

# Focal Point

## Welcome to Miami, Bienvenidos a Miami

**I**n just a few weeks, floral designers from all around the world will travel to Miami to spend a few days learning, gaining inspiration, making memories, and for some, officially becoming an accredited member of AIFD.

Let's look at some of the highlights of the upcoming symposium. And if you haven't registered yet, there is still time! Also, see page five for a fun design contest taking place in Miami.

### ***SAIFD Student Competition and Reception***

These students are the next generation of floral designers. Come out and support them in their journey. See their fresh, inspirational designs and vote for the People's Choice Award Design. The Student Reception "SAIFD Students Radiate in Miami" is taking place Thursday, July 12 at 6:30 p.m.

### ***"Ho'olaule'a" Awards/Induction Dinner***

Help welcome AIFD's class of 2012 Inductees and honor the 2012 Award winners who have distinguished themselves as promoters of flowers and AIFD. Join us as we salute these wonderful florists and be inspired by their achievements. The Awards Presentation is taking place Saturday, July 14 at 6:30 p.m. with dinner and dancing to follow at 8 p.m.

### ***Over 15 different Education Programs to Attend***

With program titles like "A Fresh Way to Look at Christmas," "The American Floral Trends Forecast 2012-2013," "Texture of Tango," and "Some Like It Hot," there is something for everyone. You will leave each education program inspired and in awe.

### ***World Class Designers Serve as Program Presenters***

Learn the most from the best at this year's symposium. We have lined up twenty featured floral designers to serve as program presenters...and boy are they ready to lead you through an inspirational journey! Each designer brings their own focus and flair to their presentations so you are bound to learn many different techniques and tricks.

If you haven't already, make today the day you decide to join several hundred other floral designers in what is being called the event of the season!

**Register now at [www.aifd.org](http://www.aifd.org)!**

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# President's Welcome - Spring into Action

Can you believe it? "Caliente" is less than a month away and what a HOT time will be had by all in Miami this year. We are so looking forward to seeing you there. It truly is one of the most prestigious events in the floral industry and we know you wouldn't want to miss it! **Sylvia Bird AIFD, CFD, PFCI** and **Tina Coker AIFD, CFD, PFCI** have assembled this year's line-up of stimulating programs. These will once again energize you and keep those creative juices flowing all year long! We are indeed blessed to have this symposium opportunity in our industry and look forward from year to year to see what new and exciting things are happening in the floral industry.

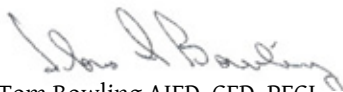
Our Partners are a BIG part of the success of our Symposium. We are so fortunate to have the great support they give to make AIFD successful. This is a wonderful relationship and partnering only leads to strength for the industry. We as members of AIFD have an obligation to support them as well. We need everyone to do their part to make the Partners Expo a success at Symposium. Your attendance, product orders and a sincere thank-you for all you do will go a long way to ensure the continued support of our valuable partners. Please take the time to say thank-you and to patronize those vendors who support us! Not attending Symposium? You can still support them all year long with product orders.

We are thrilled to be inducting 21 new members into the AIFD family! Our sincerest congratulations are extended to you and we welcome you with open arms! It has been a long journey to make this happen and we celebrate your success! We also want to wish our PFDE Candidate's our best wishes for your success as you participate in your testing experience. This desire to be a leader in the floral industry as well as in your community is what separates you from other floral designers. AIFD is not just about design; it is about service to the community and AIFD in addition to the sharing of knowledge. Who better to do this than our own members? It is important to keep informed of the changes and requirements that impact you as a member of AIFD.

As we continue to move forward and grow as an organization, we must continue to morph and move in directions that may seem a bit uncomfortable or totally unfamiliar. That is the value of electing a strong National Board and Regional Board to help guide the organization to ensure future success. It is important to speak up and speak out and to let your voice be heard. We are always open to suggestions and welcome your thoughts on moving the organization forward in a positive manor. One of the best ways to make a difference is to get involved in your organization whether on a local or national level. There are lots of committees and task forces that would gladly welcome you and would be happy to have you on board! Don't forget if you are attending "Caliente," make arrangements with our Volunteer Coordinator **Janet Frye AIFD, CFD**. As past volunteers will confirm, there are wonderful opportunities to be had throughout symposium and this is a great way to make "Caliente" even more of a personal experience! Speaking of making changes and moving forward, check out the new AIFD website. Talk about amazing! We want to thank all the staff at AIFD Headquarters for all their time, effort, and energy they have extended to this project to make it easier for our membership and the industry to keep up with what is happening. Way to go HQ staff!

As I conclude my year as President, I look back on what a wonderful opportunity I have had to be a part of such a phenomenal organization. I have met many members around the country and the world in my travels. I have interfaced with the leaders of AIFD on a professional and personal level and I would not have had this opportunity had I not said yes to be a part of the board 10 years ago. I can't thank the Committee Chairs and Board Members enough for all you have done and will continue to do for AIFD. Thank you to all my friends, family and to the Shaner Company for all the help and support this past year. And most of all thank you, the membership, for all your contributions to the success of AIFD.

Best wishes to President-Elect **Ann Jordan AIFD, CFD**, and her committee's for a grand year to come!

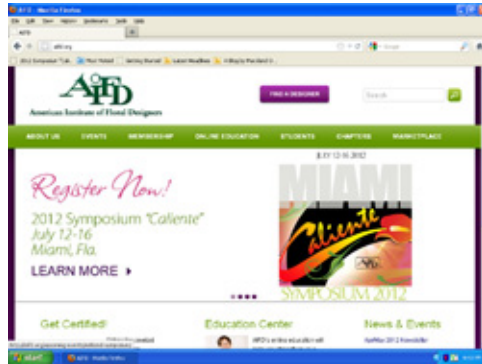


Tom Bowling AIFD, CFD, PFCI



## Notice Something Different at [aifd.org](http://aifd.org)...

That's right, AIFD's website got a facelift! Introducing the new [aifd.org](http://aifd.org)... cleaner, simpler, more easy to navigate. As with anything that takes a huge renovation, there are still some kinks we are working out. So please, be patient while we work on getting it perfect but in the meantime, explore and enjoy your new website!



## Volunteers Needed for First Timer's Orientation and Tour at 2012 Symposium

Are you looking for a great place to serve at the 2012 AIFD Symposium "Caliente?" Give yourself the pleasure of joining the "First Timer's Orientation and Tour" and share your love of AIFD and passion for National Symposium with first time attendees. It is a great way to make new friends and encourage future membership. This special program begins at 5:30 p.m. on Thursday, July 12 in the Hibiscus Room (lower level Hyatt Regency). Joining us will be an enthusiastic group of potential members who need YOU as a mentor. While strolling along with first time attendees, you will have the opportunity to answer questions and share other information about AIFD and Symposium. Throughout Symposium you as a "mentor" will have a ribbon identifying you as a special someone who can be asked for details regarding all things symposium related. It is one of the many excellent ways to share your enthusiasm for all things AIFD during "Caliente." We need you! Questions? Contact **Sharon McGukin AIFD, CFD, PFCI** at 770-832-1897 or [sharonmcgukin@yahoo.com](mailto:sharonmcgukin@yahoo.com).

## Join Fitz Design Body Flower Design Contest

It's easy! It's fun! And, you can win a FREE Education Only Registration to AIFD's 2013 National Symposium "Passion" in Las Vegas, June 28 - July 2. A prize will be awarded in both the mens and ladies floral adornment categories. Visit the AIFD body flower desk in the lobby of Riverfront Hall and help support the AIFD Student Chapters, too. Visit the AIFD "Caliente" Page at [www.aifd.org](http://www.aifd.org) to read the details on the design contest!

## AIFD Needs Your Articles!!!

AIFD is always looking for member inspired material for *Focal Points* as we believe learning from your peers can be the most inspiring and educational. 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!

## 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?

E-mail your tips, ideas, articles and images to **Molly Baldwin**, director of communications, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com) or **Janet Black AIFD, CFD, PFCI**, newsletter editor, at [janetblackaifd@gmail.com](mailto:janetblackaifd@gmail.com) or call 410-752-3318 with questions.

## AIFD and Social Media



[www.facebook.com/AIFD.CFD](http://www.facebook.com/AIFD.CFD)



AIFD page can be found on the AIFD homepage at [www.aifd.org](http://www.aifd.org) (click on the LinkedIn symbol to get to the page).



<http://twitter.com/#!/AIFDHqtrs>



[www.youtube.com/user/AIFDHqtrs](http://www.youtube.com/user/AIFDHqtrs)

# Bits and Pieces

• AIFD beloved member **Wilton Hardy AIFD, CFD** has been having some serious health issues but is on the mend. He would love to hear from his AIFD family. If you would like to send him a card here is the address:

Wilton Hardy AIFD, CFD  
Rehabilitation Center of the Palm Beaches - Room 406-B  
301 Northpoint Parkway  
West Palm Beach, FL 33407

• North Central leads the way again! **Jim Rauch AIFD, CFD** is organizing a "Roomie Search" for NC Chapter members for Symposium. Several members are searching & Jim will be happy to put them in touch with each other. Please contact Jim at [Jimaifd@yahoo.com](mailto:Jimaifd@yahoo.com) or 937-545-3896.

• **Christelle Rouby**, a teacher at Flora Tristan vocational School near Bordeaux (South west of France), is currently looking for American students of floristry to communicate on the internet with her students in English beginning in September. She is looking for the students to share experiences, photos of their work, etc. Her 30 students (15 to 18 years old) are learning English and would love talking to future American florists. Teachers who are willing to set this up with their students can get in touch with Christelle at [ch.rouby@laposte.net](mailto:ch.rouby@laposte.net).

• Need a new AIFD pin? Want to get some AIFD gear for a newly inducted member? Then the AIFD marketplace is your one stop shop! Currently the member marketplace on the AIFD website is being worked on. Download the order form at [www.aifd.org/wp-content/uploads/2012/05/MarketplaceOrderForm.pdf](http://www.aifd.org/wp-content/uploads/2012/05/MarketplaceOrderForm.pdf) and mail or fax it into AIFD headquarters.

• Fusion Flowers International Summer School is being held July 29 in the village of Kippen in Scotland. Details posted at [www.fusionflowers.com](http://www.fusionflowers.com).

• The Michigan Floral Association (MFA) will hold a golf outing at Eldorado Golf Course in Mason, Mich. on August 8. Details can be found in their recent newsletter posted at [www.michiganfloral.org/pdf/proflorist\\_III2012\\_web\\_version.pdf](http://www.michiganfloral.org/pdf/proflorist_III2012_web_version.pdf).

• **Wendy Andrade AIFD, CFD** and **John Hosek AIFD, CFD** created summer head dresses for *Fusion Magazine*.

• The Dutch Master Design Class & Tour is taking place in Amsterdam, Holland April 13-20, 2013. Details can be found at [www.institutefloristry.com/wordpress/?p=2484](http://www.institutefloristry.com/wordpress/?p=2484).

• **Debbie Strand** won a full registration to the 2012 Symposium "Caliente" from AIFD Platinum Partner The Queens Flowers.

• The Society of American Florists (SAF) is hosting an extra program at the 2012 Symposium in Miami. "You're On In 3, 2, 1... Episode 2: The Elevator Speech" will be held July 16 from 8:15 - 9:30 a.m. AIFD Symposium registration does not include this event, you must register separately for this. For session details, contact the Society of American Florists at 800-336-4743, [pfcf@safnow.org](mailto:pfcf@safnow.org) or visit [www.safnow.org/pfcf](http://www.safnow.org/pfcf).

• **Bill Schaffer AIFD, CFD, PFCF** and **Kris Kratt AIFD, CFD** were featured on an episode of Cake Boss that aired June 18. They were featured for their wedding cake, which was made for and presented at their Hawaiian-themed wedding that took place during this year's Philadelphia Flower Show.

## YOU NEED TO BE ONLINE!

AIFD has a photo feature to the online designer directory at [www.aifd.org](http://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](mailto: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 410-752-3318 for assistance.



# Southern Conference 2012 "Diversity" was a Hit!

The AIFD Southern Chapter put on a highly successful conference April 13-15, 2012 at the Peabody Hotel in Orlando, Fla. Ten designers from all parts of the world came together to present stunning educational programs. View photos from the event below!

Don't forget to mark your calendar for the 2013 Southern Conference "Explore Beyond the Shore" taking place April 11-14, 2013 at the Verdanza Hotel in Isla Verde, Puerto Rico. Featured designers will include **Sharon McGukin AIFD, CFD, PFCI**, **Hitomi Gilliam AIFD, CFD**, **Tim Farrell AIFD, CFD, PFCI**, **Ruben Consa AIFD, CFD**, and **Mario Antonelli**. Start making your plans now to attend this event where you will get inspired, share and relax!

Ann Jordan AIFD, CFD



Neil Whittaker AIFD, CFD



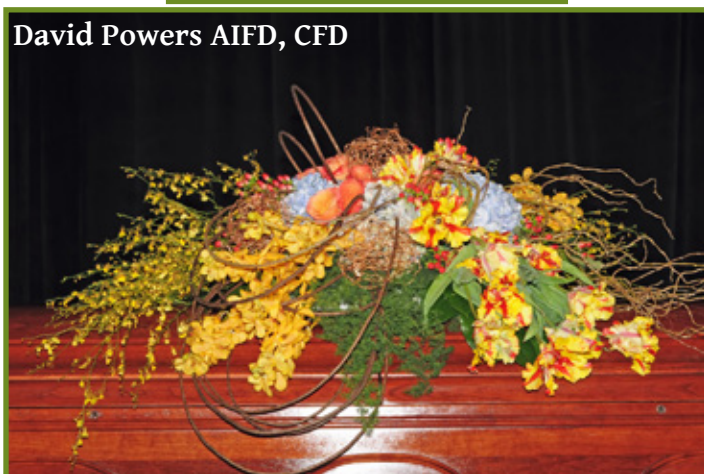
Kirby Holt AIFD, CFD



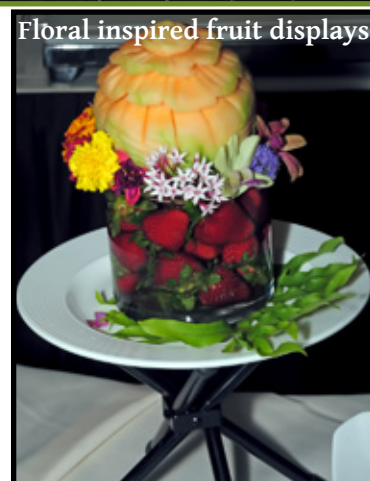
Kevin Coble AIFD, CFD



David Powers AIFD, CFD



Floral inspired fruit displays





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# SNAPSHOT:

Sharon McGukin AIFD, CFD, PFCI had some help from her AIFD friends with designing her daughter's wedding last October.



Pictured above (l-r): Vonda LaFever AIFD, CFD, PFCI, the bride Shea McGukin, Sharon McGukin AIFD, CFD, PFCI and Joyce Mason-Monheim AIFD, CFD.

## AIFD Member Auctioning Off Hair for Scholarship Fund

To help promote education in Utah, The Utah Professional Florist Association is creating a scholarship fund to help designers with the costs associated with professional certifications and industry accreditation.

To get the ball rolling for the Associations Scholarship Fund, **Jeremy Trentelman AIFD, CFD** has offered up his hair.

Highest group of bidders will win... Will it stay or will it go? There will be four pools to contribute to:

- Haircut only
- Haircut and a shave
- Shave only
- No haircut or shave

All proceeds will be spent on furthering the professional education of the members of UPFA. The hair will either stay or go but it will all happen at the 2012 Annual Convention taking place June 23-24. Come see the fate of Jeremy's Vanity.

For more information there will be a full listing of Donation and Scholarship guidelines posted to [www.MyUPFA.com](http://www.MyUPFA.com).

Send your check or money order to:

UPFA Scholarship Fund  
C/O Annie's Main Street Floral  
15 South Main Street  
Layton, Utah 84041

For more information contact Jeremy at:

801 916-8839, [www.myUPFA.com](http://www.myUPFA.com) or [Utahflorists@gmail.com](mailto:Utahflorists@gmail.com).



## Thanks to the AIFD 2011-2012 Partners:





**The AIFD Foundation Inc.,  
Presents in conjunction with  
AIFD Symposium "Caliente"...**

***"Afternoon Tea with Friends"***  
***Monday, July 16, 2012***

Come be part of a long ago era, and enjoy a delightful Victorian luncheon featuring our exclusive "Foundation Fashion Show" offering some of the most creative and festive, Hats for Men and Women, and Neck Ties. A "Live Auction of the Shows Finest," will be a highlight of the afternoon.

If you would like to contribute your talents and create a hat or neck tie for this event, please contact Ron Mulray AIFD, CFD, event chairman, at 215-632-6270 for instructions and shipping details, and watch for the symposium brochure for complete details.

Décor by: Ron Mulray AIFD, CFD and Adriene Presti AIFD, CFD

Assisted by the SAIFD Chapters

Fresh flowers sponsored by NorCal

California Association of Flower Growers & Shippers

The AIFD Foundation Proudly Presents:

***"101 Ideas with Pim... Quick Tips and Tricks in 101 minute for \$101.00.***

Pim van den Akker, Designer, Author and Lecturer from Delft, Holland, is back by popular demand giving you an interesting twist on his world of tips and tricks. This event is hosted by the AIFD Foundation and is a separate educational program at Symposium, we expect an early sell out! Read more about him at [www.Pimdesigned.com](http://www.Pimdesigned.com).

***For complete information on the AIFD Foundation Inc., visit us at  
[www.aifdfoundation.org](http://www.aifdfoundation.org).***



# AIFD ACCOLADES



The 2012 Rocky Mountain Cup Design Competition is proud to announce the 2012 Colorado Designer of the Year, **Cindy Anderson AIFD, CFD, PFCI**. Cindy also won 1st place in the corporate and wedding design categories. Cindy's exciting design flair and precision make her a perennial favorite in design contests. This is Cindy's second Designer of the Year win. She was the Colorado Cup winner five years ago. 🌸

**Sandi Yoshihara-Sniff AIFD, CFD** earned 2nd place honors in the Rocky Mountain Cup with her wonderfully creative style. This was Sandi's first entry. Hooray Sandi! The 2012 Rocky Mountain Cup is a surprise package competition with three design assignments and was chaired by **Bea Blanc AIFD, CFD** and **Maggie Binet AIFD, CFD, PFCI**. 🌸

Several Mississippi State University SAIFD Chapter members were featured in *Town & Gown Magazine*, a local publication in Mississippi State. **Aden Lunceford, Molly Mauney** and **Beth McDougald** shared ideas for wedding bouquets while describing the benefits of working in the floral industry and careers they are interested in. Way to go ladies! 🌸

The Michigan Floral Association will be celebrating and inducting AIFD member **Bobbi Ecker Blatchford AIFD, CFD PFCI** into the Michigan Floral Foundation Hall of Fame on Oct. 11, 2012 at the Amway Grand Plaza Hotel in Grand Rapids, Mich.

And speaking of Bobbi, she was recently featured as a contestant for More Magazine's 2012 Beauty Search Contest. See [www.more.com/events/contests/beauty-search-2012/bobbi-ecker-blatchford](http://www.more.com/events/contests/beauty-search-2012/bobbi-ecker-blatchford) for details. 🌸

**Bill Schaffer AIFD, CFD, PFCI** was featured in Fusion Flowers for his Philadelphia Flower Show display. 🌸

**Louisa Lam AIFD, CFD** had her designs published in the Romanian magazine *Florists Only*. 🌸

**BJ Dyer AIFD, CFD** and his company, Bouquets, along with Multimedia AV, Event Rents, Epicurean Catering and the staff of the National Western Event Center, created a ballroom out of a horse arena over a time lapse of seven days for the Denver Health NightShine Gala 2012. Watch the video at [www.youtube.com/watch?v=qcx6XiUOids&feature=share](http://www.youtube.com/watch?v=qcx6XiUOids&feature=share). 🌸

## BUSINESS FOR SALE

Beautiful shop located in Auburn, Calif...The Foothills of the Sierras. This business has been established and run for 20 years by an AIFD Member. I am retiring out-of-state and want to be sure my business stays in capable and qualified hands:

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- Gross Sales in 2011 \$250,000
- Professional Web Site [www.oshaysflowers.com](http://www.oshaysflowers.com)
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- Shop does between 75-90 Weddings a Year... Steady for the last 12 years
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- Preferred Florist for two Funeral Directors in the Area
- Owner Open to Partial Financing
- Owner Willing to Sign Non-Compete Agreement

Please contact Louise Ackerman AIFD, CFD for more information at [oshays@att.net](mailto:oshays@att.net).

## FLORAL DESIGNER WANTED

San Antonio, Texas – Floral company—great inventory—seeking high style floral designer with display experience as well as fresh, silk, and Christmas capabilities. Good hours, wonderful surroundings. Need excellent references. Fax 210-734-3245 or e-mail [contact@allenflowers.com](mailto:contact@allenflowers.com).

## FLORAL DESIGNER/MANAGER WANTED

Tampa-based, award-winning event design & production company seeking a full time Floral Designer to design and produce all floral for both social and corporate clients, as well as manage the day-to-day operations of the floral department, with emphasis on the development and progression of the floral department into a fiscally viable department within the company. Visit [www.aifd.org/about-us/job-bank/](http://www.aifd.org/about-us/job-bank/) for more information.

## BUSINESS FOR SALE

Bring your talent and design to this well established business. Minutes to Atlantic City Casinos & convention centers. Local hospitals with many Rehab facilities and nursing homes at your fingertips, Renault Winery, Golf Courses, and the Historic Town of Smithville where you can always find a celebration or a wedding going on. This package includes the building, all the contents, the delivery trucks and a energy efficient beautiful three bedroom home with a granite pool. A mobile home and acres of land all on a major highway with plenty of exposure. This is a steal! Please call listing agent for details Cindy Kaczmariski 609-703-9045 Keller Williams Ocean side Reality, Ocean City, N.J.

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# Everything You Need to Know:

**T**he orange blossom was designated the Florida State Flower by Concurrent Resolution Nov. 15, 1909 Legislature and is one of the most fragrant flowers in Florida.

## Fast Facts

- Botanical name: *Citrus sinensis*
- The orange blossom is native to southeast Asia.
- Orange blossom petals can be made into a citrus scented version of rose water.

## Details

The orange tree is an evergreen that reaches heights of 20-30 feet and grows in full sun and in sandy soil. It thrives in Florida, thanks to its climate and typically abundant rainfall. The tree flowers in spring, producing white orange blossoms that are made up of five waxy petals and give off a sweet, fragrant scent. The Orange blossoms bloom in clusters of 1-6 during in spring and result in oranges the following autumn or winter. Months after the arrival of its blossoms, the orange tree bears its fruit, which is commonly called the sweet or navel orange.

Orange blossoms are perfect, with five petals and sepals. The petals on the Orange blossom are linear, sometimes curved lengthwise, and thick. The sepals fuse at base of the Orange blossom to form a small cup. Stamens on the Orange blossom number 20-25, and are arranged in a tight, columnar whorl around the gynoecium.

A globular, green ovary in the Orange blossom subtends a thin style, which terminates in a pronounced, donut-shaped stigma. The ovary on the Orange blossom is compound with 10-14 locules in most commercial cultivars. The position of the ovary is superior, and subtended by raised nectary disc on the Orange blossom. The Orange blossoms are borne in axillary cymes. Orange blossom is the only state flower from which a commercial perfume is made.

Florida's state flower has long been associated with good fortune. Bouquets and tiaras made with fragrant orange blossom flowers were a popular favorite of brides in the Victorian era. The blossoms' ability to both bear flowers and produce fruit is said to represent fertility.

Beyond its attractiveness and romantic image, Florida's state flower is also commercially valuable. Products made from the flowers include an essential oil that is sometimes used in natural skin care products and in aromatherapy. Honeybees make a favorite product from the flower: orange blossom honey. Its orange flavor and mild taste make it a popular treat.

## Use in Weddings

During the romantic Victorian era, it was doubtless the fondest dream of most brides to carry fresh bouquets of fragrant white orange blossoms on their wedding day. These lovely bouquets were so fashionable that myriads of their blossoms were transported nationwide from Florida just to accommodate brides. Delicate fresh garlands of these enchanting blossoms were also fashioned into elegant little circlets, then attached to bridal veils. A simple perfumed orange blossom garland was often used (and still is!) to adorn a bride's hair if she chose not to wear a veil, making a lovely tiara.

\*Sources - Naomi Mathews with [www.gardenguides.com](http://www.gardenguides.com), "Florida State Flower, The Orange Blossom" by Samantha Green, printed at [www.proflowers.com/flowerguide/florida](http://www.proflowers.com/flowerguide/florida), [www.theflowerexpert.com/content/aboutflowers/stateflowers/florida-state-flowers](http://www.theflowerexpert.com/content/aboutflowers/stateflowers/florida-state-flowers).



## Summer Marketing Tip

By Beth O'Reilly AIFD, CFD

# Pinterest

## What is Pinterest and How Can it Help Florists Market and Promote Their Business?

Pinterest is a Virtual Pinboard that lets you organize and share all the beautiful things you find on the web or upload yourself. People use pinboards to plan their weddings, decorate their homes, and organize their favorite recipes for instance. Florists use pinboards to attract clients & colleagues, as a source of inspiration and as a powerful sales tool. These pinboards can be used to remind us of things that we like and want to remember, as a way to share or recommend, and as a way to search and discover. Most importantly, all Pinterest members are part of an active online word-of-mouth marketing team without even realizing it.

### How can Pinterest work for florists?

*Creating Collections of Styles, Inspirations, & Galleries of Your Work*

Create boards for different styles of arrangements. For instance, you may make a board called 'Topiary Inspiration' and pin all the different styles of topiaries for many different seasons, occasions and holidays. You can then use this pinboard as a sales tool whenever someone calls and asks for a wreath. You can e-mail them a link or pull up the board on your shop computer. At any rate, now you know just where to go for inspiration or to show them a picture of what you have in mind. No more flipping through books or magazines, it's all in one organized place. Do this for all of your favorite styles, previous events, or as a place to store pictures of different varieties of flowers. Helping Find New Tricks & Ideas There are tons of crafters and DIYers on Pinterest. Why not tap into that collective creative consciousness and give Pinteresting a try? It's quickly becoming one of the top places on the internet to find a wealth of great ideas that you can apply in your flower shop. Seeing great ideas and actually remembering them can be hard to do. Now you can pin them all in one place and refer back to them when you want to try something new

### Using Pinboards for Wedding Consultations

I would almost dare to bet over 50% of all pins have something to do with weddings. It has truly become the bride's best friend. Brides are pinning all sorts of wedding ideas, from food to flowers, to specific color schemes and settings, it's so easy! Not only could you have a board about 'Wedding Inspiration', you might have more specific boards such as, 'Yellow & Gray Wedding' and 'Shabby Chic Wedding' to draw inspiration from.

### Creating Custom Branded Pinboards

When you brand your boards with your logo and custom made arrangements, you give your shop the opportunity to brand itself through Pinterest. Once a pin starts getting re-pinned, the sky is the limit on the amount of people who may see your work. When doing custom branded boards make sure you are watermarking your images, providing a link back to your website and giving photo credit when it's due. It seems like a no-brainer for florists to have their stuff up there and to be encouraging brides-to-be to freely share and promote your work to their network of people.

If you're a florist who becomes a pinning addict (it's easier than you think), you might have dozens of wedding boards for brides to browse for inspiration. Say you have a bride who wants traditional cream and pink wedding; you could send her a link to the boards you think she might like for ideas.

To me it looks like a great idea for florists to be getting into. It is such an apparently suitable medium for the visual language of flowers. You can link images back to your own site and build your personal or business brand – it seems to make total sense. Time will tell I suppose, but in the meantime why not get to pinning!



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## An AIFD Love Phenomenon

It was July 2006 at the AIFD Symposium "Phenomenon" in Washington, D.C., a seemingly unlikely spot to meet your future groom, but that is just what happened to **Katie McCormick AIFD, CFD**, who wed **Arteen Kharrat** June 16, 2012 in Malibu, Calif. at an all outdoor event. Here's the whole story from the blushing bride:

"Arteen works for Wyatt Video so he was there working and I was attending Symposium as a student at the time. Our table for final night was right by their console and my advisor **Dianne Noland** (Univ. of Illinois) started asking them questions and talking to Arteen and got them out on the dance floor. We both love to dance so we really hit it off! At that time, he was living in Orange County, Calif. and I was in Champaign, IL. We exchanged e-mails and got to know each other over the years and saw each other year after year at Symposium. Finally in December of 2010 I up and moved to Southern Calif. to follow my heart and Arteen proposed in October of 2011! AIFD brought us together and the annual Symposium made us even possible...it's a love that blossomed over flowers!"

Check out the flowers from their wedding below, designed by the following AIFD members: **Philip Rice CFD**, **Jim Hynd AIFD, CFD**, **Rachelle Nyswonger CFD**, **Susie Ayala AIFD, CFD**, **Karen Schubert Genoud AIFD, CFD**, **Mike Hollenbeck AIFD, CFD** and of course, Katie.



Focal Points 14

## AIFD Foundation Presents the 2012 Scholarship Recipients

### 2012 Symposium Scholarship Recipients:

**Patricia Brown** - Allen Shackelford AIFD Fund

**Jaclyn Gough** - Eulalah Overmeyer AIFD Fund

**Melissa Huston** - Jim Treadaway AIFD Fund; Michael Polychrones' Memorial Scholarship

**Bruce Wilson** - Florida Florist Fund

**Jessica Morris** - North Central Chapter Fund; Alison Novak AIFD Memorial Scholarship; Thomas Powell AIFD Memorial Scholarship

**Jamie Hindley** - Northwest Chapter Fund; James Moretz AIFD Fund

### 2012 Student Scholarship Recipients

**Brittany Sims** (Mississippi State University) -- North Central Chapter Fund; Alison Novak AIFD Memorial Scholarship; Thomas Powell AIFD Memorial Scholarship

**Elizabeth McDougald** (Mississippi State University)-Southern Chapter Fund; Kirk Pamper AIFD Fund

## Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! Take a look at the recent PGMS press clippings and visit [www.aifd.org/2012/01/pressclippings/](http://www.aifd.org/2012/01/pressclippings/) for website links to view them. Have you come across AIFD listed in the media or press? Please send the clipping or website link to **Molly Baldwin**, AIFD director of communications, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com).

### June 2012

**Perishable News Website - June 15**

**Alabama State Florist Association Website - June 13**

### May 2012

**Flowers and Profits - May issue (page 8-9)**

**Reading Eagle - May 25**

**Fox News - May 25**

**Irish Times - May 25**

**RittenHoused website - May 18**

**Lexington Field & Garden Club newsletter - May 16**

**SunGazette.com - May 9**

**San Francisco Chronicle - May 3**

**Minot Daily News - May 2**

### April 2012

**Middletown Patch - April 30**





# AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. 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 AIFD's outgoing President, **Tom Bowling AIFD, CFD, PFCI**.

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

**Tom:** I am fortunate to be a part of one of the most dynamic and industry changing companies - Fitz Design. I wear many hats as most of us do in smaller companies. I am the Director of Education and also interface on marketing and product development. I also interface with Teleflora as one of their Education Team members; I write a weekly article for Florabundance, am on the Syndicate Sales Advisory Board, and am a consultant to several other floral related companies. So you see, I enjoy working in and for the floral industry. My degree is in Education and that is what I believe will keep the industry alive in the years to come.

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

**Tom:** As an officer, and previous board member, I feel our organization is faced with two challenges. We must continue to look behind at our history, of which we are getting ready to celebrate our 50th year, to make sure we are still servicing the needs of our current membership. Without attending to our current membership, we will not have a steady base on which to base our expected growth. Much like a building, it must have a strong foundation to support the expanded growth. With that in place, we must continue to attract new members not just to share in the love of flowers and design, but to make the public aware of what it means to be AIFD and to have the public recognize the brand of AIFD and how it benefits them. This is a tall order for such a few amount of people on a limited budget, but continued growth and support by our members can and will bring this to fruition.

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

**Tom:** Wow, is that a long list! I was encouraged early on by my mom who encouraged all of my brothers and sister to be the best at whatever we wanted to be and to take advantage of the opportunities that we were blessed with. Since the early days of my youth, I have been surrounded and encouraged by my wife, daughters, and family. I have had teachers, college professors, and industry encouragement all along the way. I would have to say that **Rich Salvaggio AIFD, CFD, PFCI** has probably taught me the most and has had the biggest impact on my floral career.

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

**Tom:** I think my very most favorite thing to do is to teach and share the love of floral design with others. We all have special talents, likes and dis-likes in every job we do, but I have to say, when you love what you do, it is not a job, it is an opportunity to share the love. There is nothing more rewarding than when you see someone share your passion about flowers and design. That's what keeps my fires burning!

*AIFD: What issues are most important to you professionally?*

**Tom:** I have been in the industry now for 32 years. We are still facing some of the same challenges that we were when I first came into this field from being an elementary school teacher. I feel we do not have nor do we insist on the level of respect from ourselves and the public about our profession. We are PROFESSIONAL floral designers and artists and we have invested many hours and dollars to get ourselves where we are. I feel we often undervalue ourselves because we enjoy what we do. No other professional industry does this and it is time for us to hold our head up high, be proud of what we do, our accomplishments, and our education, and to act and be treated as any other educated profession should be!

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

**Tom:** I have to constantly be reminded that there is a life outside of work. When not being engaged in the industry opportunities, I like to wheel-throw pottery, I enjoy reading, traveling and seeing different parts of the world, and I enjoy baking. I also enjoy watching football and hanging out with family and friends.

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

**Tom:** I have been blessed to have gathered years of advice from many industry professionals over the years. Early in my floral career, **Rocky Pollitz AIFD, CFD, PFCI** took me aside and told me some words that I have not forgotten some 20+ years later. The short version goes something like this. Keep your head high, your nose clean and remember that you will be forgotten after you leave, but the message you deliver will remain for years to come. It is not about the person in our industry, but what is the knowledge you will share along the way. Be generous in your sharing of the floral industry and be frugal with criticism. If you want to see changes made, get involved in the industry, AIFD, or local floral organizations and you can make the difference! Be the voice of change!



# What's Going On?

## AIFD Chapter Reports

### *Southern Chapter Report*

*Karen Farmer AIFD, CFD*

It's so hard for me to believe that my term as President of the Southern Chapter is nearing an end. It has been a wonderful experience. I am so blessed to be part of such a wonderful organization and to have so many wonderful friends/family in all regions, but there is no place like home, and that is what the south is, home.

The Southern Region has worked very hard this year and has been extremely supportive of me as their President. Thank you all! Thank you for your support and your friendship. Thank you for going above and beyond; no matter what I asked of the members in the southern region they were willing and anxious to get it done and to lend a hand. Our Southern Conference in Orlando was a huge success because of all the volunteers and supporters. The designers, programs and vendors were all top notch. If you missed it I am so sorry, but you will have a chance in 2013 to experience the excellence of the Southern Region in Puerto Rico.

The Mississippi State Students are fantastic; they designed their hearts out and did a phenomenal job. The Peoples Choice Award, as well as 1st place overall, went to **Kate Huseman**, **Brittany Sims** was awarded with 2nd place, and there was a history making tie for 3rd place. **Beth McDougald** and **Brittany Tate** will share the honor. Our congratulations to all the students who participated! Great job ladies!

During my first moments as the Southern Chapter President I asked the membership to be a piece of the AIFD puzzle. Each one of us is a valuable part of the big "AIFD" picture and it only takes one missing piece to make a noticeable difference in the overall image. Some of us are edge pieces or corner pieces, and others of us are pieces of multiple colors, while some of us are solid colors. It doesn't matter which piece we are, what matters is that we find our place to fit in. Without us the picture is not complete. I am proud to say that, although there are a few missing pieces, for the most part the Southern Chapter is coming together nicely and we are helping the big "AIFD" picture make sense.

My challenge to you is to continue looking for your place (sometimes it changes), and to help others who aren't quite sure where they fit find their place. I am very excited about the coming year with **David Powers AIFD, CFD** as our chapter President. David is going to lead us to continue the greatness of south and I can't wait to see what the future holds.

### *Southwest Chapter Report*

*Alex Jackson AIFD, CFD, PFCI*

As another great SWAIFD year draws to an end, the Region continues to keep busy with Industry and Consumer Awareness Events as well as Educational Programs before we all head off to a very anticipated Caliente symposium in Miami.

Many SWAIFD members will be diligently working hard in the back rooms at "Caliente," but we are also very proud to support the expertise and craftsmanship of those SWAIFD members who will be presenting on the stage in Miami. **Scott Acevedo AIFD, CFD** presents "Lights, Camera, Snap" and will be our tour guide through the lens of a camera as we travel the world of flowers. **Rich Salvaggio AIFD, CFD, PFCI** will be wowing us all with his incredible creations at the Leadership Gala and Dance. Our very own President-Elect, **Lorraine Cooper AIFD, CFD, PFCI**, will be creating a masterpiece during the final program "Les Saisons des fleur de Mariage" along with **Ian Prosser AIFD, CFD**. We wish them all the very best as they make all of those final preparations.

At the conclusion of this year, the SWAIFD Regional Board would like to thank **Debbie Alvarez AIFD, CFD**, **Jenny McNiece AIFD, CFD** and **Nancy Payne AIFD, CFD** for all of their hard work and dedication to SWAIFD. The Board is looking forward to working with incoming board members: **Katie McCormick AIFD, CFD**, **Martin Flores AIFD, CFD** and **Derrick Vasquez AIFD, CFD** as we prepare to host all of you at an incredible symposium in Las Vegas – "PASSION!"

### *South Central Chapter Report*

*Suzie Kostick AIFD, CFD, PFCI*

Where has the year gone? It is hard to believe that in just a few short days we'll be packing our bags for Miami and "Caliente!" As I write this, my final message as the South Central Regional President I am met with a bittersweet feeling. Happy to be able to say the South Central Region had an active and productive year, sad that my time as the South Central President is coming to a close. Last year at this time I was up to my eyeballs in getting things organized for what was sure to be an action-packed year for the South Central Region. Now I am up to my kneecaps in putting the final touches on the all the little details that need tending to in order to pass the torch. A torch, I must say that seems to be burning a little brighter as it makes it's way into the hand of our incoming President **Lou Lynne Moss AIFD, CFD, PFCI**.

As I stood before our membership last July in San Francisco, I shared a lot of plans and placed many expectations upon myself, our Board and our membership. It is with much pride – not in myself, but in all of you – that I say we have exceeded in



each and every one of our expectations.

The South Central Board worked diligently to make things happen and to set an example of what can be accomplished when differences are set aside and a clear and united goal has been set. They came to each board conference call with enthusiasm and determination. They openly discussed ideas and at times opposing opinions. But always their goal was the same, to give back to the membership and increase participation. Great job everyone! I am proud to have served alongside such a dedicated group! While I'm on the subject of our board I do want to take a moment to give a special thank you to those who will be retiring from the board this July. Leaving us after serving as Directors are **Denise Capelli AIFD, CFD**, **Sandi Yoshihara-Sniff AIFD, CFD**, and **Stacy Brabson AIFD, CFD**. A special thank you to **BJ Dyer AIFD, CFD** who served as our Regional Representative to the National Board. Job well done everyone!

We started the year with a few new and/or re-vamped committees. Our Awareness Committee, our Communications Committee and our Scholarship Committee took the year to get re-acquainted with the needs of the Region and to get things organized. They stand prepared and ready to have a bigger presence during the upcoming year and into the future. Our Fundraising Committee was our big focus this year and it certainly hit the ball out of the park with it's combined Education, Awareness and Fundraising Event. The first such event held in the Region is quite some time, A Wedding Sell – O –Bration was not just a success it was a HUGE success. Thank you to **Cindy Anderson AIFD, CFD**, **PFCI**, **Kaywin Kubesch AIFD, CFD**, **Todd Sweeden AIFD, CFD** and **Frankie Peltiere AIFD, CFD** for chairing our 2011-2012 committees.

We also added a Historian Task Force to record the history of the South Central Region. Partially prompted by the upcoming 50th Anniversary of AIFD that will be celebrated in 2015 in our very own region when Symposium is held in Denver. We knew there was record somewhere of our Region and its growth and accomplishments. However as the Board sat around the table it was realized that many of the "newer" members really knew very little about the people and the events that built the foundation of South Central. The time had come to put something in writing and we have started doing so. Collecting history is a slow process but at least we now have a start. As it continues we can't wait to hear all the interesting stories behind our great Region.

As I close out this, the last of my President's messages, I recall the time spent during our Incoming Regional Presidents Meeting held in Baltimore in April of last year. Then, incoming National President **Tom Bowling AIFD, CFD**, **PFCI** spoke to us incoming Regional Presidents about the five attributes of a leader: Communication, Dedication, Courage, Creativity and Instilling Tension. I made it my personal goal that day to accomplish each of those during the upcoming year and I believe that with the support and help of the Board and our membership I have done just that. I was once told, "If you think you're a leader take a look behind you. If no one is there, you're just out for a walk." I can honestly

say that not once this year have I been alone. Throughout the entire year I have been surrounded by an amazing group of people also known as the South Central Region of AIFD!

As we look forward to the new-year in AIFD, may I leave you with the same words Tom Bowling AIFD, CFD, PFCI left the Incoming Presidents with at the end of our gathering, "All this will not be finished in the first one hundred days. Nor will it be finished in the first one thousand days, nor in the life of this administration, nor even perhaps in our lifetime on this planet. But let us begin" – John F. Kennedy.

## **Northwest Chapter Report**

**Emil Yanos AIFD, CFD**

It's beautiful here in the Northwest Region. Daffodils and forsythia are a faded memory. Peonies are here to mark the arrival of summer, well almost. The prom season has been keeping many of us very busy, while we work our way up to Symposium in Miami.

City College of San Francisco hosted the Northwest region Artists in Resident Program in April. **Jenny Tabarracci AIFD, CFD** put the successful event together. The 60 attendees listened to featured designers **Susan Ishkanian AIFD, CFD**, **Kaori Imaizumi AIFD, CFD**, **Katherine Zhang AIFD, CFD**, **Hiromi Nomura AIFD, CFD**, **Yoko Ishii Klingebiel AIFD, CFD** and myself talk about our experiences in the industry. Each presenter showed two designs utilizing product from sponsors Kitayama Brothers Inc.

We have also been working on our fall program, featuring **Hitomi Gilliam AIFD, CFD**. This may be a first; the Northwest region has teamed up with Teleflora's California Nevada unit to bring this two-day program into fruition. The first day will consist of a demonstration where Hitomi will introduce some concepts. Day two will be a hands on workshop where you will further explore these concepts. For further information please contact **Rachelle Nyswonger CFD** at 530-345-2661.

I look forward to Symposium and hope you can be there to share in the fun and inspiration that awaits us!

## **North Central Chapter Report**

**Dan Kotecki AIFD, CFD**

The North Central Chapter members have had a busy spring and are in the midst of wedding season. We are all looking forward to "Caliente" to get refreshed and rejuvenated with new ideas as well as renewing old friendships and making new ones. We are also looking forward to welcoming some new members to our chapter.

I recently read about a study on stress and the effect it has on us. The study showed a photo of two identical dolphins bounding through the air above the ocean. Keeping in mind that the dolphins are identical, the study indicated the number of differences one sees between these identical bounding dolphins reflects the amount of stress a person is under.

*continued on page 18*

# Chapter Reports

*continued from page 17*

When I looked at the photo of the identical dolphins, I swear I saw one perfect bounding dolphin and one bounding cow! I really need a vacation!

See you at "Caliente!"

## North East Chapter Report

**Suzanne Sampson AIFD, CFD**

Well here we are another year gone past. This year went amazingly quick. It feels like yesterday that I was sworn in as your president in San Francisco last July. We've had a great year.

First I'd like to thank my board so very much for all of your support, time and talent throughout this year. You are a tremendous board. I was very fortunate to be able to have such a great board to work with. The Northeast Region had been very busy this year.

Northeast members pitching in and working at whatever was needed. We had a very successful fall design program in Wilmington, Mass. Led by **Lisa Greene AIFD, CFD, PFCI** and with designers **Theresa Colucci AIFD, CFD** and **Michael Derouin AIFD, CFD, PFCI**. Then again a spring design show in Paramus, New Jersey led by **Maryetta Bartlett-Dowing AIFD, CFD** with designers **Chris Ondrak AIFD, CFD**, **Ken Beebe AIFD, CFD** and **Lisa Greene AIFD, CFD, PFCI**. Our AIFD members from the Northeast seem to always come together and doing whatever it takes to get the job done.

The Philadelphia flower show is always a big undertaking. This year Theresa Colucci AIFD, CFD chaired with second chair **Polly Berginc AIFD, CFD** with **Ron Mulray AIFD, CFD** as our PHS Liason. Our theme The Hula / the Dance was just amazing and executed perfectly. Great job to the chairs and their great team of designers. It's a lot of hard work for the group, but a great way to get our AIFD name out there and to let the public get to know us.

This year, we are very lucky to have one new inductees in our region **Adelaide Linn CFD** (Pa.) and two new CFD's **Jasmine Chae CFD** (N.Y.) and **Susan McLeary CFD** (ME). So when you meet them welcome them to the group.

So as we all get ready for "Caliente" in Miami it's a little sad that my year is up so quickly but I'm sure there will be many AIFD things I'll get involved with. Thank you all for everything you do for the Northeast Region of AIFD. Here's to a wonderful future ahead of us and a great future for all and the NERC.

## AIFD Has Menu for Success with Two Outstanding Education Events!

If you are ready for a feast of inspiration, education and good fun, AIFD has the menu prepared and will serve as the host!

The most magnificent Floral Design menu includes the AIFD Connection Programs The Bouquet Experience and The Body Flower Experience.



Are you looking for some hands-on education and inspiration? Interested in acquiring new skills or knowledge? Then we have the answer! Check out the following two program:

### **AIFD Connection: The Bouquet Experience**

Sept. 15, 2012

1 - 5 p.m.

The Oklahoma Flower Market Wholesale Florist  
Oklahoma City, OK

This is a hands-on workshop on advanced construction of handheld bouquets for weddings. The class covers the development process of using the elements and principles of design applying the step by step process from start to finish. The choice of colors, form, design style and mechanics is discussed. You will look at applications and techniques that include decorative wire trends, gluing techniques, along with accents. The techniques used are applied to armatures and bouquet holder construction during the course.

### **AIFD Connection: The Body Flower Experience**

Sept. 29, 2012

1 - 5 p.m.

Rojahn and Malaney Wholesale Florist  
Milwaukee, WI

This program teaches the advanced construction of body flowers. This includes corsages, wristlets, boutonnieres, body adornments and jewelry construction. The class covers the development process of using the elements and principles of design applying the step by step process from start to finish. The choice of colors, form, design style and mechanics are discussed.

**Check out all of the details at [www.aifd.org](http://www.aifd.org) and make plans now to attend!**



# Looking Back...

The photos below are from the South Central Chapter awareness and education event "Wedding Sell -O-Bration that took place at Baisch and Skinner's Linda Kay Learning Center in St. Louis on March 18. **Beth O'Reilly AIFD, CFD** from The Flower Studio in Austin, Texas was the guest presenter.



# Communication Center



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

**June 11, 2012** - Share Symposium Info on Social Media - AIFD Has Posts You Can Use!

**June 6, 2012** - Enter the Fitz Design Body Flower Design Contest Taking Place at 2012 Symposium

**June 1, 2012** - AIFD Connection Program Coming to Your Area in September! (Sent to North and South Central members.)

**May 25, 2012** - AIFD Members Offered Free Admission to International Floriculture Expo

**May 23, 2012** - Last Week to Register for Symposium at the Early Bird Price!

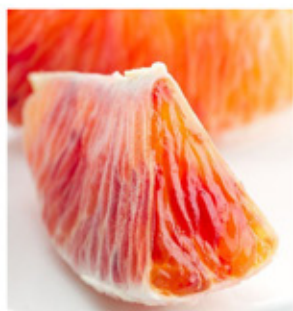
**May 15, 2012** - Now that Mother's Day is over, focus on the next big event...

**May 2, 2012** - AIFD April/May 2012 Focal Points is Hot Off the Press!

*If you are not receiving AIFD e-mail blasts visit [www.aifd.org](http://www.aifd.org) and make sure we have a current e-mail address in your profile.*

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# Ohio State University Hosts Ikebana A.I.R. Program

Students at The Ohio State University capped off a spring quarter of contemporary floral design studies with an inspiring Artist-in-Residence program presented by **Mary Linda Horn AIFD, CFD, PFCI**. Mary Linda's program focused on the art of Japanese Ikebana, a subject she has studied intensely for over ten years.

The lecture-demonstration featured several design examples, each explained in great detail to provide an understanding of the many moods of Ikebana. Students enjoyed Mary Linda's wit and wisdom as she shared not only her knowledge of Ikebana, but also her unique path through her career in floristry. In the afternoon, students had an opportunity to design Shoka Shofutai and Shoka Shinfutai arrangements of spring branches and blossoms. Mary Linda, co-advisor to the OSU Anderson Chapter SAIFD, also provided guidance to student members who will be competing in Miami in July.

## Photo Captions:

Top Right: Class members surround Mary Linda Horn AIFD, CFD, PFCI at the completion of her program.

Center: SAIFD member Sarah Carver (L) and SAIFD President Cheyenne Bailey (R) display their Shoka style arrangements.

Bottom left: SAIFD member Brianna Carney listens intently as Mary Linda explains how to position the shin line of her Shoka design.



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# Calendar

**July 10, 2012**

2012 Professional Floral Design Evaluation Session (PFDE)

Hyatt Regency  
Miami, FL

**July 12-16, 2012**

2012 National Symposium

Hyatt Regency  
Miami, FL

**July 16, 2012**

2012 Foundation Workshop

Hyatt Regency  
Miami, FL

**Sept. 15, 2012**

Connection: The Bouquet Experience

Oklahoma City Flower Market  
Oklahoma City, OK

**Sept. 29, 2012**

Connection: The Body Flower Experience

Rojahn Malaney Company  
Milwaukee, WI

**2013**

**June 26, 2013**

2013 AIFD Professional Floral Design Evaluation

Session (PFDE)  
Las Vegas, NV

**June 28 - July 2, 2013**

2013 National Symposium

Las Vegas, NV

**July 3, 2013**

2013 Foundation Workshop

Las Vegas, NV

## American Institute of Floral Designers

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Tina Coker AIFD, CFD, PFCI

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# 2013 AIFD Symposium

June 28 - July 2

Las Vegas, NV

## Join Us in Vegas for "Passion"

Plans are underway for the 2013 Symposium and AIFD promises this will be one of those events where "Whatever happens in Vegas, stays in Vegas." It would be a shame if you miss out!

So mark your calendars  
and start planning out your trip.  
Details to follow soon!



NATIONAL SYMPOSIUM JUNE 28 - JULY 2  
*American Institute of Floral Designers*

## Join us in Miami to get this party started!

If you have any questions or if you would like to participate in the 2013 Symposium please contact **Lori Novak AIFD, CFD** at [fowcorvilla@aol.com](mailto:fowcorvilla@aol.com), 909-987-1006 or **Tom Simmons AIFD, CFD** at [tomassimmons@gmail.com](mailto:tomassimmons@gmail.com), 760-322-7372.

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## CALIFORNIA ASSOCIATION OF FLOWER GROWERS & SHIPPERS

*Represents the professional needs and interests of the California Floral & Ag Industries, offering a variety of cost-saving programs and beneficial services. Our member benefits, transportation programs, events and communications all help increase the flow of products through networking, lower freight costs and information.*

### ***Our Membership Currently Consists of:***

**\* 172 Floral Members**

*(California Floral Growers & Distributors)*

**\* 391 Associate Members**

*(Out-of-State Floral Companies, Transportation Carriers & Industry Partners)*

**\* 20 Ag Buddy Members**

*(Non Floral / Perishable Distributing Companies, ie: Fresh Produce)*

### ***Membership Transportation Benefits***

NORCAL works hard to bring its members the lowest transportation rates possible, and to get their products to their destinations **FRESHER & FASTER!** As a member you have the combined volumes that give the Association the power to negotiate exclusive contracts with air and ground carriers which mean big savings! Membership does make a difference.

### ***Below are some of our services:***

**\* NORCAL FedEx Program**

*The industry Standard. Our exclusive program offers member discounts of over 62.5% as well as many custom features designed to lower shipping costs.*

**\* NORCAL OnTrac Program**

*Our exclusive door to door program offers members discounted rates over 70% off list rates plus many other custom features unique to our membership.*

**\* Discounted Airline Rates**

*NORCAL members receive the lowest air cargo rates available with the major airline cargo carriers.*

*For an application to become a member, please contact Chris Johnson, Director of Transportation, at 760-533-5580 or email [chris@cafgs.org](mailto:chris@cafgs.org). For more information about NORCAL, visit our website at [www.cafgs.org](http://www.cafgs.org).*

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# AIFD Designer and Team Create Floral Arrangements for Perfect Wedding Magazine's Carnival Themed Photo Shoot/Film

By Jaleh Fotoohi, [www.perfectweddingmagazine.com](http://www.perfectweddingmagazine.com)

On May 28, 2012, Perfect Wedding Magazine had its Fall/Winter 2012-13 photo shoot at Rosewood Hotel Vancouver, BC where **Donald Yim AIFD, CFD** and the West Van Florist design Team shined once again. Using his natural vision and sense of creativity along with the collaboration of the design team, Yim transubstantiated an idea on the cusp of his imagination into these beautiful centerpieces.

The Carnival themed wedding was streamed live globally for the first time ever. The event was not only a great success in terms of the creative photo shoots and cinematography, but also in terms of promoting some of the best wedding vendors in town such as West Van Florist, Blush Bridal, Nadia Albano Style and many others. Who would have thought to have a carnival themed wedding?

The beautiful white and orange flowers throughout these arrangements along with the white feathers reminds me of a headpiece Carmen Miranda, Brazilian samba singer would wear at the Rio de Janeiro's Carnival. What a beautiful creation! The elegance and softness of the colours and dramatic feathers in conjunction with the carnival theme has given rise to a different vision and understanding to floral arrangements, weddings, and how far you can go with both.

For more information and photos please visit [www.perfectweddingmagazine.com](http://www.perfectweddingmagazine.com) or [www.westvanflorist.com](http://www.westvanflorist.com).



## AIFD IS LOOKING FOR A FEW GOOD MEN AND WOMEN

- Are you willing to dedicate your knowledge?
- Be of service to the floral industry?
- Do you have the generosity to help others succeed?
- Can you be impartial and consistent?
- Can you validate all of your decisions?
- Do you have the ability to give competent feedback and praise?
- Can you maintain integrity, respect and professionalism at all times?
- Can you uphold the AIFD standards?

If you answered yes to these questions we want you to become a part of the new **AIFD CERTIFIED EVALUATOR AND JUDGE CERTIFICATION PROGRAM**.

Any American Institute of Floral Designers Member is able to become an AIFD Certified Evaluator and Judge. This certification will be recognized by AIFD and the Floral Industry. Becoming a certified evaluator and judge takes dedication, time and possibly monetary investments. Members must be knowledgeable about floral design according to the AIFD Guide to Floral Design and how to establish judgment based on the requirements necessary for the evaluation process or competition. Since all AIFD members have gone through the evaluation process in one form or another, they are somewhat familiar with the PFDE process, but it is crucial to stay current with the PFDE process and understand the requirements of any competition. Obtaining this certification is not about gaining recognition. Being an Evaluator and a Judge is about EDUCATION, PARTICIPATION, and PROFESSIONALISM.

### 3 steps:

- Participate and complete all the three required workshops. These classes will be available late spring 2012.
- Complete an actual design evaluation during the PFDE Evaluator Skills Workshop at symposium in Miami (July 10).
- Pass the On-line Evaluator Test with an 80 % or higher.

### You receive:

- a certificate of completion
- a press release
- the right to use the title of AIFD Certified Evaluator and Judge
- the right to evaluate at a PFDE process if asked by the Membership Committee
- the right to judge local, state, regional and national floral design competitions as an AIFD Certified Judge

### Maintaining Your Certification

Maintaining your certification requires you to participate in an AIFD PFDE Evaluator Skills Workshop at least once every three years.

For questions please contact **Joyce Mason-Monheim AIFD, CFD** at [jmmonheim@yahoo.com](mailto:jmmonheim@yahoo.com).

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