

Focal Point

AIFD Announces 2011 PFDE Results 21 Invited to Become AIFD, 35 New CFDs Designated

Twenty one of 79 candidates who participated in the American Institute of Floral Designers' (AIFD) Professional Floral Design Evaluation (PFDE) in San Francisco were successful in their quest to receive an invitation to become an Accredited Member of AIFD, it was announced by AIFD's Membership Chairman **Joyce Mason-Monheim AIFD**.

Additionally an impressive 35 candidates had their design work evaluated high enough to receive the Certified Floral Designer (CFD) designation, AIFD's newest designation program.

Held July 2 immediately prior to AIFD's acclaimed National Symposium, the PFDE provides the Institute a forum in which candidates seeking to become Certified Floral Designers (CFD), with the ultimate goal of becoming an Accredited Members of AIFD, can be evaluated based on ten points of professional floral design including mechanics, balance, color, theme, line and creativity.

The candidates who were successful in achieving evaluation marks high enough to receive the AIFD designation have been invited to be inducted as members of AIFD during its 2012 Symposium which will be held July 12-16 in Miami, Fla.

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read more!

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President's Welcome

Sharing Allows You to Internalize and Personalize Knowledge

WOW, it is hard to believe that it has been three months since we were all together enjoying beautiful San Francisco, greeting friends, making new ones and enjoying the wonderful educational programs brought to us by **Leanne and David Kesler AIFD**. What an exciting time we had and it just makes us hungry for what **Sylvia Bird AIFD, AAF, PFCI** and **Tina Coker AIFD, AAF, PFCI** have in store for us in Miami. Keeping current with trends and design both fill us with passion and the desire to share our knowledge with fellow designers as well as to all who appreciate the beauty of flowers. It is not only important to keep the passion alive in ourselves, but equally important to share this with others.

One of the best ways to experience personal growth is to share the knowledge with others on a regional, national and international level. Sharing allows you to internalize and personalize the knowledge. It also promotes a better understanding of the information when you share it with others.

Being a resource of knowledge helps those who are striving to better themselves to have a contact on a regional level so they can easily contact a member with questions. One of the ways you can help as a member is to promote the values of the Accreditation and Certification process to members and non members. Achieving the certification of CFD and AIFD validates your level of skill in design and allows you to share in a global friendship of other passionate designers.

Since AIFD is a living and learning organization, we develop and morph as a result of pressures both positive and negative within the organization. Our goal is to be both efficient and effective. This is a constant state of examination and this evaluation process helps clue us as to what areas need attention and what areas are moving in positive directions. This being said, the leadership of AIFD is scheduled to participate in a strategic planning meeting in January 2012 to evaluate our current short term and long term goals as an organization that is growing both nationally and internationally. We want to be able to meet as many of the needs of our members as possible while still maintaining and strengthening our organizational wholeness and wellness. This planning meeting allows us to re-evaluate our current goals and to strengthen areas that are viewed as deficient. We are excited to participate in this opportunity and will keep you informed of the results.

As the leadership of AIFD strives to better itself as an organization, now is a good time to ask yourself on a personal level what you can do to make the organization better and stronger. While not everyone may be able to serve on a national level, there are many ways for you to still be active on a regional level. AIFD is a volunteer organization that depends on its members to make the organization valuable for all. As the 2011 -2012 year progresses, it is never too late to get involved with a project or committee. Time is our most valuable commodity we can share. Do consider sharing a bit of your time and talent to strengthen AIFD. It is a great investment that nourishes and binds us together for the good of the organization. AIFD is as effective as you make it. Make it stronger by getting involved today!

Sharing in your love of flowers,



Tom Bowling AIFD, PFCI



AIFD MARKETPLACE

The leaves are changing colors, the days are getting shorter and the mornings have that familiar chilly nip to them...signs that the winter season is upon us. Time to do the inevitable flip of the wardrobe. Put the spring and summer tank tops and shorts away and bring out the long pants and sweaters. Your winter wardrobe is not complete, however, 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.

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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



• Pictured above: The AIFD Board of Directors met in Las Vegas in early October to begin planning the 2013 Symposium that will take place June 29 - July 3, 2013 at the Paris Las Vegas Hotel. The table decorations were made by SAIFD students of the College of Southern Nevada.

• Attention all AIFD members - We are seeking volunteers for committees. AIFD is looking for members who are willing to serve on Committees. Contact President Elect **Ann Jordan AIFD, AAF** at ann@ajdesigns.us if you are interested.

• **BJ Dyer AIFD, AAF, CPF** had a feature article in the October issue of SAF Floral Management Magazine.

• An AIFD member and a CFD member were noted for their high levels of service and dedication to the floral industry and their local communities, with their induction on Sept. 15 into the prestigious ranks of the Society of American Florists' American Academy of Floriculture (AAF). **Robbin Yelverton AIFD, AAF, PFCI** of Blumz...by JRDesigns Floral & Event Professionals in Detroit and Ferndale, Mich. and **Jenny Behlings CFD, AAF, PFCI, SDCF** of Jenny's Floral in Custer, S.D. were honored.

• The International Floriculture Trade Fair is taking place Nov. 2-4, 2011 in Holland. This show is an industry wide event serving all segments of the floriculture chain from breeders, propagators and growers to the fresh flower trade. More information is available at www.iftf.nl.

• The largest plant fair of Eurasia "Flower Show Turkey 2011" is taking place December 15-18, 2011 in Istanbul. This will be opened to visitors and will feature over 300 exhibitors from 15 different countries. More information can be found at www.flowershow.com.tr/en.

• **Joe Mineo AIFD** and his sister Anna Howells were featured in the July 2011 issue of Florists' Review. Their shop, Something New Florist, in Canfield, Ohio was highlighted for their annual Christmas open house. You can find the article on page 67.

• The North East Floral Expo (NEFE) "Flowers of the World of Wonder" will be taking place Friday, March 9, 2012 at 5:30 p.m. - Sunday, March 11, 2012 at 4 p.m. at the Sturbridge Host Hotel in Sturbridge, Mass. This event is being put on by the Connecticut Florists Association. Up-to-the-minute details can be found on the Official Facebook page at www.facebook.com/groups/NortheastFloralExpo/. Registration information is available at www.northeastfloralexpo.com.

• **Bobbi Ecker Blatchford AIFD, PFCI, AAF** (pictured right) kicked back and relaxed at her birthday party on Oct. 2, 2011 at the Waverly Health Center Tendrils Rooftop Gardens in Waverly, Iowa. Bobbi was surrounded by friends and family and had a wonderful time.



• 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.

• **Stephanie Englebert AIFD** was featured in the June 2011 issue of Floral Management (pg.40). She was highlighted for picking up the pieces after tornadoes and floods hit her town of Tuscaloosa, Ala. She was able to open up her shop again within nine days in the same location!

• In the August 2011 issue of Floral Management, there is a book review on *The Language of Flowers* by **Vanessa Diffenbaugh** that is creating a buzz (pg. 32). There is talk that it might become a movie!

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WELCOMING THE BEST

Held July 2 immediately prior to AIFD's acclaimed 2012 National Symposium, the Professional Floral Design Evaluation (PFDE) provided the Institute a forum in which candidates seeking to become Certified Floral Designers (CFD) and Accredited Members of AIFD were evaluated based on ten points of professional floral design including mechanics, balance, color, theme, line and creativity.

"The CFD and AIFD professional designations salute a floral designer for his or her artistry and provides consumers with a tool to use for selecting quality professional work," said **Bill McKinley AIFD**, chairman of AIFD's CFD Development Committee.

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

AIFD Invitations

Jenny Behlings CFD

Jenny's Floral
Custer, S.D.

Rosie Palomino Cardenas CFD

Phoenix, Ariz.

Audrey Chaney CFD

Botanica Floral Designs
Wilton, Calif.

Carol Chapple CFD

Little Fish Designs
Robbinsdale, Minn.

Angela Darrah CFD

Angela Darrah Designs
New Orleans, La.

Katherine Davies CFD

Mesa, Ariz.

Lee Gallison CFD

Altadena, Calif.

Yoon-Hee Heo CFD

Raonjena Flower Shop
Seoul, South Korea

Wendy Infanger CFD

Rexburg, Idaho

An Ja Jeung CFD

No won-gu, Seoul,
South Korea

Jin Kim CFD

Seoul, South Korea

Jennifer Lato CFD

Michael Daigian Design
San Ramo, Calif.

Adelaide Linn CFD

Ambler, Pa.

Anita Kuen Yee Mok CFD

Brighten Floriculture Ltd.
Tai Po, NT, Hong Kong

Sharrai Morgan CFD

Holly's Fine Flowers
Port Townsend, Wash.

Kimberly Nelson CFD

Kimberly Nelson Floral Designs
Phenix City, Ala.

Katie Noonan CFD

Noonan's Wine Country Designs
San Luis Obispo, Calif.

Ania Norwood CFD

Newport Coast, Calif.

Rachelle Nyswonger CFD

Flowers by Rachelle
Chico, Calif.

Philip Rice CFD

East Sac Florist
Sacramento, Calif.

Misha White CFD

Calgary AB, Canada

New CFDs

Danelle Ariaz CFD

Manteca, Calif.

Dawn Block CFD

Oakbank, Canada

Christopher Branham CFD

Middlesboro, Ky.

Jasmine Jung Ah Chae CFD

New York, N.Y.

Ok Kyoung Choi CFD

Yangcheon-gu, Seoul,
South Korea

Hyejin Chon CFD

San Ramon, Calif.

Leisa Cook CFD

Belgrade, Mont.

Victor Erarte CFD

Capital, Dominican Republic

Andrea Fitzpatrick CFD

Dana Point, Calif.

Ashley Greer CFD

Alexandria, Va.

Mariko Hashimoto CFD

San Jose, Calif.

Jacqueline Ahne Juhlke CFD

Sunset Beach, Calif.

Minju Jung CFD

Sunnyvale, Calif.

Jinseok Kang CFD

Seoul, South Korea

Dae Sun Kang CFD

Goyang, Gyunggi-do,
South Korea

Sawako Kano CFD

Shinjuku-ku, Tokyo, Japan

Bo Seung Kwak CFD

Nam-Ku, Busan, South Korea

Terence Mun Wa Lai CFD

Hong Kong, China

Min Sook Lee CFD

Yong san-gu, Seoul,
South Korea

Karen Leroy CFD

Ottawa, Canada

Jessica Wai Mui Li CFD

San Francisco, Calif.

Keiko Maeda CFD

Nagasaki, Japan

Michiko Matsumoto CFD

Fort Lee, N.J.

Susan McLeary CFD

Ann Arbor, Maine

Cara Prescott CFD

Jamestown, N.D.

Kyle Roberson CFD

Tampa, Fla.

Roxana Rodriguez CFD

Torrance, Calif.

Rey Rodriguez AAF, TMFA, CFD

Plesanton, Texas

Ivana Royse CCF, CFD

Bellflower, Calif.

Doriswati Suradilaja M.D., CFD

Phoenix, Ariz.

Tomomi Takazakura CFD

Gunma, Ota-shi, Japan

Yoko Tanaka CFD

Otsu, Shiga, Japan

Chikako Uzawa CFD

Mission Viejo, Calif

Elisa Valdez CFD

Clovis, Calif.

Arthur Williams CFD

Denver, Colo.

AIFD Member Neil Whittaker Named Interflora Florist of the Year

He also placed in the 2011 Europa Cup for Florists

First prize in the esteemed Interflora Florist of the Year 2011 competition, held during the recent RHS Tatton Park Flower Show, has been won by **Neil Whittaker AIFD, NDSF, FSF**. The well-known designer had to champion over ten other top florists to add another notch to his already well-decorated belt.

The theme for the Florist of the Year competition was 'Garden Show Time,' a concept inspired by the Victorian gardens and woodland surrounding the Tatton Hall estate. Contestants had to create four designs, each based on a different scenario, the details of which they received up front so as to give them ample time to practice and prepare. With his extraordinary floral creations, Whittaker won no less than three out of four.

The Manchester-based flower designer has been on a winning streak for a while now, also laying claim to the BFA Florist of the Year title twice in the last few years. He has won two gold medals at the Chelsea flower show in the past, and even ranked 7th in the world at last year's Interflora World Cup in Shanghai.

Because of his win at the BFA Florist of the Year competition earlier, Neil represented Great Britain at the Europa Cup for Florists that took place in Havirov in the Czech Republic from August 31 - September 5, 2011 where he placed third.



Above l-r: Anthony Williams, (Neil's assistant in the Europa Cup), Lynda Owen (team manager), Mark Ward (President of British Florist Association) and Neil.



**Article courtesy of florint.org.*

**Photos courtesy of www.lynda-owen.co.uk/blog/.*

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AIFD ACOGLADES

Christopher Collum AIFD, TMF received Florist of the Year at the 58th Annual West Texas New Mexico Florist Convention that take place in Amarillo, Texas in August. The Florist of the Year is presented to a member of WTNM for exceptional advancement of the floral industry within the WTNM Florist Association. Nominations for the award are to be made in

letter form by WTNM members. Suggested criteria are: most new members brought into WTNM, outstanding contribution to the local community, furthering standard practices by continuing education of new florist and the floral industry, new merchandising ideas and new promotional ideas. The Florist of the Year award would be for any member who has contributed greatly to the floral industry. 🌸



Lynn Lary McLean AIFD, AAF, PFCI, TMF, owner of Lary's Florist, Inc., in Friendswood, Texas, was honored for a lifetime achievement in floral presentation when SAF's Professional Floral Communicators - International (PFCI) presented her with the Tommy Bright Award on Sept. 15 during SAF Palm Springs 2011. 🌸



Tony Palmieri AIFD of Datura-A Modern Garden in Middletown, Conn. is the National Floral Designer of the Year. Competing against designers from 11 other states in Minneapolis October 1, Tony brought home the first-ever national title for Connecticut. Tony received a check for \$1,000 in the match-up sponsored by Teleflora. 🌸



**Article and photo courtesy of The Connecticut Florist Association.*



On Wednesday, Sept. 28, 2011 the AIFD Northeast Regional Chapter held a fall design show and scholarship fundraiser event "The Language of Flowers...Fall and Holiday" at the Baystate Farm Direct in Wilmington, Mass. Designers **Michael Derouin AIFD, AAF, PFCI** and **Theresa Colucci AIFD** showed beautiful creative designs featuring fresh flowers and some faux for the autumn and winter holidays. Pictured above from left to right are: **Ann Jordan AIFD, AAF**, **Cindy Mattson AIFD**, **Michele Miracle-Feld AIFD**, **Robin Weir AIFD**, **Michael Derouin AIFD, AAF, PFCI**, **Suzanne Sampson AIFD, NHMFD**, **Lisa Greene AIFD, AAF, PFCI**, **Lori Kunian CFD**, **Theresa Colucci AIFD**, **Beverly McClure AIFD** and **Janet Black AIFD, AAF PFCI**. 🌸

GOT NEWS???

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

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

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

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

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

E-mail your tips, ideas, articles and images to **Molly Baldwin**, director of communications, at mollybaldwin@assnhqtrs.com or **Janet Black AIFD, AAF, PFCI**, newsletter editor, at designsflorist@live.com or call (410) 752-3318 with questions.



What is the one word AIFD is using to describe the upcoming 2012 Symposium being held in Miami, Fla.?

HOT

Hot designs...hot events...hot inspiration.

From July 12-16, 2012 the leading floral designers in the world will take over the Hyatt Regency and show Miami something it's never seen before. You don't want to miss being a part of this event that is sure to make the record books. So, mark your calendars now and start getting ready today!

JUST ANNOUNCED...Back by popular demand, Dutchman Pim van den Akker, who ranks among the top international florists and designers, is scheduled to return to the design stage! His high energy and inspirational program from the 2011 Symposium drew a large crowd and he is sure to not disappoint in Miami.

Caliente now has its own Facebook page! This page will feature the most up to date news and happenings going on with the 2012 Symposium. Be sure you are in the loop and like the page now at www.facebook.com/AIFD.Symposium.



Shoes Fit for a Princess

How about this for a floral wedding accessory to add to your portfolio – shoes decorated with real flower petals! Florist **Nikola Mihailovic** is rushed off his feet providing wedding shoes for brides, which he painstakingly decorates with real flowers.

Nikola, from Gornji Milanovac in Serbia, travels to weddings with a small battery-powered fridge to keep the blooms fresh until the moment the bride walks down the aisle.

"Every girl wants to look like a princess on her wedding day and I've found a great way for them to feel that way," he says. "It started when I did them for a friend and people kept asking and asking. I now have customers all over the world."

**Article and photo courtesy of Florist & Wholesale Buyer, www.fandwb.com/*



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Everything You Need to Know:

Chocolate Queen Anne's Lace is a fairly new product to the market and one that Transflora/Delaware Valley Floral Group has been featuring in their California Selections. It is an inspired addition to Fall arrangements. It goes great with dark reds, bronze, deep purples. Pair it with the Cotinus/Smokebush from California for some elegant fall wow factor.

Common Names: Ammi majus, Queen Anne's lace, and Bishop's Weed

Botanical Name: Ammi majus, (AM-me)

Availability: Year round

Vase Life: 3 to 5 days

Storage Temperature: 36 to 38F

Ethylene Sensitive: Yes

Description: Delicate, white compound (lace like) flower clusters, 3 to 6 inches across.

Colors: White, chocolate

Botanical Facts: The plant is native to the Mediterranean.

Design Notes: Queen Anne's lace is very airy and works great as filler. It will round out a summer bouquet and give it a soft, full, garden look.

Processing: Process same as you do for traditional Queen Anne's Lace & Green Mist: Process immediately upon arrival, remove lower foliage, remove 1-1.5" from stem; place into room temperature or tepid water; soak for 3-4 hours depending on degree of cut point, overnight if very tight; place in cooler.

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

Additional Notes: In season Queen Anne's Lace is abundant along roadsides vacant fields. Harvest in the cool, early morning when there stems are fully rehydrated and the blooms are in a closed state. Harvest more than you need, and discard product that does not hydrate.

**Sources - The Floral Design Institute, www.floraldesigninstitute.com and Delaware Valley Wholesale Florist, www.dvwf.com.*





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ONLINE CLASS SCHEDULE

Introduction to Floral Design

Jan. 3, 2012

Elements & Principles of Design

Jan. 3, 2012

Design Techniques & Applications

Jan. 3, 2012

Arrangements: Everyday & Sympathy

Nov. 1, 2011 Feb. 21, 2012

Personal Flowers: To Wear or Carry

Nov. 1, 2011 Feb. 21, 2012

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 - Photography Experience

Portland, OR - April 21, 2012 - Body Flower Experience

Orlando, FL - Sept. 8, 2012 - Body Flower Experience

Oklahoma City - Sept. 15, 2012 - Bouquet Experience

Milwaukee, WI - Sept. 29, 2012 - Body Flower Experience

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AVAILABLE NOW! Online 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.

AIFD Member Wins Grand Prize in Sylvia Cup Competition

Noted for his “flair” and “clean design,” **John Hosek AIFD, PFCI, CAFA, CF**, of the Design Circle, in Verona, Wis., won the grand prize in the 44th Annual Sylvia Cup Design Competition on Sept. 15 during SAF Palm Springs 2011, SAF's 127th Annual Convention. As grand prize winner, Hosek received \$2,500 from Smithers-Oasis, an engraved silver champagne trophy and complimentary registration to the next SAF convention, SAF Palm Beach 2012.

“With an exceptional artistic flair, John’s creations exemplified clean design consistently,” said **Lisa Weddel AIFD, PFCI**, of L. Weddel Design, Highlands Ranch, Colo., who coordinated the Sylvia Cup Design Competition.

“Can you put ‘wahool’ in words?” joked Hosek, adding that he did a “little jump dance” when he heard his name announced as the winner at the awards dinner. “When you win an award with your friends and peers around you, it’s just joyous. It was a really exciting and fun competition with a lot of talent in the room.”

Hosek’s designs collectively scored the highest. The next two highest scores received honorable mention awards: **Cindy Anderson AIFD, PFCI**, a freelance designer in Colorado Springs, Colo. and **Cherrie MaiHoa** of Queen’s Flowers and Gifts in Huntington Beach, Calif.

Contestants had two hours, the same product assortment and a surprise task to create three designs: a cascade bridal bouquet, memorial tribute for a cremation service and a hotel registration desk floral arrangement.

The top three scores in each design category received first, second and third place ribbons. For the Cascade Bridal Bouquet, **Roslyn Dodds AIFD**, of Jasmine Creek Florist in El Cajon, Calif.; John Hosek AIFD, PFCI, CAFA, CF; and Cindy Anderson AIFD, PFCI, got the first, second and third place ribbons, respectively.

For the Hotel Registration Desk Piece, John Hosek AIFD, PFCI, CAFA, CF; Cherrie MaiHoa and Cindy Anderson AIFD, PFCI, received the first, second and third place ribbons, respectively.

For the Memorial Tribute for a Cremation Service, Cherrie MaiHoa; John Hosek AIFD, PFCI, CAFA, CF; and **Gerry Gregg AIFD**, of The Flower Market in Chico, Calif., received the first, second and third place ribbons, respectively.

For more information on the Society of American Florists and the Sylvia Cup Design Competition visit www.safnow.org.



From left, grand prize winner John Hosek AIFD, PFCI, CAFA, CF; overall honorable mention winner Cindy Anderson AIFD, PFCI; and overall honorable mention winner Cherrie MaiHoa.

**Article and photo courtesy of the Society of American Florist's Wednesday, Sept. 21, 2011 E-Brief newsletter.*

An advertisement for 'Flowers & magazine'. It features a photograph of a red anthurium flower in a clear glass vase, with long green grass-like foliage. The background is a solid light green. The text 'Flowers & magazine' is written in a large, red, serif font. Below it, in a smaller red font, is the tagline 'Your first choice for floral design inspiration.' At the bottom, the website 'www.flowersandmagazine.com' is listed in a black sans-serif font.



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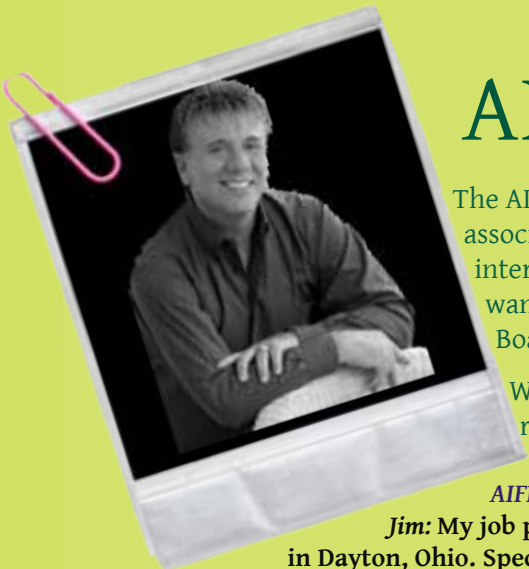
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AIFD Leadership Profile

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 **Jim Rauch AIFD, OCF**, North Central Chapter regional representative.

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

Jim: My job position is President and Event Director at Unique Designs Florist Studio, Inc. in Dayton, Ohio. Specific responsibilities include event planning and production, daily fresh flower buying and production, marketing.

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

Jim: My personal goal for the advancement of AIFD is to make the public aware of who we are and what we do. It is my belief that in this new age of consumer flower purchasing, our organization and its talented members need to be thought of as the “go to” people for the flower/design purchasing public. We need a member to go on “Oprah” - Janet, you would be the perfect representative for us!

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

Jim: I have been so fortunate to have had many many mentors. However, the beauty of flowers and the emotions that they evoke has been what has driven me through my entire life. Actually ever since the age of nine, when I tried to tape a white double petunia blossom as a corsage LOL of course it was wilted within minutes, I was not deterred!

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

Jim: What do I really love to do? I love the initial conceptual planning, sketches, meetings with clients for event work. Special talents? Compared to the overwhelming talents in our organization, I really feel as if I have no “special” talents. However, I have not met anyone as crazy for flowers as I am. My house is always filled with an embarrassment of them and I cannot imagine life without them!

AIFD: What issues are most important to you professionally?

Jim: I think the most important issue professionally for myself is to help educate the general public about AIFD as well as how industry accreditation can benefit the designers in our profession.

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

Jim: The majority of my time centers around my business. However I really enjoy gardening, travel, museums and art history. Current and past involvement in animal rescue organizations, the Miami Valley Literacy Council, BNI (Business Network Inc) and of course whatever AIFD Awareness Events I can help with are the things that I love. PS I also love petting my cats Phoebe and Oscar.

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

Jim: I do have some advice for aspiring designers, or anyone considering accreditation with AIFD. Please, do not wait! I attended National Symposiums for 10 years before ever considering taking “the test.” I would leave Symposium feeling so overwhelmed by the talent that I felt very inconsequential. Don't let that stop you! As designers, we all have our own unique perspectives and styles. I can honestly say during the last 10 years since my induction, I have met the most incredibly talented group of people, many of whom have become good friends. I am so sorry I waited so long to put myself “out there” - JUST DO IT!

What's Going On?

AIFD Chapter Reports

Northeast Chapter Report

Suzanne Sampson AIFD, NHMFD

Fall is starting to get in the air. With schools back in session and the rhythm of the season starting to take off.

Seeing the mums coming out and the signs for apple picking. The stores starting to put the fall foliage touches in their window displays. This only means that it was time for the NERC to have our Fall Program.

The Northeast Regional Chapter hosted our Fall Program at Baystate Farm Direct Wholesalers in Wilmington, Mass. on Sept. 28, 2011. We had two very talented designers **Michael Derouin AIFD, AAF, PFCI** and **Theresa Colucci AIFD** as guest presenters.

The event featured great shopping, a light meal, an auction, 50/50 raffle and of course the show.

Let's all get excited for the up coming seasons and get the design juices flowing. We also have pins for the Northeast Region that will be for sale too for any AIFD member in the North East that hasn't purchased one yet.

Northwest Chapter Report

Emil Yanos AIFD

Here are a few updates from our chapter. **Greg Lum AIFD** just came back from Belgium. He went and competed in the Alden Biesen, Fleur Cretif competition & show.

On October 4, **Katherine Zhang AIFD, CCF**, **Greg Lum AIFD** & **Lily Lum Chan AIFD** did a Fall & Winter program titled "Alice in the Wonderland" at KB Wholesale in Hayward.

Gerry Greg AIFD presented at the California Top Ten that took place Oct. 9 down in Los Angeles. **Greg Lum & Lily Lum Chan AIFD** also competed at the 39th Annual Top Ten Design Competition.

As a tentative program, **Toni Chow-Tibbits AIFD** & **Lily Lum Chan AIFD** will be co-chairing a spring event up in the Seattle area. They are looking into sponsors and a venue. More details will be announced as the program is planned.

North Central Chapter Report

Dan Kotecki AIFD

The North Central Chapter members (especially the Michigan contingent) have been busy planning and executing another successful public awareness event: Nature's Creative Edge. Over the years, this event has proven to be one of the most successful fundraising events for our chapter. The income from this event goes to our scholarship fund; which helps our chapter support students interested in careers in the floral industry. Photos of this year's event were not available at the time of this writing, but will hopefully be featured in the next edition.

The beautiful summer temperatures and sunny weather have us lulled into a false sense that we have plenty of time to prepare for the upcoming holiday season. Unfortunately, the snow and the cold will be here before we know it or perhaps even ready. Even though we may secretly grumble about all the work of stocking our stores and filling our appointment calendars with Christmas installations, parties, and events, we are hoping this will be the best season ever. Great preparation is the best advice in having a great season. Last minute events will always arise due to some of our client's lack of planning, but being the professionals we are, we will handle them with grace and professionalism because we are prepared.

Many of our members are busy planning events and shows that will take place after the first of the year. More information on the upcoming activities will be shared in the next edition. One of our biggest events (Our Chapter Meeting) will take place on Jan. 20 - 22, 2012 in Chicago. We have changed venues this year and all the festivities will take place at The Chicago Mart. **Loanne Burke AIFD, PFCI** has put together a very exciting educational program, parts of which will be shared exclusively with our members, and parts with the public in attendance at the Mart. This is going to be a wonderful opportunity to share what we do so well.

Until the next time, I wish you all a very busy and successful holiday season. Remember, be prepared: get all of your shopping done now, take advantage of early sales, get your cards addressed and ready to go. Try to get plenty of rest and begin each day with a smile. We only have that one opportunity to make a great first impression and establish a client for life.

Southern Chapter Report

Karen Farmer AIFD

It's hard to believe that October is here, holidays are upon us and the year is almost over. The Southern Chapter members have been busy working, playing and learning at several state conventions. Preparing for the upcoming fall board meeting and finishing up details for the Southern Chapter Conference in Orlando this coming April.

The Southern chapter members have been working tirelessly designing, sharing their expertise and ideas, and teaching others tricks of the trade. The Tennessee State Florist Association annual convention was very well received, with our very own association President **Tom Bowling AIFD, PFCI** as well as our southern members **Mandy Majerik AIFD, PFCI**, **Brita Edlbauer AIFD**, and **Larry Kramer AIFD**. Mandy was also out front at the Alabama State Convention along with our very own **John Klingel AIFD, AAF, PFCI**.

At the end of October the Southern chapter board and committee members will be meeting for our annual fall board meeting to discuss new ideas, future plans for upcoming conventions and report on progress we've made thus far. We have been working on conventions for each year through 2016. That may seem like a really long time out, but it takes a lot of work to successfully pull a convention together. And, we want each and every convention to be better and more successful than the last. It will be a long weekend, but I look forward to brainstorming with our hard working, dedicated board.

Best wishes to all for a fruitful holiday season! See you in April at the Orlando Peabody!

Southwest Chapter Report

Alex Jackson AIFD, PFCI

Congratulations and welcome to the AIFD family to the newest inductees from the Southwest Region: **Rosie Cardenas CFD**, **Lee Gallison CFD**, **Katherine Davies CFD**, **Katie Noonan CFD**, and **Ania Norwood CFD, CCF**! We are looking forward to celebrating your induction into AIFD in Miami!

A big thank you also goes to **Gerry Toh AIFD** and the SWAIFD Marketing Committee of **Jenny McNiece AIFD**, **Pam Null AIFD** and **Tony Medlock AIFD** for continuing to produce fabulous publications. If you have not yet registered you are missing out on some great ideas and tips and tricks. Check out www.designinlinemagazine.blogspot.com for our SWAIFD Design In Line e-zine. Don't forget to register also so you can receive every edition of the magazine.

SAVE THE DATE! March 11, 2012 – the Annual SWAIFD Wedding Extravaganza featuring the design expertise of **Kenneth Snauwaert AIFD**, **Ian Prosser AIFD, AAF, NDSF** and many, many more. This will be an amazing day of fabulous design, great food and lots and lots of fun and laughter. Come join the party!

South Central Chapter Report

Suzie Kostick AIFD, PFCI, MCF

Over the past couple months the Region has been buzzing with State Conventions – many of which featured esteemed AIFD members sharing their talents and ideas. We have heard back from many of our regional members of the success of their state conventions, which only goes to show that the need for education and inspirations is still alive.

Talking about education and inspiration; the South Central Region has some great educational opportunities taking place – now granted not all of them are sponsored by our great Region but we feel that if you're looking for an outlet for your creative expression there are some great options for you to consider: Teleflora's Education Center located in Oklahoma city has many classes to choose from and if you've never participated you may want to give it another look. There is also the annual Survival of the Creative Mind Conference that takes place in Taos, N.M. each fall hosted by **Hitomi Gilliam AIFD** and SC's own **Lottie Nys AIFD**. It's too late for this years exciting conference but give it some thought for 2012.

If you're looking for some springtime inspiration check out "Designing for Excellence" a fabulous workshop that helps you reach new heights in your technical, artistic and creative works. This workshop takes place at the Benz School of Design at Texas A&M in College Station, Texas and is hosted by **Lottie Nys AIFD**, **Jim Johnson AIFD**, **Hitomi Gilliam AIFD**, **Nitaya Emig AIFD** and **Mary Linda Horn AIFD, AAF, PFCI**. Now that's a motivational group!

And while your planning don't forget to include the South Central Educational and Fund Raising Event taking place March 18, 2012 in St. Louis, Mo. at the Linda Kay Learning Center associated with Baisch and Skinner. This wedding extravaganza will be hosted by your very own South Central Chapter and will be filled with education, inspiration and motivation. Everyone is invited and encouraged to bring a friend or two!

Before I sign off I want to take a moment and acknowledge one of South Central's premier members who has served as a mentor to many of us over the years. With the start of the new school year at Texas A&M, **Jim Johnson AIFD** officially begins a new chapter in his life. On behalf of the entire South Central Region I would like to thank him for his contributions to the advancement of our industry and for to those he has inspired along the way. Best wishes in your retirement and here's looking forward to all the new possibilities that await you!

And, as I said last time – there are no boundaries in AIFD, the opportunity is yours for the taking!

YOU NEED TO BE ONLINE!

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

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

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

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

If you aren't listed in the online directory contact Membership Coordinator **Kelly Mesaris** at kellymesaris@assnhqtrs.com for assistance.

Communication Center



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

August 19, 2011 - Beloved AIFD Member Passes Away

August 22, 2011 - Focal Points is Hot off the Press

September 20, 2011 - Latest News from AIFD's Gold Partner BloomNet - 10% discount for AIFD members

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!

Oops!

The phone number listed for Partner Member Hyper!Active Farms is incorrect in the AIFD directory. The correct number should be 877-225-2747. AIFD apologizes for this mistake.

Industry Friends Gather to Celebrate Jim Johnson AIFD

On Friday evening, Sept. 9, 2011, a dinner was held honoring **Jim Johnson AIFD** who retired following a 36 year career teaching at The Benz School of Floral Design at Texas A&M University in College Station. Jim Johnson was hand selected by the late Buddy Benz to take over as the school's director almost four decades ago. **Bill McKinley AIFD** now takes over that position from Jim to continue the legacy.

The event was held at the Pebble Creek Country Club in College Station, Texas with flowers being done by some of Mr. Johnson's current and former students. The evening was filled with touching stories from former students, teaching colleagues and industry friends.

It's estimated that Jim Johnson has touched more than 20,000 students of floral design in his distinguished career - quite an amazing accomplishment! Best Wishes on your retirement Jim!

Photo Captions: (top photo from left to right) AIFD members celebrating with Jim - Bill McKinley AIFD, Pat Shirley-Becker AIFD, Lottie Nys AIFD, Scott Hasty AIFD, Ken Senter AIFD, Hitomi Gilliam AIFD and Marie Ackerman AIFD, PFCI, AAF.

(Bottom Photo): Bill McKinley AIFD presents Jim Johnson AIFD with a certificate from the university recognizing his 36 years of service.



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Fall Marketing Tip - "I've Got a Golden Ticket, I've Got a Golden Ticket"

By Beth O'Reilly AIFD, TMF

The timeless tale that we all remember as children, "Charlie and The Chocolate Factory," has given inspiration to King Florist of Austin, Texas. Like chocolate, everyone LOVES flowers, right? With that in mind, people all over town are looking in their arrangements from Kings Florist to see if they have the golden ticket. Owner **Benoit Ballon AIFD** has found a fun and fantastic way to market his shop and retain valuable customer information for future marketing by implementing what he calls the "Golden Bloom." The most wonderful part about the "Golden Bloom" program is that everyone is a winner! He has printed special cards that get randomly attached to some of their daily deliveries. These cards give detailed instructions on how to find out if they have the arrangement with the golden bloom by going to their website and clicking on the golden bloom icon. They enter their ticket number and register their information to see what they have won. Head Designer **Lynsey Reece** explains, "Everyone is a winner! If they take the time to come to our site and register, then we want to reward them with something. Whether it's a free delivery on their next order or inviting them into our store to pick up a free bunch of flowers, we see it as a win-win for both of us." When customers register their information, they are actually signing up with Constant Contact as well in order to receive promotional emails and seasonal specials. Lynsey goes on to say how wonderful it is when customers actually get to come into the shop and redeem their Golden Bloom, "It gives us a one on one experience with our clients."

Benoit and his team made a big transition in July. Instead of attending "Imagine" this year, he was busy moving into his new location. The "Golden Bloom" program in combination with his new store front make the perfect pairing. It gives customers and recipients a great opportunity and an awesome excuse to come by and see the new store, it provides Benoit and his staff an opportunity to educate their clients about the floral artistry they create, they get to retain valuable information in their database of customers, and last but not least it forces people to go to their website at www.kingflorist.com and see the awesome custom designed arrangements that they offer on their ecommerce site.

Overall, the response to the "Golden Bloom" program has been great. Of all the tickets they attach to their designs, about 20% take the time to redeem them. Of those 20%, about half of those actually come into the store. They have also found that every client that redeems their ticket ends up being a quality customer that continuously comes back to King Florist for all their floral needs.



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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)
Miami, FL

July 12-16

2012 National Symposium
Miami, FL

July 16

2012 Foundation Workshop
Miami, FL

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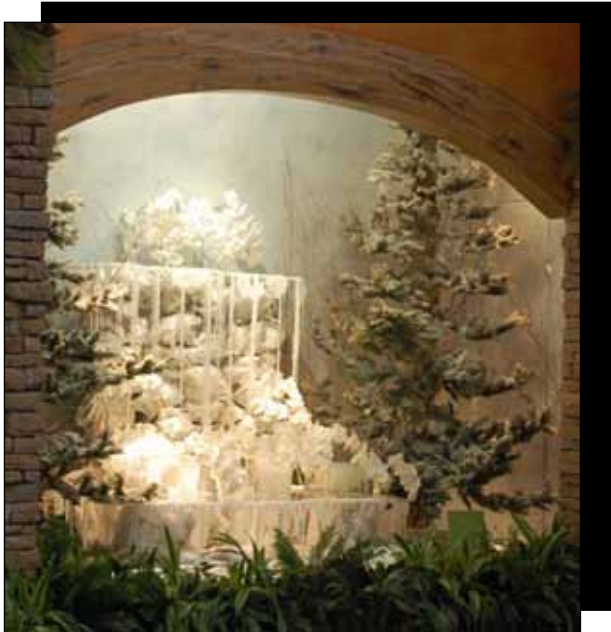


Southwest Chapter Shows Off Talent at L.A. County Fair

Members of the AIFD Southwest Chapter showed Los Angeles what they were made of after creating fabulous designs for display at the L.A. County Fair that took place from Sept. 3 - Oct. 2, 2011. Thanks to the extraordinary efforts of **Jim Hynd AIFD**, **Jim Blythe AIFD**, **Bette Lou Barker AIFD**, **Dee Yeager AIFD** and **Katie McCormick AIFD**. The designs were constantly changing and each one was better than the last! Thank you to all of you who devoted your time and energy to our region at the fair.



Design by Jim Hynd AIFD



Winter Yosemite design by Dee Yeager AIFD



(l-r) Louise Grijalva, Dee Yeager AIFD, Betty Lou Barker AIFD, Jim Hynd AIFD and Katie McCormick AIFD.



Design by Kate McCormick AIFD



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October is recognized as breast cancer awareness month and with your support of this cause Floraglas® will make a donation for every pink (MBR) case sold* to support the continuing research in finding a cure for breast cancer. In this pursuit, the emotional impact of flowers is therapeutic to the patient, as well as the loved one.

New AIFD Inductee Places First Runner Up in The America's Cup in Brazil

Newly AIFD inducted member **Jacob McCall AIFD, FSMD** of Lauderdale Lakes, Fla. was the first runner up in the Americas Cup of Floral Design 2011 that took place this July in Holambra, Brazil. Here is what Jacob had to say about his experience:

"I was honored to represent the United States in the Americas cup that took place this July in Holambra, Brazil. Actually, the same day that my fellow AIFD Inductees were being pinned I was on an eleven hour flight from Miami to Brazil. My dear friend, mentor and fellow AIFD member **Deborah De La Flor AIFD** took it upon herself to have a private pinning and induction ceremony at 32,000 feet in the air above the Amazon Rainforest! Something I will never forget! We Landed in Sau Paulo which is the largest city in the region; we had to take a bus two hours out of the city to Holambra where the competition was held. Holambra is a Dutch settlement in Brazil complete with windmills and tulip fields! Just like Holland! I was the only contestant without a team of helpers, and as you can see I managed to do pretty well! The competition was extremely hard, not knowing the local language or vendors I felt pretty nervous on day one! However after befriending some of the locals and finding a translator I was able to whip my designs into shape! The Brazilian people were extremely nice and welcomed me with open arms! Many of them will be attending "Caliente" National Symposium that takes place in Miami 2012!

I was amazed at people coming to me asking for my autograph and to take photos with me! I even had the national Brazilian news interview me. I will say it was a major highlight in my career and I feel blessed to have been asked to represent the United States! I would like to thank my sponsors FTD, Smithers Oasis and FSFA! I look forward to teaching, competing and sharing all of my knowledge that I have learned on my journey in this wonderful industry known as floristry!"

In addition to the Americas Cup, Jacob recently won the Iron Designer of America for the second year in a row!



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AIFD Member Creates Wildfire Fund for Community

More help is needed! Read below to see how you can help in the efforts!

On Sept. 4, 2011 the rural town of Bastrop, Texas (30 miles east of Austin) was hit by what turned out to be a massive and devastating wildfire. AIFD member **Beth O'Reilly AIFD** witnessed the fires first hand. O'Reilly and her family have resided in the county for the last 10 years. When it was apparent that the fires had missed her family's homes, O'Reilly went full swing into relief efforts for the town that she loves so dearly.

The extent of the damages was the worst in Texas History. Five days after the fire broke out Obama signed the declaration as a National Disaster. Over 1,500 homes were lost in the fire and the damage extended to over 40,000 acres. At its height, the fire grew to 20 miles wide by 25 miles long. It took firefighters from as far as Alaska to contain it over a 2 1/2 week period of time. During which time the community of Bastrop banded together to help one another. Many relief efforts surfaced, but O'Reilly's group started from a Facebook page two days after the fire had started.



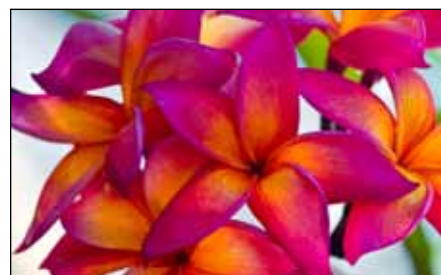
"It was very scary for most of us because we had no idea what direction the fire was heading. Because it happened over a holiday weekend, the news media did a poor job of keeping us informed. So, we all did the next best thing and turned to Facebook for eyewitness reporting. I was amazed at the amount of traffic coming to the few pages that I created. Everyone was looking for the same thing - information!" O'Reilly explained.

Beth teamed up with a local husband and wife couple, **Tiffany and Billy Roberts**, and decided to turn their attention into creating a Facebook page where people could go to help an individual family that was affected by the fires. As the numbers on their page grew, Bastrop Fire - Adopt a Family grew too. Within a week they had created a website which allowed people to view the adoption list, volunteer, adopt a particular family, donate resources, and make paypal donations. The small group of volunteers helped many families match up with others to help with medicines, paperwork, clothing, temporary shelter, and much much more.



The stories of those that lost were heart breaking from lost pets, to displaced extended families, uninsured victims, even hospice patients that needed help finding a place to spend their final days. The group, Bastrop Fire - Adopt a Family, reached out to these people and helped them in whatever ways they could. "I call it a grass roots effort of local people helping local people," O'Reilly explained. "In many instances we were able to help people quicker and more efficiently than some of the big organizations because we did not have to go through any red tape. We simply assessed the needs that we were seeing and found ways to ease and comfort those that needed it."

In the weeks following Bastrop Fire- Adopt a Family has gotten 501c3 status and will continue to make a difference in the lives of those that have lost everything. "We will be here for the long haul," says O'Reilly. "The road to rebuilding has only just begun." If you would like to help, please visit the website at www.adoptafamily.us or on Facebook at Bastrop Fire - Adopt a Family at www.facebook.com/groups/259827437382435/. Beth was also interviewed for a news story in September. You can watch that news story at www.kvue.com/home/Social-media-impacts-recovery-efforts-in-Bastrop-129503143.html.



Elite Symposium Sponsors to Date:



Some Gave All...

...Was the title of an old Billy Ray Cyrus song that dealt with those that gave the ultimate sacrifice to keep us free. Many of those now lay at rest in national cemeteries throughout the country. Last Memorial Day **Ramiro Penaherrera**, of the Flowers For Kids program, joined forces with **Kevin Clifford** of Delaware Valley Floral Group (DVFG) to provide and place over 10,000 roses at Arlington National Cemetery. Ramiro and his volunteers provided more than 10,000 stems and several hundred bouquets. Ramiro said presenting flowers to family members visiting their loved one's graves was the most emotional program he's done in his 22 years in the flower industry.

Well the stage has been set for a bigger and better presentation for 2012. DVFG will co-sponsor this special event with Flowers for Kids.

Kevin and Ramiro have partnered with the administration of the Arlington National Cemetery working to organize the 2012 Memorial Day Rose give away. The goal is to expand the event with more than 35,000 roses being donated by the 68 sponsoring farms of Flowers for Kids and distributing them from several key locations on the grounds of Arlington to the visiting family and friends honoring America's fallen heroes on Memorial Day.

"DVFG often supports various good causes, however I believe; this one is a great one and we are privileged to participate honoring the people and families that have given the ultimate sacrifice for our country. Flowers are a form of emotional expressions and the classic silent expression of a single stem placed on a headstone is perfect," Kevin said.

More than 100 volunteers will participate in 2012. The Fairfax County Virginia Fire Department has committed to 40 firemen, many of them first responders to the Pentagon on 9-11. The Volunteers will distribute two stems of roses to each visitor, one to place on a headstone and one to take home in remembrance of their friend or relative. DVFG will also provide a service for those that are unable to visit, by contacting the cemetery we will then place a rose on a headstone and take a digital picture. The picture will then be sent to the loved one. The final component will be to provide red, white and blue bouquets to the mothers that have lost a son or daughter in the line of duty. If you would like to volunteer, or would like to help sponsor the event, please contact Kevin at kclifford@dvfloralgroup.com or 856-468-7000, ext. 1342 or Ramiro at robin@flowersforkids.org or 202-386-6169.

Ramiro and Kevin wish to expand to five other actively visited National Cemeteries in the Northeast in 2012. If you would like to present roses at a National Cemetery near you contact Kevin, Ramiro, or your DVFG representative.



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