

Focal Point

AIFD Calls all Potential CFD Candidates Certified Floral Designer Application Deadline April 15

Floral design artists anxious to earn the floral industry's coveted new Certified Floral Designer (CFD) designation, are being reminded by the American Institute of Floral Designers (AIFD) that the deadline to submit an application for this year's evaluations is **April 15**.

To be eligible to be evaluated, a design artist must first successfully complete one of five education pathways. Included in the education pathways is one that recognizes a designer's past experiences (three years or more in floral industry). Other pathways include, completion of courses that meet learning objectives as established by AIFD and offered by approved private floral design schools or state floral association certification programs, completion of a series of online and hands-on courses offered by AIFD and completion of undergraduate degree or studies in approved programs.

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President's Welcome

New Year, New Ideas...

Happy New Year! I hope all of you rung in 2010 with a resolution to attend "Revolutions" in Boston. This year symposium will be wonderful! I know each president says that about symposium, the truth is they are all wonderful! It is the once-a-year event I look forward to with great anticipation, because I love the feeling of being overwhelmed by artistry. You know when your brain just can't seem to absorb another amazing design! When I sit in the audience and watch the talent and emotion portrayed on stage in such exquisite creations I am exhilarated and touched by the passion that these floral artists bring to AIFD. I have a poster hanging in my design area that reads, "NOTHING is ever accomplished without Passion." It is the cornerstone of our organization. I watch the volunteers in the back room tirelessly schlep and haul until 2 a.m. and see those same volunteers bright eyed and bushy-tailed the following morning. I watch in amazement as members enthusiastically spend hours working on committee assignments, regional boards dedicating their personal time, and the national board sifting through hours upon hours of committee work—all to move AIFD forward. All of YOU donate your precious time because of your belief in the sheer beauty of flowers and the originality of design. **Chris Norwood AIFD**, a great past president, often referred to this organization as a second family. I have to agree; no matter the differences in our languages, dialects, geography, political beliefs and/or personal taste we all are able to come together and celebrate imagination. We share the skills of others and leave each symposium enriched not only by the designs we see but the friends we hug. Please join me and the rest of the family in Boston July 3-7 at the Marriott Copley Place.

As this letter goes to press the national board will be meeting in Fort Lauderdale at the TPPIE (Tropical Plant Industry Expo). Members **Deborah De La Flor AIFD** and **Paul Jaras AIFD** will be presenting the opening program for this convention. The FGNLA (Florida Growers Nursery Landscape Association), a Symposium program sponsor in Kansas City, offered AIFD the opportunity to bring our message to their members. Member of the marketing committee, **John Kittinger AIFD**, and Industry Marketing chair **Tom Simmons AIFD**, have done an outstanding job of promoting AIFD. As we continue to reach out to other organizations and consumers we will elevate and bring value to your association with AIFD.

In February, AIFD will be working with FFA Career Development Events (CDEs) for Floriculture at the FFA at the Pinellas Educational Center in St. Petersburg Florida. **Sylvia Bird AIFD** and I will be interacting with over 160 FFA students and instructors by presenting a hands-on class on the construction of a boutonniere. This will hopefully be the first of many joint projects for AIFD as **Sharon McGukin AIFD's** career development task force of Tom Simmons, **Mary Linda Horn AIFD** and **Kim Oldis AIFD** explore High school student outreach.

Joyce Mason-Monheim AIFD and the Education Committee will be presenting connection programs on May 21st at Longwood Gardens, Kennett Square, Pennsylvania. Please visit www.AIFD.org for classes, times and registration.

If you haven't updated your profile on the www.AIFD.org Web site, please take a moment to do so. Directions were sent earlier via e-mail and snail mail. It is now possible to have your photo associated with your listing. I invite each member to take advantage of this opportunity. Promote your membership by listing on the Web site.

The executive board will meet again in April where your President Elect Sharon McGukin will be solidifying plans for the coming year. If you have an interest in a committee or suggestions I'm sure she will entertain your comments. In the mean time look to American Institute of Floral Designers on Facebook for updates or if you have questions, suggestions or comments please feel free to contact me at tinastoecker@yahoo.com.

Until next time,



Tina Stoecker AIFD
AIFD President



AIFD Quick Updates



AIFD NE REGION BOASTS NEW DESIGN BLOG

The Art of Floral Design is a new blog featuring the cutting edge designs of floral artists. Aimed at flower lovers, artists, decorators and the



AIFD CELEBRATES THE LIFE OF A DEDICATED MEMBER



It is with regret that we advise you that a member of the AIFD family passed away recently. AIFD expresses its deepest sympathy and condolences to the family and friends of this well-loved member.

Len Morganseay AIFD - 12/12
Fredericksburg, VA
Len was inducted into AIFD in 1987.

AIFD members are invited to become featured artists on the new blog. For more information please e-mail blog editor **Kimi Ynigues AIFD** at hanabykimi@yahoo.com.



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SOUTH CENTRAL REGION AIFD MEMBERS

MEET OUTSTANDING ACHIEVEMENTS

BY: BJ Dyer AIFD AAF CPF CFD

CONGRATULATIONS to **Scott Hasty AIFD** of Orange Texas on winning FIRST PLACE in the national 25th Annual *Flowers& Magazine* Design Contest! Scott made all of us in the AIFD SC Region proud!

In Phoenix, at the 2009 Annual Convention of the Society of American Florists in late September, **Cindy Anderson AIFD** took top honor in the 42nd annual Sylvia Cup Design Competition at SAF Phoenix. Anderson received an engraved silver champagne bucket - the coveted Sylvia Cup - along with a \$2,500 prize provided by Smithers-Oasis. **BJ Dyer AIFD** received the annual SAF Marketer of the Year award for the second time. He also won the award in 2002. He and partner **Guenther Vogt AAF** were featured on the October cover of *Floral Management* magazine.

Incidentally, our region finds it interesting to note that six of the last eight Sylvia Cup winners have been from the South Central region:

- **Cindy Anderson AIFD** 2009 Colorado
- **Coby Neal AIFD** 2008 Texas
- **Conrad Quijas AIFD** 2006 Nebraska
- **Alex Torres AIFD** 2005 Texas
- **Conrad Quijas AIFD** 2003 Nebraska
- **Debbie Holth AIFD** 2002 Missouri

Susie Carr AIFD was the winner of the 2009 Rocky Mountain Cup design competition. She then competed at the annual Designer of the Year competition sponsored by National Alliance of Floral Associations.

Kelly Efird AIFD was elected president of the Arkansas Florist Association.

Shane Cranford AIFD was announced as the Program Chair for The Arkansas Flower & Garden Show February 26-28, 2010 in Little Rock. He will organize the tabletop competition co-sponsored by the Arkansas Florist Association. The theme is "A World of Gardening."

Results of the October election of the board of directors of Floral Association of the Rockies: **Bea Blanc AIFD** took the position of Secretary/Treasurer. **Cherrie Silverman AIFD** and **Sandi Yoshihara-Sniff AIFD** were elected to the board. **Denise Capelli AIFD** moved into the Past President position.

Maggie Binet AIFD and Cindy Anderson AIFD presented a workshop on profitable design work for corporate accounts, sponsored by Floral Association of the Rockies on Nov. 1 at Amato Wholesale Florist.

In early November, BJ Dyer AIFD presented a design program at the Colorado headquarters of National Council of Garden Clubs.

Gaylyn Wattman AIFD was elected president of the Oklahoma State Florists' Association.

At the Ozark Florist Association annual convention held in late September, **Tom Bowling AIFD** presented a program on taking everyday designs up a notch. **Sally Ann Davis AIFD** taught "To Have and To Hold," a hands-on wedding class showing the latest trends in bridal bouquet design. **Mark Erickson AIFD** and **Terry Muse AIFD** competed in the Ozark "Iron Chef" theme Design Competition.

At the Colorado Fall Home Show, Susie Carr AIFD won the "Iron Florist" Competition. **Margaret Binet AIFD** organized the 2009 Bridal Bouquet Competition sponsored by the Floral Association of the Rockies. Cindy Anderson AIFD was first place winner, with last year's winner BJ Dyer AIFD taking 3rd Place.

Sandi Yoshihara-Sniff AIFD was elected President of the Rocky Mountain Teleflora Unit for 2010 and Cindy Anderson AIFD became Secretary.

CFD Deadline Approaching April 15

- continued from cover -



Once an interested floral designer has completed a education pathway, he or she may then enroll into AIFD's two-part Professional Floral Design Evaluation (PFDE) system.

The CFD candidate will then receive a copy of "The AIFD Guide to Floral Design: Terms, Techniques and Traditions" and will be instructed to go online to take the first part of the PFDE: an online test based on educational objectives and knowledge that can be learned from the AIFD reference tool. They must successfully complete the online test by April 30.

After successfully completing an education pathway and scoring 80 percent or better on the online test, the candidate is then fully eligible to participate in the second phase of the PFDE – a live design session in which he or she demonstrates his or her design proficiencies. The next live PFDE session will take place on July 1, 2010 in Boston one day prior to the opening of AIFD's National Symposium "Revolution." Advance registration is required and must be received by May 1.

During the live evaluation, candidates will have four hours to create five specified designs which will then be evaluated by seven distinguished AIFD members. AIFD provides the candidates all flowers and hardgoods necessary to complete the designs.

Newly Developed Online Classes Help Potential Candidates Prepare

Five professionally produced design education classes are now being offered online by the American Institute of Floral Designers (AIFD). Visually enhanced with a blend of video presentations by award-winning AIFD designers, slide presentations, diagrams and labeled images, online class participants work through the course materials at their own pace but within a two-week prescribed timeframe. Classes are designed to be interactive with an instructor who actively assists participants in achieving the learning objectives.

The courses, "Introduction to Floral Design," "Elements & Principles of Design," and "Design Techniques & Applications," while available to anyone, were specifically developed as one of five optional education pathways required for a design artist to enter into AIFD's Professional Floral Design Evaluation (PFDE) system with the goal of becoming a Certified Floral Designer and ultimately a member of AIFD. In addition to the three independent online classes, PFDE candidates opting for the online course education pathway also need to participate in a live two-part, two-day, 16-hour "hands-on" design class including "Personal Flowers: To Wear or Carry" and "Arrangements: Everyday & Sympathy" segments. Enrollment for each of these workshops requires participants to also enroll in a pre-class online learning course by the same name. The AIFD Guide to Floral Design: Terms, Techniques, and Traditions, a detailed reference tool compiled by AIFD is a required textbook for the online courses. The cost to enroll in each video class is \$79 for AIFD members and AIFD Friends or \$99 for others. The hands-on workshop tuition is \$475 for AIFD members and Friends or \$515 for others (AIFD provides all flowers and materials).

As alternatives to the online PFDE education pathway, floral design artists interested in becoming a CFD or AIFD member may opt for one of four other pathways including: recognition of a designer's past experiences (three years or more in floral industry), completion of courses that meet learning objectives as established by AIFD and offered by approved private floral design schools or state floral association certification programs, and completion of undergraduate degree or studies in approved programs.

Once a floral design artist successfully completes an education pathway, he or she may enroll into the two-part PFDE process which includes an online test and a live presentation of his or her designs for evaluation by distinguished members of AIFD. The next live presentation PFDE will take place on July 1 in Boston immediately prior to the AIFD National Symposium "Revolution." Candidates must be enrolled by April 15 to be able to participate in that session.

For further information on AIFD, its online courses and schedules, or the CFD PFDE process, visit www.aifd.org.

COVER FLOWER:

DAFFODILS



Narcissus is the genus name for the spring-flowering bulb daffodil in the Amaryllis family. There are between 40 and 200 different daffodil species, subspecies or varieties of species and over 25,000 registered cultivars (named hybrids) divided among the 13 divisions of the official classification system (see chart).

Daffodil is a common English name, sometimes used now for all varieties and is the chief common name of the horticultural prevalence used by the American Daffodil Society.







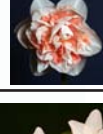







There are two derivations of the name. One is that of the youth of Greek mythology called Narcissus, who, in at least one of many variations of the tale, became so obsessed with his own reflection as he knelt and gazed into a pool of water that he fell into the water and drowned. In some variations, he died of starvation and thirst from just sitting by the edge of the pool until he gave out, gazing at his reflection until he died. In both versions, the Narcissus plant first sprang from where he died.

All Narcissus species have a central trumpet-, bowl- or disc-shaped corona surrounded by a ring of six floral leaves called the perianth which is untied into a tube at the forward edge of the three-locular ovary. The seeds are black, round and swollen with a hard coat. The three outer segments are sepals, and the three inner segments are petals. Though the traditional daffodil of folklore, poetry and field may have a yellow to golden-yellow color all over, both in the wild species and due to breeding, the perianth and corona may be variously colored. Breeders have developed some daffodils with double, triple or ambiguously multiple rows and layers of segments, and several wild species also have known double variants.

The garden Daffodil's ancestors come from the states around the Mediterranean Sea, such as Spain and Portugal, and the Middle East, such as Turkey. The earliest record mentioned about Daffodils was around two or three hundred years BC. Grown extensively by the ancient Greeks and especially by the Romans, Daffodils nevertheless became a forgotten flower until about 1600, and even in 1860 there were fewer than 350 cultivated hybrids. Around 1629, a group of Englishmen took the Daffodil out of the weeds and put it into the garden. Daffodils were in favor again. During the days of the American experience and the expansion west, Daffodils were well established as a "must have" in the garden. Daffodils were brought to Britain by the Romans who thought that the sap from Daffodils had healing powers, but actually the sap contains crystals that can irritate the skin.

Today, daffodils are flowers that symbolize friendship and are a welcomed addition to any flower display.



	Trumpet Daffodils - The cup is as long or longer than the petals. There is one bloom per stem.		Tazetta Daffodils - Have clusters of florets (usually more than three) on a stem. The foliage and stem are very broad. These flowers are very fragrant.
	Large-Cupped Daffodils - Cup length measures more than 1/3 of, but less than equal to the length of the petals. There is one bloom per stem.		Poeticus Daffodils - Have extremely white petals and are noted for this quality. Cups are small, crinkled discs and often have green centers, surrounded by yellow, with red rims. There is one fragrant bloom per stem.
	Small-Cupped Daffodils - The cup length measures not more than 1/3 of the length of the petals. There is one bloom per stem.		Bulbocodium Hybrids - Daffodils in the "hoop petticoat" form.
	Double Daffodils - Daffodils have a clustered cup and petals. There can be multiple flowers per stem.		Split-Cupped Daffodils - Have cups split at usually more than half its length.
	Triandrus Daffodils - Have blooms that hang like bells. There are two or more blooms per stem.		Miscellaneous Daffodils - These daffodils are not classifiable by the first 11 divisions. Many are inter-division hybrids.
	Cyclamineus Daffodils - Have a wind-swept appearance. There is one bloom per stem.		Species, Wild Variants, and Wild Hybrids - Consists of the wild, natural daffodils.
	Jonquilla Daffodils - Have small flowers with flat petals. There are usually one to three blooms on a stem. They are very fragrant. The foliage is narrow and reed-like.		Miniature Daffodil - Miniatures have the same descriptive divisions as standards, only with smaller blooms, usually less than 1½ inches in diameter.



AIFD Northeast Chapter Prepares for the Philadelphia Flower Show!

Now that the holidays are over the Northeast Chapter of AIFD is gearing up once again for the 2010 Philadelphia Flower Show. The Chapter is very excited about this year's theme, "Passport to the World," and The Northeast Chapter's assigned destination of South Africa. The Chapter has decided to interoperate a South African Zulu tribal village—complete with beehive huts, tribesmen, shields, giraffes, lions and a collection of tribal masks. Northeast has a great line up of designers this year as we always do and there is still LOTS of work to be done. This is where you (and any of your friends) come in. Set up week is Feb. 22-26. Opening day is the 27 and the show closes March 7. Northeast is looking for volunteers throughout the show to help with set-up, clean-up, greeting visitors and other important tasks. The busiest days will be Wednesday, Feb. 24 - Friday, Feb. 26. The Chapter would appreciate any time you can give and would love to see you in Philly. Contact **Ron Mulray AIFD** (215-632-6270 or ronmulray@aol.com) or **Adriene Presti AIFD** (609-737-0556 or dahliafc@aol.com) with any questions.





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AIFD ACCOLADES



NEIL WHITTAKER AIFD, NDSF, FSF, from England is to Represent the United Kingdom in the Interflora World cup in Shanghai, China in March. It would be a pleasure to bring this home for the UK and also for the membership of AIFD.

Wayne Esterle AIFD, KMF of In Bloom Again in Louisville, Ky., finished first overall in the Mid-America

Cup Invitational at the Arkansas State Florist Convention. First prize was \$2,000 in cash, a \$1,000 Teleflora scholarship and the opportunity to compete in the national Sylvia Cup in 2010 at the Society of American Florists national convention, plus \$500 towards expenses of attending. Wayne competed in the event as part of his winning the Kentucky Florists' Association's Kentucky Cup at their convention last year.



GOT NEWS??

Has something exciting happened to you, your chapter or do you know of an AIFD member who doesn't want to toot their own horn but needs to?

Have you been involved in a research or community service program that you'd like the rest of the membership to know about or get involved in?

Have you received an award or honor? Have you received a promotion or been named to a new position?

Has you or your chapter been making headlines in your local paper or favorite trade publication?

If you have any ideas for topics you would like to see featured in *Focal Points*, or any articles that you've written that you believe would be helpful and educational, we want to hear from you!

E-mail your tips, ideas, articles and images to Erika Williams, director of communications, at erikawilliams@assnhqtrs.com or call (410) 752-3318 with questions.



Special Thanks:

To all my AIFD friends that have been for supportive during my recent open heart, aortic valve replacement surgery. Your cards, flowers, e-mails, facebook messages, thoughts and prayers have meant more to me than you imagine. We are in the business of bringing hope and cheer to people. Until you experience it as a recipient, you cannot imagine just what an impact it makes. I am improving each day and soon will be back

to my "old" self. Thanks to each of you from the bottom of my heart for the part that you made in my recovery. Love Ya! **Wilton Hardy AIFD**

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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 **Mary Linda Horn AIFD**, an AIFD Director.

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

Mary Linda: As a Free-lance design consultant, my responsibilities range from holiday production, event/wedding consultations, and teaching, to showroom displays, special and event work. One of the most important tools that a free-lancer has is to understand what the client needs and/or desires. The client must understand what can reasonably be accomplished. With clarity on both sides this is a win-win for all.

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

Mary Linda: I would really like to see more involvement of the general membership in advancing awareness of AIFD to industry professionals and the public. We are making headway in this direction with the public awareness events, the volunteer committee and the mentoring at symposium, but there is a need for more of our members to be involved with building membership levels, and educating the public about AIFD and the industry.

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

Mary Linda: I was inspired by Bobbi Ecker-Blatchford AIFD, Cathy Hillen-Rulloda AIFD, and Phil Rulloda AIFD on the pathway to becoming an AIFD member.

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

Mary Linda: Teaching - on two levels.

1. Helping non-industry people understand that floral design is an art form and a profession. There is extensive education, knowledge and talent required. Understanding business is a major part of success. It has to be a balance of both.
2. Helping those in the industry understand the above statement; learning to treat themselves as professionals, artists and businesspeople. They need to know that education is what sets them apart.

AIFD: What issues are most important to you professionally?

Mary Linda: Open mindedness. A free flow of ideas and thoughts. Keeping a positive energy level.

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

Mary Linda: Gardening - it is cheaper than therapy! Almost all (maybe all!) of the best creative threads come from nature. Other interests would include painting, sewing, music, swimming, cooking and being with friends.

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

Mary Linda: Make as many connections as possible with AIFD members, and other designers and teachers that you admire and respect for guidance and critique. Attend any and all programs, workshops, lectures, etc. that can be managed. Especially if it means stepping out of your comfort zone, whether it is travelling outside your own area, meeting strangers, or even a bit of a struggle financially. If you do not push yourself to stretch and grow do not expect someone else to do it for you. There are many opportunities just waiting to be discovered - you just have to be willing to step out and find them, or better yet develop them. With the knowledge base required in this industry, anything can be accomplished.



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YOU NEED TO BE ONLINE!

AIFD has added a new photo feature to the online designer directory at www.aifd.org. If you would like to have your picture included with your directory listing, please send a color headshot of yourself to Headquarters. The image must meet the following specifications:

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

E-mail the image to:

erikawilliams@assnhqtrs.com. Make sure it is labeled with your first and last name.

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March 12-14, 2010

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May 21, 2010

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Kennett Square, PA

July 1-2, 2010

2010 Professional Floral Design Evaluation
Boston, MA

July 3-8, 2010

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July 2-3, 2011

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July 4-9, 2011

2011 National Symposium
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Digital design libraries filled with fresh designs for Valentine's Day are available for your use on www.oasisfloral.com/valentine.

OASIS Floral Products has made more than 50 Valentine's Day arrangements available for retail florists to download to their own Web sites and share with consumers. The idea is to provide florists with the tools and resources they need to achieve successful Valentine's Day sales. The downloadable photos will help florists show a variety of arrangements that can be custom made for Valentine's Day, and to convey the excellent quality and beautiful design they get from florists.

Just visit www.oasisfloral.com/valentine, and click on the "Arrangements" button to view more than 50 different designs. Save the images and host them on your shop's Web site. OASIS Floral Products will send you their exclusive 'Get Fresh' Valentine's Day 2010 t-shirt if you send them a link to your site with these images. Get full details at www.oasisfloral.com/valentine.



For additional design ideas to share with customers, how-to videos, product information and more visit us at www.oasisfloral.com, www.youtube.com/oasisfloral and www.facebook.com/oasisfloralproducts.



AIFD NORTHWEST BOARD OF DIRECTORS OPEN FOR CANDIDATES



The AIFD Northwest Region Board of Directors has positions opening in 2010. If you would like to bring your ideas and enthusiasm for AIFD to a dedicated (and friendly) team, please contact **Past President Ian Whipple AIFD** at thefloralartist@gmail.com to become a candidate.

Experienced Board Members who are interested in executive positions, are encouraged to contact Ian as well.