

Focal Point

AIFD Planning for HOT HOT HOT July

Don't you agree that we spend our whole time 'looking forward to something'? A few weeks ago it was Halloween and Thanksgiving. We are now looking forward to Christmas. Hopefully the holiday season will be busy in the store and with orders. Children (and adults) love Christmas. A time to be spent with family – enjoying the 'rest,' opening the gifts, etc. After the Christmas season we all look forward to a bright, prosperous and healthy New Year. Then comes Valentine's Day, St. Patrick's Day and Easter time. So it goes on, we all look forward. The warmer weather comes to most of us after Easter time and Memorial Day and then it's almost July!

As AIFD members we all know what happens in July. Independence Day and the Annual National Symposium. 2012 is the first time in a long time that Symposium does not take place over the 4th of July. So you can look forward to both independently. Spending time with the family on July 4 and then spending time with your AIFD family in Miami for the 2012 Symposium.

We have a great line-up for you! The schedule and the designers will be published soon. We still have to confirm some of the programs and then we can all look forward to being in Miami, Florida July 12-16 at the Hyatt Regency Miami. Caliente will be HOT, so will the programs. The designers are definitely HOT.

Details will be posted at www.aifd.org/NewNews/2012SympCaliente.htm and be sure to "like" the Facebook page at www.facebook.com/AIFD.Symposium to catch the latest updates as they come in.

So see you all in Miami –
We're looking forward to
welcoming
you all there.

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President's Welcome

What an exciting time of year this is for everyone! Retail is caught up in the hustle and bustle of the holidays being celebrated all over the country and in different parts of the world. Flowers are such a part of our everyday life and are used to convey the deepest emotions found in whatever capacity they are called upon. We are truly blessed to work with one of the most beautiful creations known to man! Do take time during this hectic time to pause, reflect, and count your blessings for all that you have and all that you can share with family and friends. These beautiful flowers and foliages are quite powerful. Looking at the gorgeous blossoms gives us a new sense of energy. They unite us as one big family to share the beauty of flowers and design.

During this time of celebrations and giving it is important to remember the greatest gift of all that we can share is our time. AIFD is made up of the finest and most talented men and women in the world. We know how great it is to be a part of AIFD and we need to share our gift of design. You can give the gift of being a mentor to someone in the industry that has the spark and passion to be strong in the industry just like you. Giving the gift of education and support goes a long way in keeping our organization alive and growing. Your willingness to share elevates your understanding as well, so it becomes a win-win scenario for everyone involved. You have the ability to make a change in the industry by sharing your strengths and knowledge with those who are ready to move forward on their professional journey. While some of our membership holds positions in the education field, you too can be a teacher and coach by helping someone grow through the power of knowledge and encouragement. Take a minute to reflect on those special people that made you better, stronger and more developed along your professional journey. We all had them and are grateful for their willingness to share their time and talent. Now it is time for you to do the same to someone who could benefit from your intervention. AIFD is an organization of strong leaders and amazingly talented volunteers that are ready to help strengthen the organization. During this season of giving, think about whom might benefit from your gift of time and caring to encourage another floral artist to move forward.

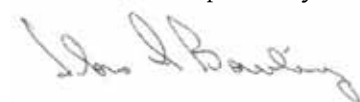
Some other exciting news is that AIFD has just released a new level of recognition for its members to be called Laureate. These members are the pillars of our organization as they have met the qualifications for Laureate status. This means they have 21 years or more of membership in AIFD and also they have attended 10 or more symposia. This is an opportunity to recognize those who inspire others within the organization to be as dedicated and involved at some level by showing their support for AIFD.

Speaking of excitement, symposium will be here before we know it. **Sylvia Bird AIFD, AAF, PFCI** and **Tina Coker AIFD, AAF, PFCI** are planning an exhilarating time for all at Caliente this coming summer in beautiful Miami, Florida. They are currently working on assembling an inspirational collection of programs for us to enjoy. It will be full of education, fun and stimulation for everyone. Symposium is always ready for your help to volunteer in some way to make this grand event special for all to enjoy. There is something for anyone who wants to help. Don't wait to be asked; drop an e-mail to either Sylvia, Tina or to **Julie Rogers AIFD, TMFA** who is the Volunteer Chairperson.

Also making the news, **Tom Simmons AIFD** and **Lori Novak AIFD** just revealed the title for symposium 2013 in Las Vegas. It will be called PASSION! Tom and Lori were talking about the one word that describes floral designers, floral educators and everyone associated with the industry. I agree that this is a great summation of what we are as an industry. We are passionate about what we do and when we share it, the passion is there for all to see. I am sure it will be an exciting time for everyone in this new venue with lots to see and do. Now is the time to be thinking about presenting a program for 2013. Gather your thoughts and ideas and watch for the call for presenters from Lori and Tom.

Since assuming the position of president in July, we have been focusing on Building the Future of AIFD. YOU are the person that can make that happen. Tall skyscrapers are built one brick at a time. It is time for you to give that gift of your time and talent to make AIFD bigger, better and stronger than it is today. YOU have the power to make a positive contribution to better the organization to which you belong. As 2011 comes to an end and 2012 begins, set your goals to include being a member with a gift to share.

Happy holiday wishes and may 2012 be filled with blessings for you and all those who are special to you.



Tom Bowling AIFD, PFCI



AIFD MARKETPLACE

The winter season officially started Dec. 21. Are you prepared to keep yourself warm from those frosty mornings, snow packed trips to the grocery store and nippy evenings? If not, AIFD has the perfect solution! Your winter wardrobe is not complete without an AIFD fleece or turtleneck to keep you warm all season long!

Are you new to AIFD? Celebrate it and show off your hard work by sporting some gear with the AIFD name on it!

AIFD has several winter wardrobe updates available. Take a look below at what you can get to keep you warm!

Visit the AIFD member marketplace at www.aifd.org to orders yours today.

Black Pima-Teak Mock Turtleneck

\$45.00 +Shipping
(AIFD members only)



Black Fleece Vest

\$45.00 +Shipping
(AIFD members only)



FREELANCE FLORAL DESIGNER WANTED

Karin's Florist in Vienna, VA is looking for a talented Freelance Floral Designer. Previous design experience is required. If interested, please contact: Kim Kercher, Human Resources Manager, Karin's Florist, 703-667-4780, kim@karinsflorist.com.

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.

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.

Bits and Pieces

• The World Floral Expo 2012 is back in the Big Apple. The International Floriculture Trade Fair is a must for all flower buyers to attend. It is taking place Wednesday, March 14 - Friday, March 16 at the Jacob K. Javits Convention Center in New York, N.Y. More information can be found at www.worldfloralexpo.com.

• If anyone is interested in applying for a position on the finance committee, please email **Ann Jordan AIFD, AAF** at ann@ajdesigns.us. Some of the characteristics we are looking for are: The person should have knowledge of and skill working in Excel documents. The person should be dependable and a good communicator. The person should have the ability to keep on task and to be concise. The person should have a good knowledge of budgets and the budgeting process. The person must be able to read financial reports. The person could have been a regional treasurer. The person must be willing to make a time commitment to the finance committee. (Annual finance committee meeting at Symposium as well as at the annual spring board meeting.)

• **Richard Milteer AIFD, AAF, PFCI** is pleased to announce his new position with Koehler and Dramm Wholesale Florist in Minneapolis as Creative Design and Supply Director.

• **Inta Taurins AIFD, CAFA**, one of the newest AIFD Northeast Regional Chapter members, has had surgery to remove a brain tumor. She is recovering now at home. I know we are all very busy but if you could drop an e-mail or a card in the mail to let her know that her chapter friends/family are thinking of her that would be wonderful. Her address is 25 Moccasin trail, Toronto, ON, M3C 1Y5 Canada.

• Are you looking for a way to earn ten (10) continuing education units needed to maintain your AIFD or CFD professional designation? If you did not attend the 2011 AIFD National Symposium in San Francisco, "Imagine," then you can order a set of the Symposium DVDs and take a short quiz to document what you watched and learned from them. The 2011 DVDs and supporting test document are now available. To order yours, simply go to www.aifd.org/NewMarketplace/ImagineDvds.htm (domestic orders only) or download the registration form at www.aifd.org/NewNews/2011Symposium/2011DVDOrderFormColor.pdf.

• There are many floral shows coming up:

Dallas Total Home and Gift Market, Jan. 18-24, Texas
California Gift Show, Jan. 18-24, Los Angeles, California
Chicago Market, Jan. 19-25, Illinois
NY Textiles Market Week, Jan. 27-Feb. 2, New York
NY Gift Fair, Jan. 28-Feb. 2, New York
Gift & Home Las Vegas Market, Jan. 30- Feb. 3, Nevada
San Francisco Gift Fair, Feb. 18- 21, California

• **Jane Packer**, an internationally celebrated florist, died Nov.9,

2011 from effects of a stroke she had in Feb. of 2010. She was 52.

• AIFD sends get well wishes to **Pat Scace AIFD, AAF** who has had pneumonia.

• AIFD Partner Mayesh Wholesale Florist has a design competition to win a registration to 2012 AIFD Symposium. More details can be found at www.mayesh.com/2012contest.aspx.

• The 2012 color of the year has been picked! Tangerine Tango (Pantone color 17-1463), which is a reddish orange, has been chosen as the 2012 color of the year.

• **Janet Black AIFD, AAF PFCI**, newsletter editor and **Molly Baldwin**, director of communications and marketing for AIFD would like to wish everyone and their families a safe and wonderful holiday season and a Happy New Year! We thank everyone for your contributions and wish you much success in 2012.



	<p>Neil Whittaker, AIFD Discovery Cove</p> <p>Kevin Coble, AIFD Sea World Chefs</p> <p>Universal Studios Magic Kingdom</p> <p>Tom Ziffer, Artist</p>	
<p>Adventure Island</p> <p>ENGLA</p> <p>Epcot</p> <p>Lego Land</p> <p>Ann Jordan, AIFD</p> <p>Animal Kingdom</p>	<div style="text-align: center;">  <p>American Institute of Floral Designers</p> <p>Southern Conference</p>  <h1 style="font-size: 4em; margin: 0;">Diversity</h1> <p>APRIL 13-15, 2012</p> <p>information: www.aifd.org or BritaE50@aol.com</p> <p>www.PEABODYORLANDO.com (800) 42-DUCKS or (407) 352-4000</p> </div>	<p>Disney Wedding & Event Tour</p> <p>Culinary Masters</p> <p>Rick Rivers</p> <p>Bok Towers</p> <p>Blizzard Beach</p>
	<p>Wet & Wild David Powers, AIFD</p> <p>Hollywood Studios Len Beckett</p> <p>Harry Potter</p> <p>Busch Gardens</p> <p>Kirby Holt, AIFD</p> <p>Leu Gardens</p> <p>Ian Prosser</p>	

Learn From the Best

There is a star studded cast of well known floral designers from around the world. You could be learning from the likes of the featured designers including **Len Beckett AIFD, AAF, FSMD, Kevin Coble AIFD, Kirby Holt AIFD, Ann Jordan AIFD, AAF, Jackie Lacey AIFD, PFCI, David Powers AIFD, Rick Rivers, Neil Whittaker AIFD, NDSF, FSF, and Thomas Ziffer**. Who wouldn't want to be rubbing shoulders with these designers?

Be Entertained

The schedule is not only jammed packed with the best in floral design education, but some interesting and entertaining events are planned as well! These include an exclusive tour of Disney on Thursday, a "Welcome to Diversity" Tropical Evening Reception on Friday, a Trade Fair, a Presidents Banquet and Awards Dinner and much more.

Go The Extra Mile

Featured designer Neil Whittaker AIFD is hosting a separate Hands-on Wedding Class the afternoon of Sunday, April 15, 2012 directly after Southern Conference. Neil offers fantastic insight into design and profitability. Come and learn from Britain's foremost designer florist. Using only one type of flower to learn to create stunning Bridal Bouquets, Bridesmaid designs and stunning boutonnieres. All sundries and flowers are included in the price. Book early to avoid disappointment, as places will be limited. Cost: \$150. Workbox Items Required: Scissors, Knife, Wire Cutters, 1 Tube of Oasis Cold Glue.

Registration is now open at www.aifd.org!

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SUNY Cobleskill "Sparkling" After AIR Event

The Artist in Residence Program took place at the SUNY Cobleskill Campus on Dec. 5, 2011 at 7 p.m. Two well-known and experienced design employees from Schenectady, N.Y. came for the event entitled "Adding Sparkle to your Holiday Decor." **Sara Scheeren**, a previous SAIFD student was an influential designer at the show working with flair and glitz. Her tablescape focused on how to spice up an event or party with silver and black. **Mary Robinson AIFD** showed the attendees different styles of decorating for the holidays including a budget wedding design and a tablescape of gold and green. This event brought in community and campus members and was made possible by Experience Design of Schenectady, N.Y., as well as Meadowscent of Gardiner, N.Y.

The SUNY Cobleskill floral design club students put together two tables including "Adirondack Christmas" and "New Years Eve Party." The Adirondack theme used recyclable materials and focused on colors of wheat, brown, and burgundy. The New Years Eve theme was composed of white, silver and purple, and encompassed large martini glasses and many varieties of decorative wire.

Students worked with designers prior to the show and were able to auction off designs to the attendees after the show. Cookies and juice were provided at a refreshment table during and after the show. **Theresa Colucci AIFD**, talked about the designs during the show so that individuals without knowledge in the floral world could understand what was happening in the designs.



AIFD Recognizes Long-Term Members/Symposium Attendees with New Laureate Status

AIFD announced an exciting new recognition for its long time members and symposium attendees. Members with 21 years or more of membership, who have also attended a minimum of ten (10) National Symposia, may apply to become Laureate status. Below is a list of members who have been granted the status:

Rosemary E. Agostinucci AIFD; Bette Lou Barker AIFD; Jim A. Blythe AIFD; Judi Anne Borah AIFD; Richard D. Brabham AIFD; Dian H. Brown AIFD, AAF; Steven W. Brown AIFD; Jillian Elizabeth Browne AIFD; Michi Burrell AIFD; Carol J. Caggiano AIFD; N. Lee Cantley AIFD; Fred Chlan AIFD; Tina M. Coker AIFD, AAF, PFCI; Sally Ann Davis AIFD; June Fiksdal Davis AIFD; Ned Leslie Davis AIFD, CMLFD; Mary Lee Evans AIFD, AAF, PFCI; Toomie Farris AIFD, AAF; Walter B. Fedysyn AIFD, PFCI; Diana L. Ferich AIFD, PFCI; Ronald O. Froemming AIFD; Hitomi Gilliam AIFD; Katharine N. Gleim AIFD; Robert L. Gordon AIFD; Joe Farley Gordy AIFD; Kirksey Glenn Gregg AIFD; Charlie Groppetti AIFD; Bradley Harnisch AIFD; Bill J. Harper AIFD, AAF; Els J. Hazenberg AIFD; Virginia Helsing AIFD; Mary Linda Horn AIFD, AAF, PFCI; Bunnie Michaelena Hovan AIFD, AAF; James Hynd Jr., AIFD; Jennie Lee Irey AIFD, AAF, PFCI; James L. Johnson AIFD; Kirk Kirkpatrick AIFD; John M. Klingel AIFD, AAF, PFCI; Franklin H. Laning AIFD, AAF, PFCI; Denise E. Lee AIFD, PFCI; Brent Warren Leech AIFD; Carl L. Lemanski AIFD; Ann S. Martin AIFD, ; Jim Marvin AIFD; Larry A. Masters AIFD; Carol Jean McClarnon AIFD; Susan McKnight AIFD, AAF, KAFA; Talmage Dixon McLaurin AIFD; Michael Merritt AIFD; Pierre Methot AIFD, AAF, CAFA; Richard Lawrence Milteer AIFD, AAF, PFCI; George L. Mitchell AIFD, AAF, PFCI; Herbert E. Mitchell AIFD; Sandra Lyn Molen AIFD, AAF, PFCI; Holly Jan Money-Collins AIFD; James R. Morley AIFD AAF, PFCI; Lou Lynne Moss AIFD, AAF, PFCI; Ikuyo Nakase AIFD; James F. Neal AIFD; Ralph Null AIFD; Emmett O'Dell AIFD, AAF; Chris Ondrak AIFD; Michael O'Neill AIFD, AAF, PFCI; Alan K. Parkhurst AIFD, PFCI; Patricia Patrick AIFD, CAFA; James E. Payne AIFD; Vincent Casimir Petrovsky AIFD, AAF; William C. Plummer AIFD, AAF; Sharon L. Reinking AIFD, AAF, PFCI; Teresa M. Riddle AIFD, AAF, PFCI; Phillip M. Rulloda AIFD, AAF, PFCI; Richard P. Salvaggio AIFD, AAF, PFCI; Gordon Schmuhl AIFD; Ute Schnetzinger AIFD; Richard Vernon Seaboldt AIFD, AAF, PFCI; Frankie Bess Shelton AIFD, CFD, AAF, PFCI; Howard Silver AIFD; Tom Simmons AIFD; Jack H. Smith AIFD, AAF; Betty Thomas Stork AIFD, AAF; Bill A. Taylor AIFD; Derrick Vasquez AIFD; James Louis Watson Jr., AIFD; Alison Elaine Webb AIFD; Gary Wells AIFD; Robert G. Whitney AIFD; Julie O. Wilkinson AIFD PFCI, AAF; James A. Wright AIFD, PFCI; Kevin Ylvisaker AIFD, PFCI.

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AIFD AGCOLADES

Tony Alvarez AIFD, CCF was featured in the November/December 2011 Issue of *Bloomin' News* for his designing of the florals for his daughter's wedding.

Read the article and view photos at <http://bloominnews.com/pdfs/Bloomin-News-Nov2011.pdf>. 🌸

uBloomer **Mandy Majerik AIFD, PFCI** was declared the winner in Mayesh's Design Star Contest!

Mandy is Mayesh's NEW Design Star and will be the "face" of Mayesh in their product design videos! She won voters over with her southern charm, ease in front of the camera, and detailed knowledge of floral design. In her contest video, Mandy expertly designed a composite orchid bouquet that captivated voters with its exotic & romantic display of elegant beauty. Giving Mandy a run for her money and coming in a close second was Club uBloom member **Beth O'Reilly AIFD, TMF!** This tenacious Texas lady pulled out all the stops in her contest video by showcasing a large scale, submerged pincusion protea design that was both dazzling and unexpected! Beth's prize was a new iPad! 🌸

Joanne Plummer AIFD, CAFA was the featured florist in the December issue of *Florist Review*. 🌸



AIFD Members Serve as Guest Speakers at Chicago Merchandise Mart!

SATURDAY

Mandy Majerik AIFD, PFCI
Saturday, January 21 | 1 p.m.
"Flirting with Boundaries"

As a third generation florist, **Mandy Majerik AIFD, PFCI** tells the story of the past, present and promise for the future of the floral industry. Mandy is Mayesh's new "Design Star" and the face of Mayesh Wholesale Florist.

Floral Design Competition

Saturday, January 21 | 2:30 p.m.

The North Central Chapter of AIFD will sponsor a design competition amongst six to eight of their members using products from our showrooms & exhibitors. AIFD members will be judging the contest and the winner will be announced during market! Make sure to check out their extraordinary creations.

Tim Farrell AIFD, AAF, PFCI
Saturday, January 21 | 4:30 p.m.
FLOWERS...The Life of the Party!!...

Exploring principles and elements of design. Since 2006 Tim has been a member of the Oscars design team assembled by Charisma Designs, which creates the floral designs for the Red Carpet and the Kodak Theater in Los Angeles, Calif. for the Annual Academy of Motion Pictures Awards Show.

LUNCH and LEARN-Enjoy lunch while learning tips to grow your business!

Jodi Duncan AIFD
Social Media Tips and Tricks
Sunday, January 22 | Noon

As a sought after social media savant, Jodi presents numerous programs for florists & retailers. She is a regular designer & contributor to *Fusion Flowers*, an international floral publication. This past March she was privileged to serve as their Royal Wedding correspondent, live-tweeting the wedding from London.

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 janetblackaifd@gmail.com or call (410) 752-3318 with questions.

2013 AIFD Symposium

June 29-July 3

Las Vegas, NV

Would you like to lead a program at the 2013 AIFD National Symposium?

To consider your proposal we need as much information as possible. Visit www.aifd.org/2013SympProgramProposal.pdf to download the entire application.

For the best consideration: Complete all questions with as much detail as you can. We request a detailed outline of your program, with sketches or pictures and a video clip. In this wonderful digital age, video cameras are everywhere. Think of this as an audition. Set up a simple scene, make a sample arrangement, relax, be yourself, talk about your program, explain it to the camera, make it come alive. Don't worry about the quality. We are looking for fresh ideas and your ability as a presenter. If you are going on stage in front of a thousand people, you can perform for the camera.

The video should be approximately 20 minutes in length, no editing or music needed-just you and your program ideas. Your video clip may be in any format: VHS, mini-DV, DVD or a digital file uploaded to us. We are looking for fresh ideas and your ability as a presenter. We want each designer to demonstrate their "Passion" for their topic as it relates to floral design. If you have any questions please contact **Lori Novak AIFD** at fowcorvilla@aol.com or **Tom Simmons AIFD** at tomassimmons@gmail.com.



Kitayama Brothers Host Fall Open House

On Tuesday, Oct. 4, 2011, Kitayama Brothers hosted their first ever Fall Open House event at their Hayward, California location. The theme for the event was "Alice in Wonderland." **Katherine Zhang AIFD, CCF, Lily Chan AIFD** and **Greg Lum AIFD** were asked to do two design programs.

The first one focused on Thanksgiving designs centerpieces and the second one was on Christmas holiday decor. There were approximately 50-60 people who attended this one day event. The whole warehouse was decorated with the Alice in Wonderland theme, complete with the Mad Hatter Tea Party Lunch for those who attended and Giant Mushroom and other Alice in Wonderland decor, even the staff dressed up in Alice in Wonderland costumes.

Everything from the flowers for the programs, marketing, lunch and refreshments were provided by Kitayama Brothers Wholesale.

Lily, Greg and Katherine saw an opportunity to do something in the area that promoted AIFD for the Fall / Holiday season as nothing was planned. They did not get paid in any way, they just wanted to donate their time for the entire day from 7:45 a.m. to 5 p.m. to give back to the community.

Thanks for your participation Lily, Greg and Katherine!



Pictured above from left to right: Heather, Lily Chan AIFD, Robert Kitayama, Katherine Zhang AIFD, Linda Nguyen, Stuart Kitayama and Greg Lum AIFD.

Everything You Need to Know:

The Christmas Rose is actually a hellebore species flower. It's well known for its ability to bloom throughout the winter months. It is also known as Helleborus Niger, Black Hellebore, Snow Rose or Winter Rose.

Flowers range in size from 1 1/2 to 4 inches wide and appear in colors including pink, green, burgundy and yellow. The showy foliage or attractive stems of some varieties often compete with the attractive blooms. The Blackthorn Strain variety features bright red stems while the Wester flisk has a tint of red on its foliage and stems. Although some varieties prefer full sun, most hellebore flowers thrive in partial shade and bloom from mid-November through April.

The flower hails from Southern Asia and Europe and is the flower of the mountains. It has been associated with Christmas and New Years since biblical times.



Into the history books...

The legend of the Christmas Rose takes us back two thousand years. There was a small girl named Madelon. Madelon wanted to gift Baby Jesus something. She was very poor and could not get a gift for Jesus. So she went in search of flowers but due to extreme cold weather there were no flowers either. She sat at one place and started crying. An angel appeared there, he touched the ground and a beautiful white flower appeared. Madelon gifted that rose to Jesus.

The beauty...

The flower with five petals and opening in a nodding disk shape looks very enchanting. The petals have a leathery feel and stay fresh long after being cut. There are a large number of stamens appearing from the center of the flower. The Christmas rose is mostly bred as a white flower, although some other colors are available. Some tones of green can be seen on the flower center. The flower appears pink on the back and in bud form. The white bloomed flower turns dark pink or even red as it ages. The bloom of the flower opens up flat with the petals arranged to form a star shape. Diameter of the flower ranges from four to seven and a half inches. Each petal of the flower is two to four cm long and 12mm to 4cm wide. However, sometimes there can be more than one. The stems of the plant are succulent and cylindrical. The flower looks are unique and can be easily recognized among other flowers. The foliage is dark green in color and looks attractive. The leathery green leaves last long. The blooms of the flower are prolific and appear from December to April or from late fall to early spring.

Gardening...

Hellebore species is an evergreen shrubby plant. They bloom very well with even limited care. They do very well in warmer areas. To encourage new blooms and foliage this perennial should be cut down a little in early spring. The plant reaches the height of 9 to 12 inches. The essential requirements for the Hellebores species to grow well are well drained soil, deep watering and partial shade. The soil should contain a lot of humus. It does very well as a groundcover rose. The plants can be grown in containers, gardens or greenhouses. The roots of the plant are woody and poisonous, so be careful with pets or small children. Normal pruning should include the removal of dead leaves and dried leaves. The plant is disease and insect resistant. However aphids and slugs might pose a threat so look out for that. The Christmas Rose is hardy for USDA zones four to eight.

*Sources - www.love-of-roses.com/christmas-rose-plant.html, www.ehow.com/list_7327346_popular-winter-flowers.html.



Holiday Marketing Tip - Black Friday Buzz Turns into Shop Local Saturday

By Beth O'Reilly AIFD, TMF



2011 Inductee **Tim Lawing AIFD** of Tim's Touch Flowers and Gifts utilized his Facebook page to effectively market his shop during the Thanksgiving Holiday shopping rush. During the Black Friday shopping mayhem that ensued across the country, Tim promoted a Black Friday Wine and Cheese Party at his shop, calling it stress free shopping with front door parking. He promoted this via Facebook and offered customers \$10 off their \$50 or more purchases. "After you've spent all day shopping the malls and the big box stores, stop by for some shopping stress relief with a glass of wine and fine cheeses." He also extended his hours during Black Friday weekend and held a special sale on Saturday, calling it "Shop Small Business Saturday." His "real brick & mortar hometown business," as he calls it, held great storewide sales and was even open on Sunday following Thanksgiving as well. Tim also let his local shoppers in on how shopping locally can help his hometown as a whole. Tim says, for every \$1 spent in a locally owned business it circulates eight times in the local community. Every \$1 spent in the big box stores and national chains only circulates in the community three times. Additionally, many e-commerce sites do not collect sales tax and that deprives the state of funds that provides jobs and programs that employ thousands. "Just another reason to make purchases in local stores," Tim said.

Beauty of The Season

By Louisa Lam AIFD, CPFD

As an instructor of a Professional Floral Art Diploma at the Vancouver School Board of Education, B.C. Canada, and also a committee member of the International Task Force and Volunteer Development Task Force of AIFD, I greatly enjoy teaching and sharing design ideas with people; most importantly, it gives me the opportunity to educate people in order to share the idea of "Floral Beauty." Christmas is the season of love and sharing. During this time of the year we should all be thinking about giving back to the community and to people in need. Because of this, I have been organizing a few special design events for various groups and communities during the last couple weeks. Most of these design courses were fundraising events where all proceeds will go towards charity. My goal this year is: To have people enjoy a Happy and Warm Holiday Season!



'Tis the Season - Holiday Traditions

By Janet Black AIFD, AAF, PFCI

The dictionary describes traditions as a long-established custom or belief passed on from generation to generation. A method or style established by an artist. What a great gift we give during the holidays to share traditions, pass on history and create new and innovative ideas with trends and personal artistry.

Garlands, wreaths, nuts and berries, and the color “green” were thought to be good luck in remembrance of spring and summer. Plants were given as gifts and the holly became popular. Boughs were hung in doorways to keep evil spirits away. Flowers were made of paper in the shape of the sun and the fan as reminders of the warm weather.

The color “red” emerged from the emotions of the heart, animals killed during the winter for food, Christ who suffered for human kind, Christian customs. In 1828 the red Poinsettia was introduced for the goddess who died of a broken heart. In the 16th century we see holiday trees starting to appear first as table top trees with candles to reflect the stars in the sky. In the 1800's glass ornaments and electric lights emerge.

Not until the 20th Century did florists come into their own with training, wiring, binding, arranging in moss, hay, clay and wood. Floral foam was introduced in 1950! You knew a florist because their fingers were black from pitch. In 1970 designers became more diverse using formal linear line, vegetative designs and we the “floral artists revolved.” Creating the hope, happiness and rejoicing daily, what a wonderful gift we are able to provide.

So, we all have them, holiday traditions. Here's a few:

Wreaths Across America

This organization placed 90,000 wreaths at Arlington National Cemetery this year, which has been a tradition for the past 20 years.

Tom Bowling AIFD, PFCI

Traditions run strong at the Bowling house. We bake cookies (now I do less since Taylor Bowling is a culinary major), decorate trees with collections of favorite ornaments, gather with friends and family all through the season and most important, share the love of our parents, brothers and sisters we are blessed to have. It is truly a special time and yes, Santa still comes to my house to fill the stockings on Christmas Eve!

Tim Farrell AIFD, AAF, PFCI

We have, for 25 years, hosted an annual Yankee swap always on the day after Christmas. This is where everyone brings a gift (some good and some not so good) and we all put them in a pile and people pick and steal from each other for the evening. The tradition started at our house, the first year Bernadette and I were married, with a dozen people. The first year we saw Waterford Crystal, lottery tickets, and even a wad of cold cash in that pile. The crowd has grown to 64 this year and we can expect anything from Chinese flashcards to Chia pets in the pile. It is always a blast.

Patricia Patrick AIFD, CAFA

We go on “holiday” on December 24 enjoying the beach in the Dominican Republic; we've been doing this for the past 18 years.

Cindy Mattson AIFD

My mother would bake cookies. I have three other sisters, so I would get a turn to invite six friends to come and have a cookie decorating party.

Frank Feysa AIFD

Christmas Day I relax with family and look forward to a dinner of turkey, turnips and almond cookies.

Janet Black AIFD, AAF, PFCI

For 41 years our family has made a ginger bread creation. One year I came in 250th in the Betty Crocker Cook Off for our castle. The structure is determined by the entire family, this year a sailboat. This becomes our dessert on Christmas Day. I too hang the handmade needle point stockings and wait for Santa!



Major Talent Is Coming to the 2012 Northeast Floral Expo

The 2012 Northeast Floral Expo will be taking place March 10-11 at the Sturbridge Host Hotel in Mass.

In a first appearance at the Expo, **John Hosek AIFD, PFCI, MCF, CAFA**, co-owner of Design Circle, Verona, Wis., is known for his creative style and flair. He's sponsored by Teleflora.

Returning from Texas will be **J. Keith White AIFD, CFA**, a visionary of floral design, combining modern and traditional floristry into an art form. FTD is his sponsor.

And florists love **J. Schwanke AIFD, AAF, PFCI**, whose outstanding presentation and speaking skills are known internationally. He will be sponsored by the Independent Floral Network.

Details and information on the show can be found at www.northeastfloralexpo.com.

**Article courtesy of the Connecticut Florists Association.*

AIFD Member Presents at SAF Convention

Lisa Greene AIFD, AAF, PFCI presented on a panel with **Brian Wheat AAF, PFCI** at the 2011 SAF Convention in Palm Springs, Calif. The program was titled "How does your Plant Biz Grow?" and Lisa and Brian shared their insight on new trends in plants and how the retail florist can incorporate these trends into their business. The program was well received and Lisa has been in touch with many convention attendees to answer questions.



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— Anton Englemann,
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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 **Jodi Duncan AIFD**, chairperson of the marketing committee.

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

Jodi: I am a freelance florist that maintains a commercial studio location with hours by appointment. I design weddings and interiors in Southern Illinois. I also travel to do shows, as well as consulting, marketing, and social media for retail & wholesale florists.

AIFD: As a member of the Marketing Committee what are your personal goals for the advancement for AIFD?

Jodi: Being the chairperson is such an honor. I want everyone to know about AIFD! Ideally, consumers would look for AIFD accredited designers when considering their floral choices. I would like to see AIFD continue to forge relationships with other aesthetically based groups, like landscapers, interior designers (ASID) and the arts community. I am excited about the relationship we have with FFA and would like to see that success repeated with other organizations. We have a challenging task before us, but the advent of social media through Twitter, Facebook, and YouTube gives us new and exciting tools to utilize.

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

Jodi: When I was six, my suddenly single mother re-entered the workforce. She was a bank teller, and her workday did not end until 3:30, while my sister & I got out of school at 3:00, just a few blocks away. She needed help with childcare. There just happened to be a flower shop across the street from that bank. The florists heard of the dilemma, befriended my mother, and offered to pick us up from school AND keep us until my mom was off work. For years, I hung out after school at a flower shop. Though those owners no longer have the shop, we are dear friends to this day. Irony? I just moved back to the tiny town where all this transpired, after 20 years away.

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

Jodi: I love to merchandise inventory and do displays. I owned my first shop at 19, and it had HUGE windows that I adored. Now that I am in a smaller studio, I miss those big, wonderful windows. However, there are retailers and florists in the area that hire me to come in and design displays. I really enjoy merchandising. And designing flowers to wear!

AIFD: What issues are most important to you professionally?

Jodi: Integrity. Honesty. Trust. Transparency. I endeavor to always give honor in relationships with clients & vendors.

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

Jodi: I really enjoy camping with my family. And I love social media...for me, it's not work!

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

Jodi: Your work can be as good as your ambitions, it just takes time, and repeated exposure to good design and good people. A little humility and teachability goes a long way toward reaching your goals. Don't be afraid. Be tenacious. Keep your sense of humor. Expose yourself to professional design classes, and never EVER stop doing so. Invest in yourself. A client once told me "You can lose your job, your house, your car, but you can never lose your education--what you know can't be stripped away." We are quick to spend money on other things besides educational opportunities, but its the one thing that stands the test of time.



What's Going On?

AIFD Chapter Reports

Southern Chapter Report

Karen Farmer AIFD



It's hard to believe that the holiday season is upon us. Before you know it, it will be time to pack our bags and head for Orlando. Orlando is the location of this coming year's Southern Conference April 13-15, 2012. "Diversity" promises to be bringing us everything from rejuvenation to inspiration. **Brita Edlbauer AIFD** and **Russ Barley AIFD**, along with their top notch team, have been working hard to bring us some wonderful shows with fabulous designers such as **Neil Whittaker AIFD, NDSF, FSF**, **Kevin Coble AIFD**, **Ann Jordan AIFD, AAF**, **David Powers AIFD**, **Kirby Holt AIFD**, Artist **Tom Ziffer** and **Rick River**. There will also be a once in a lifetime chance to see the Disney gardens and to take a private tour.

Tradition holds strong in the South. We will be having our annual silent auction with the proceeds going to our education fund. The student chapter of AIFD will be showing off their knowledge and talents, and we will be carrying on the "Blooms Over" project from National to the streets of Orlando.

We have hopes of starting new traditions in 2012. Our first effort will be to give back to the Orlando community. While we are in Orlando we will be collecting donations to give to a local organization, the Living Hope International Ministry, Inc. Living Hope is non-profit organization that provides transitional housing and support to woman whose lifestyle is dangerous or unhealthy.

The Southern Board just had its annual fall meeting at the end of October. It was a very productive and enlightening meeting in Puerto Rico, and preparations are in full force for our 2013 Conference.

We hope you all are keeping up with what's what and who's who on the Southern Chapter Facebook page. If you aren't tapped in, please let me or any of the Southern board members know. We would love for you to be a part. It doesn't matter if you are a southern member or not, we just want a place to keep everyone posted on what's new.

The Southern Chapter is hosting the 2012 National Symposium in Miami. **Sylvia Bird AIFD, AAF, PFCI** and **Tina Coker AIFD, AAF, PFCI** are the chairperson and co-chair person for this event so if you want to help please let them know. "Caliente" will most definitely be HOT HOT HOT and you don't want to miss it. Mark you calendars now for July 12-16.

Southwest Chapter Report

Alex Jackson AIFD, PFCI

The Elaine Wynn Chapter of SAIFD at the College of Southern Nevada recently hosted an Artist In Residence program featuring **Carolyn Fowler AIFD, M.Ed.** With the helpful assistance of **Chieko Fukushima AIFD** and **Kenneth Snauwaert AIFD**, Carolyn presented a program on memorial services titled "What A Way To Go." This was a very applicable program as nearly 75% of all funerals in Nevada are cremation memorial services. Thanks to all three of our very talented SWAIFD members for continuing the education of our very popular SAIFD chapter in Las Vegas.



It's beginning to look a lot like Christmas in sunny southern California. It might be difficult to get into the holiday groove when the weather outside is still blazing hot, but **Pam Null AIFD** was able to get into the spirit for a beautiful outdoor holiday display. Now all she needs is to hang the lights and ornaments on the palm trees in the display!



Save the date!!! March 11, 2012 will be here before you know it!! The annual SWAIFD Wedding Extravaganza "It's All About The Flowers" in San Bernardino, Calif. will wow you with the talents of **Carol Caggiano AIFD**, **Kenneth Snauwaert AIFD** and **Ian Prosser AIFD, AAF, NDSF**. We have a fabulous hands-on design program scheduled for Saturday night followed by four amazing design programs all day on Sunday. Those of us who attended last year came away with a bag full of new ideas and this year will be no different. More details will follow. Check out www.designinlinemagazine.blogspot.com and www.facebook.com/swaifd for more information!

South Central Chapter Report

Suzie Kostick AIFD, PFCI, MCF

Happy Holidays AIFD! Seems like only yesterday we were living it up dressed in our tie-dye fashions at Imagine. It's now December and most of us are covered in pine pitch and glitter.

Oh what a great industry we are part of! And my-oh-my how time does fly by so quickly. As I write this note I can't help to think back on the year and all the great things the South Central Region has accomplished. It's always helpful to take a quick look back as we prepare for the future.

South Central continues to press forward and work on the several projects that were discussed at the Regional Members meeting back in July. The newsletter experienced a little delay, but is sure to be out in December. The South Central Historical project is well underway under the direction of **Kerry Sallabedra AIFD** and probably most exciting is the education and awareness program taking place March 18, 2012 in St. Louis. **Frankie Peltiere AIFD** is leading this project and is planning for an amazing show. The program will focus on wedding and event design trends and feature a segment on marketing and increasing business. The design show will feature the creative talents of **Beth O'Reilly AIFD, TMF** with other South Central members contributing.

There are many opportunities for South Central members to help with the many projects we have going on and it's never too late to get involved. If you would like to participate in the Design show in March please get in touch with Frankie. If you have some interesting or fun facts to share about the history of AIFD South Central give Kerry a call or shoot him an email. There are also opportunities to help out with an AIFD Awareness event or maybe plan one yourself. If you have something in mind give **Cindy Anderson AIFD, PFCI** a call – she is the Chairperson of the SC AIFD Awareness Committee. She'll help you get started. Have some news to share – maybe you've won an award or you've opened a second shop or maybe you need some help on a special project. Contact **Kaywin Kubesch AIFD** – she is the Chairperson for the SC Communications Committee she'll help spread the word for you. Everyone's contact information is in the directory!

Before I sign off, I want to remind everyone that AIFD elections will be taking place soon. For our region our Nominations Committee lead by Beth O'Reilly has put together a great ballot of hard workers and people who are willing to roll up their sleeves and get the job done for South Central. Make sure that when your ballots arrive- usually just after Valentine's Day - that you fill them out right away and send them in. It's important that you take an active role in electing those who will serve you as your board and Regional Representative. In the mean time I wish everyone a very Happy Holiday season and much prosperity in the upcoming year!

Northeast Chapter Report

Suzanne Sampson AIFD, NHMFD

Happy Holiday Greetings! I hope all of you had a wonderful Thanksgiving. In looking forward to the holiday season. I wish everyone a very prosperous, happy and healthy season. I know this is a very busy time of year, but if you all could take a moment and just step back for a bit to try to enjoy the reason why we do what we do and most of all, enjoy your families and friends. Over all, we seem to be on track for the upcoming year. It will be a very busy 2012. Philly is coming along nicely and the spring programs are getting put in place. Best wishes to all!

Northwest Chapter Report

Emil Yanos AIFD

Hands-on competition design classes for the Idaho Horticultural Society and FFA are scheduled for Saturday, March 10, 2012. Hands-on classes for the Idaho State Florist Association are scheduled for Sunday, March 11, 2012.

Many AIFD members participated in Bouquets to Art at the De Young Museum in San Francisco. Over 140 of the Bay Area's most innovative and sought after floral designers create a spectacular array of floral arrangements in the de Young Museum for Bouquets to Art 2012. In creating their arrangements, these designers pay tribute to and draw inspiration from the art in the de Young's permanent collections. The annual five-day event—presenting floral designs that range from the stunningly simple to the elaborately complex—attracts a large and enthusiastic following from the greater San Francisco Bay Area. Lively and engaging floral demonstrations by noted local, national and international floral designers, and luncheons and afternoon teas by McCalls on Tuesday, Wednesday and Thursday complement the flower-bedecked galleries and public spaces in the museum. Bouquets to Art 2012 concludes on Saturday, March 17, with a raffle drawing of deluxe prizes that include jewelry, travel packages and other luxury items. Read more at <http://deyoung.famsf.org/pressroom/press-releases/bouquets-art-2012>.

North Central Chapter Report

Dan Kotecki AIFD

The North Central Chapter members have been busy helping their clients prepare for the Christmas holiday with an array of decorations and gift giving ideas. We all hope for a very successful season as this year comes to a close, and the prospect of an exciting and profitable year is just around the corner.

Our main attention has been focused on our Chapter Meeting; which takes place January 20-22, 2012. We have changed our venue from the past few years, and will return to the Chicago Merchandise Mart. Our President-Elect, **Loann Burke AIFD, PFCI** put together and outstanding program for our members. **Mandy Majerik AIFD, PFCI, Tim Farrell AIFD, AAF, PFCI, Bob Williams, and Jodi Duncan AIFD** will present exciting and educational programs. The presentations will cover a variety of topics including design, marketing, floral industry trends, and thinking outside the box to keep our businesses fresh. We are also going to have an AIFD design competition. Six members will be selected to compete in a surprise package format with cash prizes to be awarded. We would love to have you join us for our event as well as get some shopping done at the Chicago Mart. Please visit the North Central Chapter Facebook page to get more detailed information about this great weekend.

Until next time, we wish you all the very best this holiday season, and in 2012. Hope to see you in Chicago!

Communication Center

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

October 20, 2011 - October/November Focal Points is Hot Off the Press!

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.

Like Us? Show it!

AIFD has been using our Facebook page as a way to get information, event listings and more straight into your hands. Are you a fan of the AIFD Facebook page? If not, you need to be! Simply visit www.facebook.com/AIFD.CFD and like our page today!

Spread the Word on Twitter!

Did you know AIFD is also on twitter? That's right tweeps, AIFD has its own twitter handle. Follow AIFD on twitter at <http://twitter.com/#!/AIFDHqtrs> to get up to date information, event details and much more!

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.

SNAPSHOT:

AIFD PRACTICAL FLORISTRY CLASS CHICAGO, OCT. 15-16, 2011



Janet Gallagher AIFD (right) and a student



AIFD Goes to FFA

Add three major venues, 55 thousand students, and enthusiasm like you have never before seen and you have the 2011 National Convention of the Future Farmers of America (FFA). Hosted by the city of Indianapolis, the 2011 edition of the FFA National Convention featured student competitions, motivational speakers, a host of educational opportunities, and a tremendous trade fair with specific areas dedicated to Agribusiness, Career Opportunities, Colleges and Career Training, and Teacher's World – an area created for educators to discover new resources to enhance their instruction in the class room. And, yes, AIFD was a part of it all!

For the second year, AIFD partnered with FFA to further our goal of providing floral design education for those interested in a career in floral design. The American Institute of Floral Designers was a sponsor of Teacher's World and the AIFD logo was proudly displayed along with corporate giants such as Dow and Du Pont. AIFD's participation with FFA was orchestrated by the Career Development Committee.

With a focus on reaching out to educators, AIFD presented an informative program designed to assist teachers in developing their floral design curriculum. **Pat Scace AIFD, AAF** presented "Going for the Gold, Achieving Excellence in Floral Design" to a packed house. Focusing on the principles and elements of design, Pat demonstrated floral design techniques and fielded questions from the audience. **Carolyn Clark Kurek AIFD** was also on hand to greet attendees and answer questions about our organization.

Seeking to have a positive impact on tomorrow's floral designers, AIFD looks forward to expanding its participation with FFA in the future.



Pat Scace AIFD, AAF designs at the 2011 FFA Convention.

A banner for Hawaii's Flowers.com featuring a collage of tropical flowers and foliage. The text is overlaid on a semi-transparent white background.

Hawaii's Flowers.com
Share the Aloha!
Please visit www.hawaiisflowers.com
Learn about Hawaii's Beautiful Tropical Flowers, Foliage and Plants
The NeoTropica Guide - Now Available in Digital Format



American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

The AIFD Foundation would like to thank all of the donors through the year that made 2011 such a successful year and we think 2012 will be the best yet!

The American Institute of Floral Designers Foundation, Inc. is an independent non-profit organization that raises and invests funds to supply scholarships and finance special projects that impact the future success of retail floristry. It was established as an umbrella organization for all future funds and projects – all activities are handled by a single group of trustees. This group includes an Executive Committee of **Derrick Vasquez AIFD**- Chairman & CEO, **Eddie Payne AIFD**-Chairman & CEO Elect, **David Hope AIFD**-Secretary, **Lori Novak AIFD**-Treasurer, and **Jim Morely AIFD**- Vice Chair Investments. Board of Trustees including **Holly Money-Collins AIFD**, **Lou Lynne Moss AIFD**, **Tina Coker AIFD**, **Mary Linda Horn AIFD**, **Laurie Lemek AIFD**, **Kelly Marble AIFD**, **Richard Salvaggio AIFD**, **Tom Simmons AIFD**, **Chris Norwood AIFD**, **Ron Mulray AIFD**, and **Martin Flores AIFD**. Regional Representatives of **Link Johnston AIFD**-FFF Representative, **Kevin Coble AIFD**-Southern Representative, **Jim Rauch AIFD**-North Central Chapter, **Todd Sweeden AIFD**-South Central Chapter, and **Mike Hollenbeck AIFD**-Northwest Chapter. Trustees Emeritus including **Ralph Null AIFD**, **Rocky Pollitz AIFD**, **Tom Powell AIFD** (deceased), **Teresa Riddle AIFD**, **Frankie Shelton AIFD**, **James Moretz AIFD**, **Lynn Lary McLean AIFD**, and **Allen Beck AIFD**.

Grants in the form of scholarships are provided to qualified students seeking to advance their knowledge of design, floriculture and/or horticulture at two and four year university programs. The Foundation also funds special projects, as well as research projects that can clearly demonstrate a benefit to designers and the advancement of the industry as a whole.

Tax-deductible donations are accepted throughout the year from individuals (AIFD members as well as other industry members) and businesses of all sizes. Donations in memory of an AIFD member or industry friend are also welcomed and gratefully acknowledged. These funds are invested and grants are made annually with dividends from the investments.

The Foundation hosts annual fundraising drives which center around each year's AIFD National Symposium. These include: an annual raffle, silent and live auction, and Foundation-sponsored events.

~2011 Scholars~

Rocky Pollitz AIFD-Don Stothart AIFD Scholar
Kara Zuniga - Texas A&M University - \$1,000

The Kirk Pamper AIFD-Regional Chapters Scholar
Alisa Russell - Golden West College - \$1,000

The *Allen Shackelford AIFD* Symposium Scholar
Jessica Ammons - Newton, KS - \$2,000

The *Eulalah Overmeyer AIFD*
Symposium Scholar
Darenda Darnell-Garbarz -Homestead, FL - \$2,000

The *Florida Florists* Symposium Scholar
Michelle Schmotzer - New Smyrna Beach, FL - \$2,000

The *South Central - James Moretz AIFD*
Michael Polychrones AIFD Symposium Scholar
Lauren Bird - Lincoln, NE \$2,000

The *Southern Chapter - Jim Treadaway AIFD*
Symposium Scholar
Tammy Gibson - Louisville, KY- \$2,000

If you would like to submit an application for any of the scholarships offered by the AIFD Foundation or to make a contribution to the future of the floral design industry, please visit the AIFD Foundation website at www.aifdfoundation.org or send a message to the AIFD Foundation, lacey@aifdfoundation.org. Scholarship deadline is January 31.

Calendar

2012

March 17-18

Hands-on Workshops

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

March 24-25

Hands-on Workshops

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

April 13-15

Southern Conference "Diversity"

Peabody Hotel
Orlando, FL

April 14

Connection: The Photography Experience
Location TBD
Phoenix, AZ

April 21

Connection: The Body Flower Experience
Frank Adams Wholesale
Portland, OR

July 10

2012 AIFD Professional Floral Design Evaluation
Session (PFDE)
Hyatt Regency
Miami, FL

July 12-16

2012 National Symposium
Hyatt Regency
Miami, FL

July 16

2012 Foundation Workshop
Hyatt Regency
Miami, FL

American Institute of Floral Designers

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AIFD Award Nominations Needed

Nominating is as easy as 1-2-3!

Are you one of the people who know of a person you think would be deserving of receiving one of the several prestigious awards given by AIFD each year but you never really understood the process? Let's see if we can answer some of your questions.

What does the AIFD Awards Committee do?

The primary responsibility of the committee is to accept nominations and to carefully review each nomination submitted to determine if it qualifies for a given award. The committee is made up of one member from each region, a representative from the Fellows of AIFD and the Chairperson who is also a current member of the National Board.

Can anyone submit a nomination?

No. Only members in good standing of AIFD and AIFD Partners are eligible to submit nomination for awards.

Is there a deadline in which nominations need to be submitted?

Yes. The deadline for sending in nominations usually falls sometime in February and may vary somewhat from year to year. The deadline for the 2012 awards is Feb. 29, 2012. All nominations are forwarded to the committee members for review during a committee conference call that takes place in March. Once the committee has selected those to receive the awards the committee chairperson presents those being considered to the National Board for review in April.

What are the awards given by AIFD?

Award of Distinguished Service to AIFD – also known as an AIFD Fellow

Award of Distinguished Service to the Floral Industry

Award of Design Influence

Award of Merit – Industry

Award of Merit- Non Industry

Special Award of Recognition

Are all the awards presented each year?

No. There are years when only one award has been given due to a lack of “qualified” nominations or lack on nominations in general. Other years all the awards are presented. The committee works very hard in reviewing each nomination sent in to determine if it meets the awards specifications. The committee may also nominate someone whom they feel is deserving to receive an award.

Are there specific qualifications for any given award?

Yes. Each award has what the committee considers to be “guidelines” it looks for when reviewing the nominations for any specific award.

Here's a sample of what the committee searches for in the nominations:

Award of Distinguished Service to AIFD - AIFD Fellow

This award is bestowed upon members of AIFD who have done outstanding service to the Institute.

- o Has the nominee been a member of AIFD in good standing?
- o How has the nominee served AIFD on a National and Regional level?
- o Has the nominee held office for AIFD at a National and Regional level?
- o What AIFD committees has the nominee served on?
- o What has the nominee done to promote and further AIFD?
- o Has the nominee represented AIFD for or served on other allied or trade organization committees and events?

Award of Distinguished Service to the Floral Industry

This award is presented to an AIFD member who has made a significant contribution to the floral industry.

- o Has the nominee been a member of AIFD in good standing?
- o How has the nominee served AIFD on a National and Regional level?
- o Has the nominee played an active roll in other allied or trade organization?
- o Has the nominee been a leader in industry education, research or product development?
- o Has the nominee been a leader in the promotion of the floral industry and AIFD at the industry and consumer levels?

Award of Design Influence

This award recognizes floral designers whose creative work over the years had significantly and positively influenced the direction of American floral design.

- o Has the nominee supported or contributed to AIFD in any way?
- o What specific contribution(s) or advancements has the nominee made to the American design style?
- o What impact has the nominee made on the American style of design?
- o How does this person share their design talents?
- o Does this person have the ability or intention to continue to influence American design?

Award of Merit – Industry

This award is presented to members of the floral industry who are NOT member of AIFD but who are involved and have made significant contributions to the floral industry. This award can be given to an individual, group or company.

- o Is the nominee an AIFD partner?
- o Has the nominee provided support or contributions to AIFD and if so in what manner?
- o Is the nominee active and further the floral industry in other allied or trade organizations?
- o What specific contribution has the nominee made to the advancement of the floral industry in whole?

Award of Merit- Non Industry

This award is presented to individuals outside the floral industry who are selected because of the personal or professional use of fresh flowers in such a manner as to be a credit to the floral profession.

award nomination information continued...

- o In what manner does the nominee use flowers in a public manor?
- o Has what the nominee done with flowers brought about a greater awareness of flowers and or floral design?
- o Does the awareness this nominee promotes come about through education?

Special Award of Recognition

This award can be presented by the National Board of Directors or by the Awards Committee and is presented in recognition of meritorious and dedicated serviced to AIFD.

- o What specifically has the nominee done in service to AIFD?
- o How many years has this service been provided?
- o How has this service impacted AIFD, its members or its mission?

Now that you have a better understanding about the AIFD awards why not consider nominating someone? The deadline to submit a nomination is Feb. 29, 2012. Send your nominations to Awards Committee Chair, **Suzie Kostick AIFD** at suzie@floramag.com.



Eddie Payne AIFD of Brooksville Florist in Dade City, Fla. (pictured center) was recognized by the American Institute of Floral Designers (AIFD) with its Award of Distinguished Service to AIFD during the July 6 Ceremony held in conjunction with the 2011 National Symposium in San Francisco.



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Bella Vase

4060-12-09 • 8 1/4" tall
opening: 4 1/2" • case: 12

4061-06-09 • 10 1/2" tall
opening: 5 1/2" • case: 6



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Excellence in Floral Design

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The floral industry's leading organization dedicated to advancing the art of professional floral design. See for yourself what the AIFD education experience is all about!

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AIFD National Symposium
July 12-16, 2012
Miami, FL



ON-LINE CLASS SCHEDULE

Introduction to Floral Design

January 3, 2012
May 22, 2012
August 7, 2012

October 2, 2012
January 8, 2013

Elements & Principles of Design

January 3, 2012
May 22, 2012
August 7, 2012

October 2, 2012
January 8, 2013

Design Techniques & Applications

January 3, 2012
May 22, 2012
August 7, 2012

October 2, 2012
January 8, 2013

Arrangements: Everyday & Sympathy

February 21, 2012
June 12, 2012
September 4, 2012

October 30, 2012
February 26, 2013

Personal Flowers: To Wear or Carry

February 21, 2012
June 12, 2012
September 4, 2012

October 30, 2012
February 26, 2013



PRACTICAL FLORISTRY HANDS-ON WORKSHOP CLASS SCHEDULE

Houston, TX, March 17-18, 2012

Philadelphia, PA, March 24-25, 2012

The AIFD Connection Workshops

Phoenix, AZ - April 14, 2012

Portland, OR - April 21, 2012

Orlando, FL - September 8, 2012

Oklahoma City, OK - September 15, 2012

Milwaukee, WI - September 29, 2012

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AVAILABLE NOW! On-line classes and hands-on workshops are open to everyone. These workshops will assist anyone in the preparation process of taking the Professional Floral Design Evaluation (PFDE) or for general design skill improvement for your retail business. Visit the AIFD Online Education Center at www.AIFD.org.

Four Ways to Stand Out and Grow Your Business

By Jon Gordon, www.jongordon.com

1. Create a Great Culture - Whether you are a Fortune 500 company or five person company it's never too early to decide the kind of culture you want to create and determine what your culture stands for. For example, even when Apple was just a two person company consisting of the two Steve's it was clear their company culture challenged the status quo and as they grew they attracted and hired those that fit their culture. While it's difficult to quantify the benefits of a strong culture, we can all agree that there is something about culture that speaks volumes to the marketplace. When you focus on your culture you create a strong foundation of values, beliefs, expectations and habits that cause you to stand out in the marketplace and ultimately grow your business.

2. Lead with Optimism - Now, more than ever, optimism is a competitive advantage. **Bob Iger**, the CEO of Disney, was asked the most important characteristic of a leader and he said "Optimism." After all, it's not the pessimists who will grow this economy. It's the optimists who believe in a brighter future that will take the actions necessary to create it. Optimism will also help you navigate the set-backs, challenges, naysayers and Energy Vampires as you seek to grow your business. You have a choice. You can believe success is impossible or you can believe that with faith, hard work and an optimistic attitude all things are possible. To grow your business, choose the latter.

3. Show your Customers you Care - I am convinced that the most successful companies find unique ways to show their customers they care about them. Les Schwab Tire Center employees run outside to greet their customers when they

pull up in their cars. Zappos offers free shipping and free return shipping. My local cleaner replaces buttons on my suit if they notice they are missing and provides free pick-up and delivery service. Rosenblums, the place where I buy a lot of my clothes, sends a gift certificate on my birthday. I can't tell you how you should stand out without knowing more about your business but I can tell you, if you want to stand out and grow you must create your own signature way to show your customers that you care about them. When you show your customers you care they will talk about you to everyone (even write about you) and you'll stand out in a crowded and competitive marketplace.

"It's clear that those who passionately pursue excellence will stand out and grow high above the competition."

4. Pursue Excellence - They can blame the economy all they want but the economy is not the reason people and businesses are unsuccessful. The economy has merely exposed those with weak business models, bad

cultures, poor leadership, toxic work environments, apathetic sales forces and mediocre products and services. On the contrary those who pursue excellence are thriving. From the carpenter who is in demand because everyone knows he's on time, works hard and always satisfies the customer to the graphic designer who strives to make each project her masterpiece, to the realtor who is passionate about helping her customers find the right home, to Apple iPads and iPhones, to restaurants that are jam packed... it's clear that those who passionately pursue excellence will stand out and grow high above the competition. The economy no longer will support mediocrity but if you can find your niche, share your passion and work hard to be great then growth will be inevitable.

**Article courtesy of Transflora/Delaware Valley Floral Group newsletter.*

Just Because...

Floral arrangements to please your eyes
Submitted by Louisa Lam AIFD



World Flower Council Summit -London, England, September 2011

By Patricia Patrick AIFD, CAFA

When the World Flower Council announced that the 2011 Summit was to be held in London, England I have to admit that I was not especially excited as London is practically my home town and I know it well. As President of the WFC Canadian Chapter I try to attend every Summit so I have had the opportunity to travel to some very unique and exciting countries like the Philippines and Macau, Thailand, Malaysia, Indonesia and New Zealand; sophisticated old world cities like Amsterdam, Nice and Riga Latvia. I have also been involved in two Summits here in Canada, in Vancouver and Ottawa. Was London, because of its familiarity, going to give me the same sense of excitement? Well, right from the opening ceremonies I knew that it would.

The World Flower Council, for those not familiar, is an organization that is dedicated to furthering the cause of World peace through the beauty of flowers and the sharing of ideas and knowledge with others, world-wide, in the floral industry. The annual Summits are always a wonderful blend of floral creativity, cultural events, socializing and networking with industry peers and of course a chance to see a little of the host city. London was no exception.

One very early morning found us on a tour of New Covent Garden Flower Market and this certainly brought back memories of my younger days in the industry (decades ago) when I visited the market on several occasions. It was rather dismal in those days, especially in the rain, as most of the suppliers had stalls outside. Now, in its fancy new location, with a beautiful array of fresh product and accessories, it is highly efficient, very impressive and world-class. The market was of special interest to the Canadians as our flower markets here are fashioned on the Dutch Clock Auction system. Workshops and demonstrations are frequently held on the premises and we were lucky enough to be invited to two demonstrations while we were there.

The site of the old market has undergone a face-lift too: It is now a very trendy area of specialty coffee shops and fancy side-walk cafes, tiny boutiques and antique shops. There is still a market, but it is now local artisans rather than flowers and the cobbled square is home to performers, poets and musicians. Times have changed.

We were given a tour of London which is always fascinating as there is history on every corner. Apart from the traditional sights of the city, the museums, monuments and palaces there are lesser known tiny churches, ancient buildings and beautiful gardens. We stood outside Westminster Abbey where the Royal Wedding took place and then went on to Buckingham Palace for a formal tour of the art and treasures housed there. One of the modern treasures was Princess Kate's bridal gown which looked stunning on TV that early morning in late April but much more breathtakingly beautiful close up.

We also saw London at night from a dinner cruise on the Thames. Day or night it really is a beautiful city. One of the most important days of the Summit is Design Day when a representative from each country is invited to create a design of their choice showing the style and techniques of their own country. This is a very unique opportunity to see designers from 23 countries share their knowledge, skill and creativity with the rest of the world. It is never a competition but more a sharing of ideas and each one of us comes away from that day with something new and exciting.

There are also highly acclaimed workshops to attend, this year one given by **Sarah Horne AIFD**. You will remember Sarah from two magnificent AIFD Symposium presentations recently in Chicago and Boston. The AIFD connection doesn't stop there either, **Jo Jarvis AIFD**, who headed up the Boston panel, **Gail Anderson AIFD** and **Rosemary Hughes AIFD, NDSF**, along with a formidable team of volunteers, were our British hosts for the Summit. An interesting note about Rosemary, she is the official "posy maker" to the Queen. When you see small children presenting flowers to the Queen at an official function chances are Rosemary has made the bouquet. How cool is that?

Business matters are also covered at the Summit with meetings between the Executive and the Country Presidents. Each country's representative gives a report on the industry in their area, the floral events, education, wholesale or grower issues and their goals for the future. The common theme for this year, and probably for the past three years, has been the economy and how the downward trend has adversely affected the floral industry world-wide. It seems that nobody is immune; we all have the same problems and hopes for better times whatever language we speak.

Next year we meet again in Cabos San Lucas, Mexico and the United States Chapter will be our hosts. Why not join us?



Photos courtesy of World Summit Facebook page.