD National Symposium, DVDs of the various programs are available to order at www.aifd.org. Photos from the event can be found on AIFD’s Facebook page at www.Facebook.com/AIFD.CFD. A full recap can be found at www.aifd.org/NewNews/2011Symposium/2011SympRecap.htm.

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Influences
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Inspiration in Sogetsu
Soho Sakai AIFD



Exuberant Floral Art on a Large Scale
Natasha Lisitsa



EVENTFLASH
Kristine Kratt AIFD
Bill Schaffer AIFD



Signals
Jerome Raska AIFD
Robbin Yelverton AIFD



California Natural
Gerry Gregg AIFD



Flowers in Your Hair
Jouni Seppänen



A New Generation
Hitomi Gilliam AIFD and
Guest Presenters



The Power of Passion
Pim van den Akker



Namaste Luncheon
Sue Bal AIFD
Stacey Bal AIFD



Strawberry Fields Forever
Jenny Tabarracci AIFD
Steven Brown AIFD
Michael Daigian CFD



Haute Couture on Union Square Luncheon
Steven Brown AIFD
AIFD Foundation



FLOURISH Leadership Gala
Michelle Perry White AIFD
"The Pearl Sisters"



AIFD Award of Merit - Non-Industry
Bouquets to Art of San Francisco



Award of Distinguished Service to AIFD
Eddie Payne AIFD



AIFD Award of Merit - Industry
Kelly Mace

More photos from the event can be found on AIFD's Facebook page at
www.Facebook.com/AIFD.CFD.



FLORAL SHOP FOR SALE: For Sale: 26 yr. Established full service Floral & Gift Shop located in a unique historic building in Montgomery, MN. Sale includes all furniture, fixtures & equipment. Owner retiring & willing to train new owner. Serious inquiries contact: salsmanb@yahoo.com.

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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.

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.

AIFD Northeast Chapter Congratulates Inductees

The Northeast Chapter is proud to announce they had five members inducted into AIFD this year. Pictured right are the three that were able to attend the induction ceremony that took place as part of the 2011 Symposium.

Pictured from left to right are: **Azheny Zdeb AIFD**, **Rebecca Carter AIFD** and **Inta Taurins AIFD, CAFA**. Not pictured are **Tina Parkes AIFD** of Exeter Devon England and **Heather Sullivan AIFD** of Westfield, Mass.



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28th World Flower Council Summit *Quintessentially British...with a twist...*

Sept. 22 to Sept. 26, 2011
Sheraton Skyline Hotel
Heathrow, London. England

Time is Running Out

Deadlines are looming and if hotel bookings and payments have not been made by the deadlines listed below it will mean that attendees will be paying more. The organizers do not want this to happen so please finalise your bookings by the following deadlines.

Hotel booking

Reduced Summit rate below is only available until September 8, 2011

Monday-Wednesday:

£128.50 single, double £142.00, twin £162.00

Thursday:

£115.00 single/double, twin £135.00 - excludes breakfast

Friday-Sunday: £90.00 single, double £100.00, twin £120.00

Bookings for this event after September 8, 2011 will pay the higher daily rates charged by the hotel.

*Please note that all payments made on site at the conference or around England during your travels must be completed in British Sterling and money exchangers are available at the airport, hotel and around London.

Visit http://www.worldflowercouncil.org/London_Heathrow_England.html for more information on this event.



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Everything You Need to Know:

The National Garden Bureau (NGB) announced we are in the "Year of the Zinnia." The flower was chosen because they are popular and quite easy to grow. They are diverse not only in flower beds but in floral arrangements and brides are asking for seasonal flowers in bouquets.

Common Names: Zinnia

Botanical Name: Zinnia, (ZIN-ee-ah)

Availability: May through October. Peak supplies July through August

Vase Life: 4 to 5 days.

Storage Temperature: 36 - 38 F

Ethylene Sensitive: No

Description: Flowers of the Zinnia are found in a multitude of shapes and sizes. Most common are the multi-petaled ball shaped blossoms and the daisy shaped blossoms. Blossom sizes range from 1/2 inch across to 3 inches across.

Colors: Orange, red, rust, white, yellow, pink, lavender, purple.

Botanical Facts: The flower was named after Johann Gottfried Zinn (1727-1759)

Design Notes: Zinnias are a wonderful, highly colorful mass flower for summer arrangements.

Purchasing Hints: Purchase Zinnias as tight buds showing color, or just opened blossoms. Centers of open blossoms should not be developed or shedding pollen. Avoid any Zinnias showing evidence of powdery mildew on stems or leaves.

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 stem of the Zinnia is hollow and weak just below the blossom. Cut a short piece of wire and push it through the center of the blossom, through the hollow stem and into the stronger part of the stem to support the blossom. Once the hollow stem has bent, discard the flower as the blossom can no longer receive water. When designing with zinnias, remove most of the foliage. The foliage does not last well and will not last as long as the blossom.

**Sources - The Floral Design Institute (www.floraldesigninstitute.com).*



AIFD Southwest Chapter

Outgoing President's Letter

Michael Quesada AIFD

As our 2010-2011 year comes to an end, I look back at our region's endeavors, goals & accomplishments with a wonderful feeling of satisfaction.

Our year started with the Los Angeles County Fair. The talents and hard work of **Jim Hynd AIFD**, **Bette Lou Barker AIFD**, **Susan Ayala AIFD**, **Song Yun AIFD** and **Dolores Yeager AIFD** helped to make the Los Angeles County Fair Floral Pavilion one of the years best ever.

Our "WEDDING IN THE CITY" floral design extravaganza was a huge success, thanks foremost to **Derrick Vasquez AIFD**. Designers **Lori Novak AIFD**, **Susan Ayala AIFD**, **Lorraine Cooper AIFD** and **Carol Caggiano AIFD**, including **Tom Simmons AIFD**, worked their magic onto the main stage in San Bernardino. The entire SW AIFD Officers and Board of Directors took an active part in this event, which was the regions largest ever!

The Art & Flowers Exhibit, held over Memorial Day Weekend, saw hundreds of attendees at the NOS Center in San Bernardino. Designers **Derrick Vasquez AIFD**, **Martin Flores AIFD**, **Jim Hynd AIFD**, **Jim Blythe AIFD**, **Alex Jackson AIFD**, **PFCI**, **Nancy Payne AIFD**, **Pam Null AIFD** and **Lori Novak AIFD** interpreted pieces of hand selected art with their own personal floral representations.

And Finally, the California Agricultural Teacher's Association (CATA) and FFA advisors were presented with an "Elements & Principles" design program, held at Cal Poly State University in San Luis Obispo, Calif. Featured guest designer, **Gerard Toh AIFD** demonstrated a power point program and provided visual examples of each of these terms. Over 75 high school agriculture teachers/FFA advisors attended this program and left the event very enthusiastic & energized. Helping Gerry with this event were **Melinda Lynch AIFD** and **Jenny McNiece AIFD**.

The re-vamping of our regions public relations/marketing committee proved to be one of the highlights of the year. Committee Chairman **Gerard Toh AIFD**, along with board members **Jenny McNiece AIFD** and **Pam Null AIFD**, helped in the creation of the regions first "ON-LINE" regional magazine.

My SW Regional Officers & Board of Directors were the best team that I have ever had the privilege & opportunity of working with. This fantastic, energetic and artistic team brought all they had to the table and helped make my year as President a true joy. THANK YOU ALL SO VERY MUCH!!

A special "THANK YOU" goes out to Outgoing National AIFD President, **Sharon McGukin AIFD**, **AAF**, **PFCI** for all of her support to both our region and me, personally. She always provided words of wisdom when needed, was accessible 24/7 and continues to be one of my favorite floral mentors and a true friend.

Last but certainly not least, I need to thank our ever important Regional Membership. Whenever we needed

your assistance, you were always there, willing to help out and lend a hand. How lucky are we to have such an amazing region, full of talent, support and love. I hope I'm leaving the office of presidency in a great place, paving the way for the new incoming regional AIFD Southwest Chapter President, Mr. **Alex Jackson AIFD**, **PFCI**. I wish him, his Officers and Board of Directors the best of luck & success for the 2011-2012 term and offer my past years experiences whenever they may need it.

Incoming President's Letter

Alex Jackson AIFD, PFCI

Serving the Southwest region of AIFD as a board member since 2007 has been a pleasure and I am honored to be your 2011-2012 President. We have an amazing group of talented and dedicated members serving on our board and I am eagerly looking forward to working together during the upcoming year.

A huge "Thank You" goes out to **Michael Quesada AIFD** for a job well done last year. Thank you for your guidance and strong leadership as our Region completes an outstanding year.

"Thank You" to all of the board members and committee members who selflessly and willingly gave their time, energy and creative abilities to ensure a successful year. Your hard work did not go unnoticed and a repeat performance is anticipated this year!

We have an exciting year planned for SWAIFD including educational programs for experienced and beginning designers, an amazing display at the Los Angeles County Fair and Arts and Flowers at the National Orange Show. Mark your calendars and save the date for our annual Wedding Extravaganza on March 11, 2012 in San Bernardino, Calif. Once again, SWAIFD will be at the forefront of our industry with a day of fun-filled programs and entertainment that cannot be missed!

We have a dedicated group of SWAIFD members leading our region, but we cannot complete the upcoming year without the support and participation of the rest of our regional members. I strongly encourage all of us to find a way that we can volunteer our time and talents for our region. I urge you to participate in or attend a SWAIFD design program, spread the word about the great things our region is doing or submit your photos and information for our wildly popular Design-In-Line e-zine. Don't forget to check out our region's Facebook page or the cool blog at designinlinemagazine.blogspot.com.

We have big shoes to fill this upcoming year – we are very fortunate to follow the footsteps of wonderful Past Presidents. This Board will work diligently to continue the momentum created by our predecessors. We will work hard to communicate to the public about who we are as a group, provide educational opportunities for our members and students and have an amazing experience with a million laughs at the same time.

Come along for the ride and get on board this journey – it will be an exciting and fun-filled adventure!



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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 **Mike Hollenbeck AIFD**, Northwest Chapter regional representative.

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

Mike: I own and operate Floral Artistry LLC in Lewiston Idaho. I am the creative director for our company and handle all of the operating needs. I design as well as instruct and implement procedures to our wonderful creative design team. I freelance for events also. I have most recently worked for Fiesta Float Co for the 2011 Rose Bowl Parade. I have also worked for Capri Floral Design (**Toni Chow-Tibbets AIFD**) in Bellevue, Wash. and for Floral Art (**Ian Whipple AIFD**) in Jackson Hole, Wyo.

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

Mike: I want to further Floral Design as an art as well as a vocation. After being on the National Board for nine months, I see a need to look at the bigger picture, perhaps internationally. I see a need to validate floral design as a vocation worthy of equitable compensation. I think the CFD program is a start. We should be pushing every state to have a minimum requirement to allow businesses to call themselves Floral Designers. Floral Designers should be recognized as professionals not unlike cosmetologists, mechanics, electricians...you get the point. All must be certified to be recognized as a true and reputable professional in his or her trade as viewed by the public. There is a true difference between Floral Designers and Flower Arrangers.

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

Mike: In 8th Grade I had a chemistry teacher, Mr. Albright, that said if you are lucky enough to find something that you are good at and you enjoy doing and someone is willing to pay you to do it...there you are, you have found your vocation. After finding my talent, I would say that **Mr. Phil Rulloda AIFD, AAF, PFCI** has inspired me the most. His passion and true love of the human spirit has encouraged me to be who I am today and to set goals and grow into what I am to be in the future. I would also like to thank my first employers **Gary and Shannon Fairfield** who hired me back one more time than they fired me...see I'm really not a morning person and I was a little late occasionally...but I thank them for their faith in me as a floral designer and as a person.

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

Mike: I feel the most intrinsic fulfillment when I deliver the picture perfect wedding. I also feel that same reward when I create a floral tribute for a family who has just lost a loved one. To be asked to provide one of the last earthly gifts from a loved ones family, to honor the deceased, it is hard to describe in words. Any floral design that captures emotion and passion, that is what I love to do. I want to have people remember the beauty of the moment with a smile or tear of joy.

AIFD: What issues are most important to you professionally?

Mike: In todays economy I feel that honesty to the customer is the most important. We must educate the consumers about the order gathers and how they are misleading the public. We as professionals must try to bring back the consumer to appreciate and value our artistic ability. Flowers in a box do not convey an emotion or a feeling other than, "oh here you are. I was too lazy to go to a real florist, so I guess you can try to arrange them yourself, if you can get them out of the box, and by the way happy birthday, moms day or whatever."

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

Mike: I enjoy watching my 17 year old daughter play softball and soccer on high school and club teams. As a 3rd degree black belt in Shudokan Karate, I instruct and coach students in traditional karate, MMA, and self-defense. I have officiated ASA Softball for over 30 years. I umpire local as well as national fast and slow pitch tournaments. I also am proud to be a high school basketball official. I have been refereeing high school games for over 21 years.

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

Mike: "Ganbatte" never give up...never ever give up keep pushing forward. When you know it all, you know nothing. Keep filling your cup with knowledge, passion, love. Share and teach, when you teach you realize what you do not know. I want to share a quote from my Sensei..."If you have a goal in life that takes a lot of energy, that incurs a great deal of interest, and that is a challenge to you, you will always look forward to waking up to see what the new day brings. If you find a person in your life that understands you completely, that shares your ideas and values, and that believes in everything you do, you will always look forward to the night because you will never be lonely." "Ikigai-o-kanjiru"...

Finding one's life worth living."



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Northeast Chapter

Outgoing President's Letter

Colleen Kelly AIFD

Here we are again after another symposium. It seems like this year has flown by. Here in the Northeast we've had a great year. Our region had two very successful flower shows. With designers from our region demonstrating and teaching our fellow florist everything about AIFD.

We also had a great success with the Philadelphia Flower Show in the spring. The title was "Underground Paris." It was really well received. We're working toward 2012 already. So it should be exciting.

Here in the Northeast we are lucky to have five new inductees into our region. And a scholarship winner from our new school in Cobleskill New York. So it's been a very active year.

I've had the great fortune to have a very supportive board. Without all our members' hard work my job would have been a lot harder. So with some sadness I'm passing on the gavel to our new president. And plan on helping the new board in any way I can. Thank you all for a special year in my life.

Incoming President's Letter

Suzanne Sampson AIFD. NHMFD

Welcome to the Northeast Regional Chapter of AIFD! I'd like to introduce myself. My name is Suzanne Sampson. I have accepted the honor and responsibility of the office of the president of the Northeast Region and was sworn in as your new Northeast Regional Chapter President in July at our National Symposium in San Francisco, 'Imagine.'

The National symposium was held in San Francisco this year. We as a region were very fortunate to have had five (5) new inductees to our region. **Tina Parkes** of Exeter Devon, England, **Heather Sullivan** of Westfield, Mass., **Azheny Zdeb** of Fair Lawn, N.J., **Inta Taurins** of Toronto, Canada, and **Rebecca Carter** of Sanbornville, N.H. Congratulations and our very best to the new inductees.

We have a very exciting year ahead of us and we are planning a fall program. The location and dates will be on our NERC link and Facebook pages soon. The program for the fall is under the direction of **Lisa Greene AIFD, AAF, PFCI**, our new president-elect.

Once we all get through the fall and winter holidays, our main focus will be the Philadelphia Flower Show. This year's Chairperson is **Theresa Colucci AIFD** and co-chair **Polly Berginc AIFD**. It's going to be a great show. This year's theme is "Hawaii" and if you haven't seen The Philadelphia Flower Show you really need to plan on going. It is simply amazing! It is the largest flower show in the country. We are in the planning stages of the programs for the spring. If anyone would like to be involved in helping with any of the programs and projects that the Northeast is involved in please call or e-mail anyone on the board as we always welcome the helping hands.

ANY information of events, stories, programs, or shows in your areas would be greatly appreciated and can be sent to Polly Berginc so she can put in our newsletter. She does a terrific job with the newsletter and is always looking for more articles to put in. It's a great way to stay connected in our region.

Keep checking in on our newsletter for the upcoming dates of our programs and the Philly Flower Show.

All in all it's going to be a very active and exciting year. Please join myself and the Northeast Board in all the creative, imaginative and wonderful happenings this year.

North Central Chapter

Outgoing President's Letter

Alice Waterous AIFD, CF, PFCI

With great inspiration & memories of Symposium, we look ahead to the next big thing – "Nature's Creative Edge" hosted by North Central member **Robert Friese AIFD** of Fruitport, Minn.

AIFD designers and select artists create an amazing outdoor floral exhibit covering five acres of groomed forest. The public awareness exhibit is open to the public for three evenings and is held each year on the third weekend in September. Proceeds from ticket sales provides grants & educational programs.

North Central welcomes all AIFD members who would like to participate. Contact information can be found on the Nature's Creative Edge 2011 Facebook page.

The new slate of North Central officers is also deep into planning our most fabulous January meeting to be held at the Chicago Merchandise Mart. Go to our North Central Chapter Facebook page for details about programs and the regional Design Contest being planned by our President **Dan Kotecki AIFD** and President Elect **Loann Burke AIFD, PFCI**.

It has been an amazing year as North Central President, and I stand in awe of the energy and enthusiasm within our membership and the plans for our year ahead.

Incoming President's Letter

Dan Kotecki AIFD

The NC Chapter has been very busy with activity. We had great representation at symposium with the beautiful luncheon décor provided by **Sue and Stacey Bal AIFD**, followed by a very informative stage presentation by **Jerome Raska AIFD, AAF, PFCI** and **Robbin Yelverton AIFD, PFCI, MCF** on Effective Messaging Strategies. We also had two of our members: **Brian Wenmoth AIFD** and **G. Mitchell Bennett AIFD** working on the stage crew to make sure the programs went on as planned.

We welcomed six new AIFD members to our chapter: **Amanda David AIFD** - Menomonee Falls, Wis.; **Tiffany Hammond AIFD** - Andover, Minn.; **Enrika Karalius AIFD** - Crestwood, Ill.; **Lesa Killian AIFD** - Otsego, Minn.; **Carolyn Minutillo AIFD** - Jefferson, Ind.; and **Patience Pickner AIFD, PFCI** - Chamberlain, S.D. (Not only did Patience receive her AIFD designation, she will also receive her PFCI credentials at the SAF convention later this year.)

Two members achieved CFD status in 2010: **Shawn Michael Foley CFD** - Wisconsin Rapids, Wis. and **Linda Pawlik CFD** - St. Paul, Minn.

Now that we are finally enjoying the summer season, we need to think about the fact that autumn is just around the corner. The one event the NC chapter always looks forward to is "Nature's Creative Edge." This is a public awareness event that happens to be one of our major fund raising opportunities for the chapter. **Bob Friese AIFD** graciously provides his property and product for floral artists to create incredible displays. It is definitely a not-to-miss event. This year "Nature's Creative Edge" will take place September 16-18 in Fruitport, Minn. We will have an update for you in the next issue.

Enjoy the rest of your summer...the holiday season is fast approaching!

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 **Kelly Mesaris** at kellymesaris@assnhqtrs.com for assistance.

Communication Center

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



June 16, 2011 - Have A Musical Talent You Want To Share? Then AIFD Needs You at Symposium!

June 20, 2011 - Latest News from American Institute of Floral Designers Gold Partner BloomNet

June 21, 2011 - AIFD June/July Focal Points is Hot Off the Press!

June 24, 2011 - Have A Musical Talent You Want To Share? Then AIFD Needs You at Symposium!

July 13, 2011 - Please Complete the 2011 Symposium Survey

July 21, 2011 - 2011 Symposium Recap Now Online Including Online Ordering for DVD's

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 hand is shown holding a green spray can with a red nozzle. The can has a label that reads "DESIGN MASTER" and "COLORTOOL SPRAY". Below that, it says "Fast-drying" and "Satin Finish Color". To the right of the hand, the text "video | spray tips™ @ dmcolor.com" is displayed. Below this, the words "THE COLOR DESIGN RESOURCE" are written in large, multi-colored letters. At the bottom right, it says "an AIFD Partner".

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

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Calendar

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, 2011

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

2012

March 17-18, 2012

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

March 24-25, 2012

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

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Focal Points 21



South Central Chapter

Outgoing President's Message

Beth O'Reilly AIFD, TMF

As 'Imagine' San Francisco kicked off, so too did the South Central Region. I, along with President **Suzie Kostick AIFD, PFCI, MCF**, and the Board of Directors, met with the dedicated and talented group of members that the region encompasses. There was plenty of news to share this year, as South Central celebrated their full investment into AIFD Foundation. As the last region to become vested, South Central leaders put forth great energy in order to make this happen. The investment provided and will continue to provide scholarships and learning opportunities for young florists throughout the eight states of the region.

This year's Foundation Scholarship recipients went to three very talented young people. **Kara Zuniga** of College Station, Texas, **Lauren Bird** of Lincoln, Neb. (Our South Central Scholarship Recipient) and **Jessica Ammons** of Park City, Kan. **Jenny Thomasson AIFD** of Stems, LLC in Florissant, Mo. celebrated her induction and announcements were made about exciting volunteer opportunities for members in the coming year. The region also celebrated the unveiling of a new leadership manual that will serve as a great tool for many years to come. Lastly, exciting plans continue for another year of public awareness, spreading the word about the organization and continuing the great tradition of exceptional floristry.

Incoming President's Message

Suzie Kostick AIFD, PFCI, MCF

Greetings from the South Central Regional Chapter.

It is hard to believe that it has been over two months since our gathering in San Francisco. 'Imagine' was a fun-filled, exciting experience for all who attended. A great big THANK YOU to everyone who chaired a committee, who gave of their time as a volunteer and also to those who came to enjoy and be inspired.

A special thank you to the outgoing SC Board members who have given many hours of dedication during these past years: **Kerry Sallabedra AIFD**, **Rhonda Lynn-Moeckel AIFD**, **Carrie Beamer AIFD, TMFA, AAF**, and **Catherine Thoele AIFD**. A round of applause to each of you!

During the last couple months SC has been working hard to spread AIFD awareness throughout the Region and has had AIFD awareness outreach booths or tables at several state floral conventions. Those opportunities will continue throughout the year as workshops, educational programs and consumer floral programs develop. If you have a program or event you are hosting or participating in and think there is an opportunity to spread the word about AIFD please contact **Cindy Anderson AIFD** and she'll help get things organized with you.

South Central members will soon see the return of a newsletter. The SC Board has decided that one of the best

ways to get people involved, keep them inspired and to add value to their membership is to communicate! The newsletter is under construction and all the details are being ironed out. The first newsletter will be mailed to all SC members around November 1, with subsequent newsletters arriving by way of e-mail. Those desiring to receive the newsletter in printed form may do so by making a small donation to the Region.

Another exciting addition to the South Central region was the development of the South Central Historical Task Force headed by **Kerry Sallabedra AIFD**. With the commencement of the 50 year Celebration of AIFD – to be celebrated in 2015 during the National Symposium being held in Denver – it was felt that the region also needed to record and share the important happenings that have built and directed the success of the South Central Region. Anyone having information, fun facts or photos they would like to share please contact Kerry (his information is in the directory.)

In the spirit of honoring and embracing our past and those who have helped build the South Central Region the SC Board has announced the development of the "South Central Life Time Achievement Award." The first award will be presented during the annual South Central Regional members meeting being held in July 2012 in Miami. Look for more information on this award and how you can nominate someone in the very near future.

The last and probably most exciting news is that the South Central Region will be hosting a spectacular, inspirational education and awareness, fundraising extravaganza! Mark your calendars for March 18, 2012 and plan to join us in St. Louis at the Linda Kay Learning Center associated with Baisch and Skinner. **Frankie Peltiere AIFD** and the SC Regional Fundraising Committee are hard at work bringing together the details and planning an event you will not want to miss. Look for more information on this exciting education and fundraising experience to be shared very shortly.

We have a lot going on here in the South Central Regional and we hope that all our regional members will roll up their sleeves and get involved! We also invite all AIFD members to share in our events and we look forward to showing you some of our wonderful SC hospitality if your travels find you in our Region!

Remember - there are no boundaries in AIFD, the opportunity is yours for the taking if you dare to get involved and participate!



AIFD Southwest Chapter Enjoyed Fun in the Sun!

SWAIFD was in the spotlight at the 2011 Fun-N-Sun Convention with the California Association of Flower Growers and Shippers in Carlsbad, Calif. Team leader **Derrick Vasquez AIFD** and SWAIFD Design Team Members **Lori Novak AIFD**, **Anthony Vigliotta AIFD**, and **Alex Jackson AIFD, PFCI** along with **Carol Caggiano AIFD**, **Eddie Payne AIFD** and **Katie McCormick AIFD** put on quite a display of fabulous California grown flowers and greenery for all of the convention attendees. Massive designs filled the lobby of the convention center with all of that stunning California grown product. The "Under the Sea" themed party included composite table décor with hanging amaranthus, Green Trick dianthus, scabiosa pods, jade roses, sea shells and starfish. NASCAR and FedEx wowed everyone with one of the official #11 Denny Hamlin FedEx race cars with table décor using a gorgeous variety of pincushion proteas, dahlias, Milva roses, eryngium and Lisianthus.

SWAIFD members **Tony Alvarez AIFD, CCF** and **Deb Alvarez AIFD** went on a flashback to the roaring 20's with Flapper dresses and a wide array of vintage themed and current wedding designs with their design program "A Gatsby Wedding." The designs showcased more California grown roses, hydrangeas, ranunculas, hybrid lilies and wonderfully fragrant gardenias and stephanotis. View photos from the event on the right!



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Northwest Chapter

Outgoing President's Letter

Wil Gonzalez AIFD

Thank you for the opportunity to serve AIFD and to preside over the Northwest Region. As this was a special year in many ways, representing the North West made it a very special year in my life. Symposium was the perfect conclusion for a roller coaster year.

It was marvelous to have seen so many at Symposium in San Francisco over the 4th of July. The Keslers had a vision and it was great to be a part of it. Their vision included the participation of many, and many in our region stepped up.

In my short presiding year, I was able to talk to quite a few folks in our region. Talking, cajoling, enlisting as many as I could to participate at board level. Most wanted to do board work but for whatever their life has dealt them, they could not make that commitment. Symposium provided a place, a space, and the perfect environment to demonstrate their talent and commitment to our region. Friends and family of AIFD members in the SF Bay Area were also enlisted. Whether the jobs were small or large. Preparatory or main stage. Concierge, flower room, dinner program, lobby or clean up, our region stepped up. No, we stepped it up. Leanne and David gave me free rein when it came to the lobby(ies), opening reception, After Glow(s) and clean up. Thank you, it was the best way to make the most of our combined talents.

The responsibilities of the region president are vast and the opportunity to be overwhelmed ever present. It was through the support of my regional members that got me through troubled times. They were there to give me experienced guidance. Even place reins on me when I didn't want them. The most useful instrument in my personal tool box is team work. Breaking things up into teams, sharing my vision, expressing my concerns and providing my support to all the teams. Thank you **Kren Rasmussen AIFD**, lobby, **Greg Lum AIFD**, Green Zone, **Lily Chan AIFD**, opening reception, **Emil Yanos AIFD** and **Katherine Zhang AIFD**, CCF, Afterglow, and **Stella Shen AIFD**, corsage bar. Without these folks my vision would not have been realized. My friends and family, **Toni Chow-Tibbits AIFD**, **Lynde Disomma**, **Mary O'Hara**, **Melissa Karom**, **Kyung-he Jaegal** and **Kelly White**, thank you for the clean up, we might still be there. **Gerry Gregg AIFD**, **Kate McCormick AIFD**, **Mike Hollenbeck AIFD**, fundraising and again **Mary O'Hara** for manning that booth.

Our year started on a difficult note. The region accepted me as their leader and we hit the ground running with a spectacular dinner/design Show, Battle of the West, for the California State Floral Assn. A show that almost didn't happen. A dinner that culminated with the presentation of an award to "Some Notable Person." Our board saw the value in building bridges with the SW Region and CSFA. This was our first opportunity to really come together as a region. We came together to present a program (sponsored by KB Flowers of Watsonville) that set the tone for the year. **Toni Chow-Tibbits AIFD** and **Lee Burcher**

AIFD demonstrated incredible designs on stage, **Jenny Tabarracci AIFD** produced beautiful cocktail and dinner centerpieces and the entire board sought out financial support as well as a range of products and then worked back stage. Unbeknownst to us, the notable person that night was **Bob Otska** of the San Francisco Flower Market. Wow can we work together to pull it off or what? This project pulled us together as a region and built relationships in the industry that served us right up to Symposium and beyond.

We turned around and produced a program at Nurserymen's Exchange in Half Moon Bay, Calif. only 28 days later. It was an honor to share the stage with **Gerry Gregg AIFD** on that unusually sunny coastal day. A well attended program was followed by an equally well attended board meeting. Serious symposium implementation was about to begin. The weather was an auspicious sign. The vision was clear, the outlook sunny, the scenery spectacular.

BYU at Rexburg, Idaho was the site of our next and most attended program of the year. One show and two hands on workshops, 110 paid attendees and eight regional members demonstrating the high caliber of designs to a hungry audience. Success in the far flung areas of our region was followed by the Spectacular Gala Night at the San Francisco de Young Museum Bouquets to Art. Twenty eight AIFD members displayed their Floral Art next to the museums permanent collection. Artwork that was the inspiration for each floral art pieces. Waterlily Pond Designs displayed Floral Art that was suspended over head in the Wilsey Court. This was a glimpse of what we would see on the main stage of Symposium. Thank you **Natasha**, **Carla** and **Daniel**.

Our vast region is the largest geographically, with the smallest membership. A talented and creative membership that that has made the most of our relationships. Finding support within the industry and outside the industry. Within AIFD and outside AIFD. I find that we are a group that is willing to extend ourselves, track into unknown, potentially difficult situations. That we are striving for the best and see anything short of that not as failure, merely as a step towards the best. Qualities that epitomize the spirit of the ancestors of our region.

WE have accomplished a lot as a region. We utilized the tools of technologies to communicate, inform and share. Facebook, telephone, teleconference, e-mail were tools I found most useful. They are tools. They must be used. They are a good interface. They will never replace the face to face interaction of prepping, working on a floral program or project or board meeting. They assist but don't replace the human contact. It is my hope that as this year marches on that that I will see more of my regional members at upcoming programs. That you come to assist the stage designers produce that program. That we get to work together back stage and behind the scenes. Or that you will participate on the board. We have so much more to accomplish.

As I thank those around me, I could not have been successful this last year without the support of the Foundation and the National Board. It was the advise of President

Sharon McGukin AIFD, AAF, PFCI I found both helpful and comforting. Thank you. This year would have been impossible without the guidance and knowledge of the level headed **Mr. Tom Shaner** and the Association Headquarters Staff. Thank you.

In closing it has been my honor to represent and serve my region. I am so proud of my AIFD family. Thank you. I know you will extend yourselves to communicate and support our new president, the very talented, Emil Yanos AIFD.

Incoming President's Letter **Emil Yanos AIFD**

Greetings! As president of the Northwest region, I would like to extend a warm welcome to everyone.

This past July, our region had the pleasure of hosting the AIFD National Symposium 'Imagine' in San Francisco. Congratulations to **David Kesler AIFD** and **Leanne Kesler AIFD** for their vision and leadership in organizing an overall fantastic event. My thanks go out to them and everyone involved in making symposium such a success. I would also like to welcome two new members who were inducted into our region: **Stephanie LaPrairie AIFD** from Red Deer, Alberta, Canada; and **Erik Witcraft AIFD** from Portland, Oregon. Several candidates also tested for our region--I am excited that our chapter is continuing to grow.

The year ahead promises many opportunities for us to demonstrate the value of AIFD. In an effort to continue the momentum started at symposium, we are working on a number of programs in which we can use our skills to help educate and inspire future designers. More information will be available later this year.

The Northwest region has an outstanding board of directors. I have had the pleasure of working with many of them since I was first elected to the board in 2008. Our past president **Wil Gonzalez AIFD** has set a high standard that I, with the help and guidance of the board, will strive to maintain. I am sure that with hard work and dedication, we can accomplish all of our goals.

Please visit our Facebook page "AIFD Northwest" to find out about upcoming events or to post any events of your own. Feel free to contact me, or anyone on the board if you have any questions or concerns. With your participation, we can make the Northwest Region even more dynamic.

Southern Chapter ***Outgoing President's Message*** **Kevin Coble AIFD**

Stepping into the leadership role as President of Southern Chapter enticed me to be strong and hold my ground. I hope that being grounded and carrying out my vision and purpose for a successful plan of action encouraged others to follow. Our National President, **Sharon McGukin AIFD, AAF, PFCI**, asked each of us to throw a pebble in the water and create a wave of excitement within our regions, and Southern did just that! In fact we created a tidal wave. Our promotion of educational industry related, as well as public and consumer awareness activities made Southern more united and recognized within our communities. I had a personal goal to leave deep footprints as President. Hopefully, my enthusiastic force created a bond between Board of Directors and membership, generating a fusion of footprints that will never wash away. I ended my term saying I'm glad I did, rather than I wish I had. What an amazing opportunity and rewarding experience this has been, paving the way for my next AIFD challenge. As I passed the gavel in San Francisco to our new President, **Karen Farmer AIFD**, I know she is up to the challenge to continue in my mission to keep Southern Chapter strong, fresh and exciting!

Incoming President's Message **Karen Farmer AIFD**

I am so excited about the coming year! The Southern chapter has a lot to do to keep the ball rolling on several programs that have been implemented by our Past Presidents as well as a lot of new ideas to consider. The chapter will continue to work closely with the student chapters as well as the AIR program. We also hope to create publicity opportunities in the communities in which we visit as well as the communities in which our chapter members live and work. We also have several philanthropy opportunities that will be investigated enabling us to give back to our communities.

Brita Edlbauer AIFD and **Russ Barley AIFD**, our convention chair and co-chair, have been working tirelessly to bring us a fabulous learning experience in Orlando on April 13-15. "DIVERSITY" is the title of the 2012 Southern Symposium to be held at the Orlando Peabody Hotel and will feature a diverse group top notch designers. So be on the lookout for more information and please make plans to be there, you won't want to miss this spectacular event.

The Southern Chapter is also hosting the National Symposium in Miami in 2012. **Sylvia Bird AIFD, AAF, PFCI** and **Tina Coker AIFD, AAF, PFCI** are the chair and co-chair of this event and with these two working their magic "Caliente" will most definitely be HOT HOT HOT! We are looking forward to helping them create an unbelievably exciting Symposium, so mark your calendars for July 12-16 and come enjoy some Southern sun, fun and hospitality.

If you weren't in San Francisco you missed a wonderful Symposium, the programs were fantastic and the flower market was magnificent. It was a great time and the Southern inductees, members and students didn't hold back. Everywhere I looked they were jumping in to help wherever they were needed; from making bouquets for "Blooms," designing for the public exhibition, helping in the work room, playing the piano and everywhere in between. The new inductees prove to be an energetic, anxious to get started, hard working group. The Southern Chapter has a lot of work ahead, but with members like ours we can do anything! I am looking forward to being a part of this fantastic year with my AIFD family and friends at my side.



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