

# Focal Points

## AIFD Announces 2012 PFDE Results

### *Re-live the Memories Made at "Caliente"*

**S**ixty-two of the 71 candidates were successful in their bid to become a Certified Floral Designer (CFD®) as bestowed by the American Institute of Floral Designers (AIFD), it was announced by **Ann Jordan AIFD, CFD**, president of the Institute.

The candidates participated in AIFD's rigorous Professional Floral Designer Evaluation (PFDE) session held July 10, immediately prior to the AIFD National Symposium "Caliente" in Miami. Earning a CFD is the first step of the PFDE; the ultimate goal is to become an Accredited Member of AIFD.

Of the 62 who earned their CFD credentials (34) or maintained their CFD credentials (28), 12 created artistic designs that were so excellent in presentation that they have been invited to become a member of AIFD and they will be inducted during ceremonies at the 2013 AIFD National Symposium "Passion" in Las Vegas, June 28 - July 2.

This issue of Focal Points is dedicated to remembering the 2012 AIFD Symposium "Caliente" and the spectacular educational events, competitions, meals, laughs, networking and of course, welcoming our newest members!

A synopsis of the 2012 Symposium can be found on page 12. Highlights of Symposium can be found on the AIFD Symposium Facebook page at [www.facebook.com/AIFD.Symposium](http://www.facebook.com/AIFD.Symposium).

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*Relive the memories now and mark your calendars  
for the 2013 Symposium "Passion!"*



# President's Welcome

After years of reading messages from our Past Presidents it is now my turn. As I am typing this message it is surreal and unbelievable at the same time that it is now my privilege to address our membership. I am honored, truly, to be the President of AIFD and will pledge to take good care of this organization.

## *Passion, Purpose and Leadership*

The theme for this year's AIFD Leadership team is Passion, Purpose and Leadership. Your National Board of Directors did just that by passing our new Mission Statement which states;

*The mission of AIFD is to advance the art of professional floral design  
through education, service and leadership,  
and to recognize the achievement of excellence in this art form.*

A great example of the mission statement is our 2012 Symposium "Caliente." **Sylvia Bird AIFD, CFD** and **Tina Cocker AIFD, CFD** presented a convention that truly proved to be HOT! Through their leadership, an incredible ensemble of designers and presenters proved that AIFD Symposium is the place to be for education and great networking opportunities. These ladies were courageous enough to introduce new topics and switch up the format. My gratitude for the time, effort and leadership is enormous. I hope that they are both now relaxing with life back to normal.

Our Industry Partners, once again, supported our Symposium with talent, containers, supplies, flowers, foliage's and plants. It is now our job to be sure we support them; see a full list of our generous Elite Partners on the website and in this newsletter.

The volunteers that said "yes" when asked to assist designers, serve on committees and give their support in any way needed are to be acknowledged. The fact that Symposium is run by volunteers astounds me, thank you to all who played a role generating a very successful Symposium. The service to AIFD is exactly what our mission is about.

Our Committees, Task Forces and Regional Chapters proved their leadership by preparing their year of service to AIFD. Watch for a great year, as these groups show their commitment to their tasks with passion. If asked to serve on for these groups please give it your consideration, as they work to achieve their goals. The 2012-13 version of the AIFD Leadership Manual has been distributed to all, armed with that and our 2012 Strategic Plan, watch for changes that will strengthen our association.

Our Immediate Past President, **Tom Bowling AIFD, CFD**, has led the way for us with his wit and statesmanship, Tom served us with honor as a gentleman. I know that through his encouragement and leadership he will continue to serve AIFD

President-Elect **John Kittinger AIFD, CFD** is already hard at work organizing and filling positions for committees for 2013 -2014. You can help make a difference by offering your skills by serving on a committee or task force. John awaits your call! Our Vice-President **Tim Farrell AIFD, CFD** is excited and ready for a great year of leadership. Tim has been involved with the National Board for many years in various capacities, his knowledge of AIFD is vast and his input is greatly valued. Tim will also Chair the Symposium Committee where his skills will be greatly appreciated. **Rich Salvaggio AIFD, CFD** will serve his final year as our Treasurer. I thank him for his wisdom, dedication and guidance to AIFD and the daunting task of running our treasury. Our new Secretary is **Suzie Kostick AIFD, CFD**. Suzie is already hard at work and will be a terrific addition to the Executive Committee. Her skills as a business women and editor will guide AIFD towards accomplishing its goals. Our new National Board members **Ron Mulray AIFD, CFD** as North East Regional Chapter Representative and **Marie Ackerman AIFD, CFD** as South Central Regional Chapter Representative will add a new dynamic to our National Board. "Welcome" to both.

We are in good hands with a strong and diligent headquarters office; I look forward to working with the staff throughout the year. The efforts that brought our new website to life are appreciated with more additions to the site on the way. We welcome our new inductees, the excitement of becoming a member is the first step, a starting point, and the passion that was felt on awards night will ignite to commitment as our new members will join committees and regional activities.

Congratulations and thank you for this opportunity. Enjoy your summer!

*Ann Jordan AIFD*

Annie





# Past President's Farewell

It is hard to believe it has been two months since we all gathered in Miami for "Caliente!" While the weather was warm, "Caliente" was hot, hot, HOT! What a great time was had by all. Those who were testing for their PFDE started the week off with a bang. Thanks to all the hard work and combined efforts of the Membership Committee.



They did a fantastic job organizing and executing this intense process. Quickly following were the amazing students representing the numerous SAIFD chapters from around the country. Again, thanks to the Student Membership Committee for all the time, efforts and energy extended for this positive experience for the students. Following on the heels was the Partners Expo which is always highly anticipated! Several of the new inductees presented a stage program showcasing the products from our Elite Partners under the guidance of **Jerome Raska AIFD, CFD**. What a wonderful time everyone had getting together, greeting past friends and making new ones during this opportunity to view the newest and best products and services the industry has to offer! What great opportunities to have these new selections brought right to us to see, touch, smell and BUY! And yes, this year there was even a mini runway show displaying all the cool trends in fashion floral jewelry and accessories! From there, the rest of symposium was jammed packed with many programs featuring some of the finest designers from around the world. Just when you thought you knew all there was to know; another presenter took us to a new level of floral knowledge and understanding! And, don't forget all the delightful and beautiful lunch and meal function programs...it just didn't seem to stop and nor did we want it to.

These industry leaders worked very tirelessly and diligently to make "Caliente" a success. Thanks to all those dedicated volunteers who worked so graciously and all those behind the scenes cutting flowers, schlepping buckets, assisting in the design room, assisting back stage and to those who contributed in ways we may never know, a warm and heartfelt thank you goes to you for all you did to make this symposium a success! We could not have done it without you!

For all those who could not make it to Miami, remember that "Passion" is the theme for symposium 2013 in Las Vegas! Begin making plans to attend what will be yet another phenomenal presentation to remember for years to come. Step up to make the commitment to invest in yourself, your professional organization and the floral industry by attending "Passion." I will look forward to seeing you there!

It has been a pleasure to serve as your AIFD President. I look forward to assisting **Ann Jordan, AIFD, CFD**, the Board of Directors, and interfacing with the committees for 2012-2013.

Tom Bowling AIFD, CFD  
Past President

## 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 410-752-3318 or [janetblackaifd@gmail.com](mailto:janetblackaifd@gmail.com).

## 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

• A sincere thanks to my many friends in the floral industry for your cards, flowers, and e-mails during the ongoing illness of my mother **Bernice Schott**. She truly inspired me to aspire to this wonderful industry. She died peacefully on Saturday, Aug. 18. The funeral was held Friday, Aug. 24 in St. Louis. God Bless You All, **Gary Schott AIFD, CFD, PFCI**.

• To all of my AIFD Friends - Just a note to thank you for your greetings by cards, letters and e-mails. The books received were inspiring, entertaining and enjoyed. Also, to express my appreciation for all the gorgeous arrangements of beautiful flowers and plants that you sent me in the rehab center. They were the brightest thing in the building and were admired and enjoyed by everyone including both patients and staff. I even sent a couple to the rehab gym where they were a hit and lasted almost two weeks. I was thrilled to share my beautiful bounty with the other "inmates." You can never imagine the joy and beauty that flowers bring into someone's life until you are the one on the receiving end. Thank you for the brightness that you sent into my life during those long months. I am at home now and progressing slowly, but with God's and the therapist's help, I will be better soon. Thanks again for your sincere physical expressions of love and your mental thoughts and prayers, I will always be grateful. Love ya' - **Wilton Hardy AIFD, CFD**.

• The North Dakota State Florist Association's Convention is taking place Sept. 7-9, 2012 at the Jamestown Civic Center. Contact **James Lowe AIFD, CFD** at 701-839-2000 for more information.

• United Wholesale Flowers in San Jose, Calif. is having a Grand Opening celebration on Sept. 9, 2012! The Northern California -Nevada Unit of Teleflora Design Program and AIFD NW Hands on Workshop present "Fusion Holiday featuring **Hitomi Gilliam AIFD, CFD**. Details posted at [www.unitedwholesaleflowers.com](http://www.unitedwholesaleflowers.com).

• There are several floral industry education events taking place in the next few months. Visit [www.myteleflora.com/event-calendar.aspx](http://www.myteleflora.com/event-calendar.aspx) for a complete listing.

• Nature's Creative Edge is hosting "Storybooks and Fairy Tales-Fantastically Floral," an outdoor exhibit open to the public of floral art located on five acres of groomed woodland, from Sept. 14-16 in Fruitport, Mich. More information at [www.facebook.com/NaturesCreativeEdge](http://www.facebook.com/NaturesCreativeEdge).

• The Ozark Florist Association Convention is taking place Sept. 14-16 in Quapaw, Okla. and will feature **Tom Simmons AIFD, CFD**. Visit [www.aboutozark.com](http://www.aboutozark.com) for details.

• National Indoor Plant Week will be celebrated Sept. 16-22 in Huntley, Ill. This event is a week-long celebration of the perfect indoor cleaner! More information at <http://nationalindoorplantweek.com>.

• Flora Ecuador-Agriflor 2012 is taking place Oct. 3-6, 2012 in Quito, Ecuador. More information at [www.agriflor.com](http://www.agriflor.com).

• Enjoy a three day experience with **Pim van den Akker** from Oct. 11- 13, 2012 in the Netherlands, South Holland! For more information visit [www.pimdesigned](http://www.pimdesigned).

• The Canadian Academy of Floral Art is hosting their 20th Anniversary Emerald Extravaganza on Oct. 20, 2012 at the Latvian Canadian Cultural Centre in North York, Ont. For more information contact [CAFAoffice@gmail.com](mailto:CAFAoffice@gmail.com).

• The Illinois State Florists' Association is hosting "Wonderland" from March 8-10, 2013. This event will feature a hands-on class with **Gregor Lersch** as well as design shows, floral competitions, grants, scholarships and more. For more information visit [www.isfaflorists.com](http://www.isfaflorists.com).

• The AIFD North East Regional Chapter is already busy planning their floral display "Crown Jewels" for the 2013 Philadelphia Flower Show "Brilliant" taking place March 8-10, 2013. Contact **Polly Berginc AIFD, CFD** at (724) 679-2872 or [pollyb.aifd@zoominternet.net](mailto:pollyb.aifd@zoominternet.net) for more information.

• The Northeast Floral Expo "Reflection" will be taking place March 8-10, 2013 at the Mystic Marriott Hotel & Spa in Groton, Conn. Visit [www.northeastfloralexpo.com](http://www.northeastfloralexpo.com) for details.

• Join Will on the Hill, April 11-14, 2013 for a floral retreat with **Wil Gonzalez AIFD, CFD**. For more information e-mail [wil@dragonridge.net](mailto:wil@dragonridge.net).

## 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.

# Find Your Passion with AIFD at the 2013 Symposium!

Mark your calendars now for the 2013 AIFD National Symposium "Passion" taking place June 28 – July 2 at the Paris Las Vegas Hotel & Casino in Las Vegas, N.V. Starring designers such as **Cindy Anderson AIFD, CFD**, **Julie Reed AIFD, CFD**, **Derek Woodruff AIFD, CFD**, **Gerry Toh AIFD, CFD**, **Ron Mulray AIFD, CFD**, **Tomas De Bruyne**, **Araik Galstyan** and many more, this is an event you don't want to miss!

## Hotel Reservations

Paris Las Vegas Hotel & Casino  
3655 Las Vegas Blvd. South  
Las Vegas, NV 89109

The AIFD 2013 National Symposium will take place in the luxurious Paris Hotel located in the center of the Las Vegas Strip. All activities will be held in the hotel. AIFD has secured a limited room block at the hotel at the fantastic rate of only \$135 per night (single or double occupancy) plus taxes for those registered to attend "PASSION."

To make your reservation – and do it soon – call the hotel Reservation Center at 877-603-4389. You must reference AIFD Annual National Symposium (Group Code = SPAFD3) to get the favorable AIFD rate. You can also make your reservation online by visiting [aifd.org/upcoming-events/2013symposium](http://aifd.org/upcoming-events/2013symposium) to get the reservation link. Reservations must be made by June 1, 2013 to be assured you receive the AIFD rate.

## Facebook

"Passion" now has its own Facebook page! This page will feature the most up to date news and happenings going on with the 2013 Symposium. Be sure you are in the loop and like the page now at [www.facebook.com/AIFD.Symposium](http://www.facebook.com/AIFD.Symposium).

*AIFD will keep you posted with details at [aifd.org/upcoming-events/2013symposium](http://aifd.org/upcoming-events/2013symposium)!*



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# Who else can say...

...they do this much to raise the bar in the field of professional floral design? Each year, Teleflora sponsors:

- over 120 educational programs, open to all florists, through the Units Program,
- over 50 programs at floral wholesalers,
- design programs and hands-on workshops at over 50 local allied, state, regional and national conventions,
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- four monthly publications, each geared in a different way to helping florists succeed.

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# Marketing Tip - The Buzz on Social Media

By Lisa Greene AIFD, CFD



Marketing is something that is never far from the mind of any business owner. Whether you're a retail florist, event designer, freelance designer or any other incarnation of flower peddler, you can't get away from the hype about Facebook, Twitter, Pinterest, LinkedIn, and all the other available social media platforms. Very few designers have formal training as marketers. That being said we all have to learn.

Love it or hate it, this technology will never replace the most powerful marketing tool of all: face-to-face relationship building. Lucky our trade is made up of friendly, social people! The first step in marketing your business is to talk about it. How do I talk about my business? Be ready with a few key answers that just might open a door to a longer conversation: What do you do? Where do you do it? Who is your target customer? Have specific answers for these questions to avoid generic statements like "I am a florist." If you are a wedding florist then say so. "We work everywhere"...everywhere in the world or everywhere in Orange County? Are you looking for a high end customer, ethnic niche or just business clients?

Like every aspect of your business you should work smarter. Make a plan: first identify who refers business to you then find ways to talk with more of them. This is where you might use an e-mail but a handwritten card could make a better impression. Research shows digital communication tools should enhance not replace face-to-face communication. You should still take clients to lunch, attend conferences, and go to ISIS mixers etc. Make a point to visit with your customers and prospects. Just because you can "friend" them, "link" them, or send an e-mail do not forgo face to face time simply because it's cheaper or quicker.

Face-to-face conversations have the most impact—they are judged more credible, more positive, and more likely to lead to action. Social media may hook them but you still have to land them. I recently witnessed a Facebook conversation where the participants were very excited to have a real life meeting; that meeting will take place at the Philadelphia Flower show. Several people who "know" each other through Facebook (conversing almost every day) will get to meet for the first time. I have no doubt that these meetings will result in a lifelong friendships. The power of face time can fuel your business relationships as well.

Do you need a little more structure? Does a formal networking organization hold more appeal to you? There are organizations that a business can join that formalize the process. Networking can and should be done informally at trade association meetings, allied trade networking events, professional associations, chambers of commerce etc. I have seen some designers build their entire business from networking and others who have wasted months without a single sale to show for it. The difference is working it and to network well I go back to a saying I learned from my mother, "You have two ears and one mouth, use them in that proportion." You can learn a great deal when you listen.

Formal Networking requires joining a group that requires members to trade referrals or leads. There are several different groups to choose from so check your local area to find the best fit. You want to go where the decision makers meet, not the gatekeepers.

Social media is worth doing, it provides unique business opportunities and a fast way to get the word out. Networking face to face is a necessity has to be done as a vital part of your marketing plan.

## Thanks to AIFD 2012-2013 Partners:

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# AIFD ACCOLADES

AIFD Member **David Shover AIFD, CFD, PFCI** represented the United States at the Putrajaya Flower and Garden Festival "FLORIA 2012" that took place June 30 - July 8, 2012 in the government city of Putrajaya, Malaysia. The theme of the festival was Bougainvillea...The Enduring Beauty. To see photos from the event visit [www.davidshover.com](http://www.davidshover.com). 🌸

**Tony Medlock AIFD, CFD, PFCI** of PJ's Flowers & Events in Phoenix, Ariz. won SAF's Summer VaseOff! Challenge. In this event, florists were challenged to "design an arrangement sure to delight a friend who loves the beach and can't get enough of the sun, surf and sand." "Using cool blue and green colors, you can smell the breezy salt air," said Medlock, describing his design that features mini cymbidium orchids, century plant blossoms, hydrangea, lavender, pyres japonica and woven lily grass. "Adding a keepsake bento box, handmade starfish and flip flops will ensure this gift will last far beyond beach season." Congrats Tony! 🌸

**Brian Wenmoth AIFD, CFD** of Akron, Ohio (pictured right) was the winner of AIFD People's Choice Award at the Dayton Home & Garden Show that took place March 23 - 25, 2012 at the Dayton Convention Center. He won for his design "Diamonds are a Girl's Best Friend." Several AIFD certified designers displayed extravagant floral table arrangements with varying heights and sizes featuring vivid colors and fun themes, perfect for entertaining guests on different occasions.



The AIFD participants and their themes included: "Lettuce" Entertain You! by **Cory Brown AIFD, CFD**, Fairfield, Ohio; Hollywood Glam by **Michael Brown AIFD, CFD**, Cincinnati, Ohio; Let's Go to the Movies by **Bob Friese AIFD, CFD**, Fruitport, Mich.; Garden Fairies at Play by **Mary Linda Horn AIFD, CFD, PFCI**, Ostrander, Ohio; Gypsy by **Sue Huelsman AIFD, CFD**, Twinsburg, Ohio; Dinner and a Movie by **Blaine Kohler AIFD, CFD**, Wapakoneta, Ohio; and Little Shop of Horrors by **Alice Waterous AIFD, CFD, PFCI** Grand Haven, Mich. 🌸

**Congratulations to Ian Prosser AIFD, CFD** for landing the GOP Convention Décor in Tampa, Fla., Aug. 27-30. Ian has worked on two previous Presidential Inaugurations and is up for the challenge of a 670,000 square foot venue in a red, white and blue theme. 🌸

**Katie McCormick Kharrat AIFD, CFD** and her husband Arteen Kharrat are expecting a baby on Valentine's Day! Congrats Katie and Arteen! 🌸



## FLORAL DESIGNER WANTED

Simply Roses Florist is a very busy (and growing) full-service florist in Ormond Beach, Fla., looking to expand our talented design staff. We are not your average flower shop, and we pride ourselves in our attention to the smallest of details, wanting to provide our clientele with arrangements exceptional in quality and uniqueness for ALL occasions – from the simplest day-to-day to the most elaborate events. We are looking for a very experienced Floral Designer – AIFD credentials a plus – who has advanced design skills, polished mechanics and the desire to stay current with floral design trends.

## FLORAL DESIGNER WANTED

Harvard Development Limited is one of the most dynamic and successful trading company specializing in artificial flowers, artificial botanicals, gift decoration, Christmas and seasonal products, with customers worldwide. We have office in Hong Kong and manufacturing plants in China. To copy with our business expansion, we now invite talented Floral Designer to join us.

The successful candidate will have to station and work with our design team in China, and will be responsible for design and development of floral arrangements and related products. He/She will have to create floral and seasonal lines for our showrooms and for our major customers from United States and Europe.

## FLORAL DESIGNER WANTED

Interested in showcasing your design talent in a creative and enthusiastic environment where your ideas are engaged and your imagination is welcomed? Join our team!

We are a full-service event décor and floral provider located in Medina, MN. We offer: event design & conception, event décor creation and rental, tent rental, linen and chair cover rental, event draping, event lighting, theme props, custom prop creation, catering rental needs, and fresh floral design.

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**More details and information on how to apply for these positions can be found at [aifd.org/about-us/job-bank/](http://aifd.org/about-us/job-bank/).**



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# Everything You Need to Know:

**A**s a nod to the new AIFD President **Ann Jordan AIFD, CFD** who resides in Maine, the feature "flower" this month is the White pine cone and tassel (*Pinus strobus* Linnaeus), the state flower of Maine.

## The Details

The White pine cone and Tassel (*Pinus strobus*) was named the Maine State Flower on July 21, 1945. Maine is the only state that has selected an official floral emblem that does not offer a flower. Eastern white pine is a perennial, considered native to the USA. Eastern white pine is a beautiful landscape pine widely used throughout much of North America.

Kingdom: Plantae  
Division: Coniferophyta  
Class: Pinopsida  
Order: Pinales  
Family: Pinaceae  
Genus: *Pinus*  
Species: *Pinus strobus* L. eastern white pine

The Eastern white pine cone and tassel tree is classified within group Gymnosperm of the Pinaceae family. Botanically, these are not considered flowers since gymnosperms do not have true flowers. The reproductive structures of pines are known as strobili. Maine is the only state to have an official state strobilae.

The Eastern white pine cone trees belonging to the class of pines, also called as Conifers, are excellent trees for reforestation projects, landscaping, and has the distinction of having been one of the more widely planted American trees. The *Pinus strobus* Linnaeus is considered to be the largest conifer in the northeastern United States.

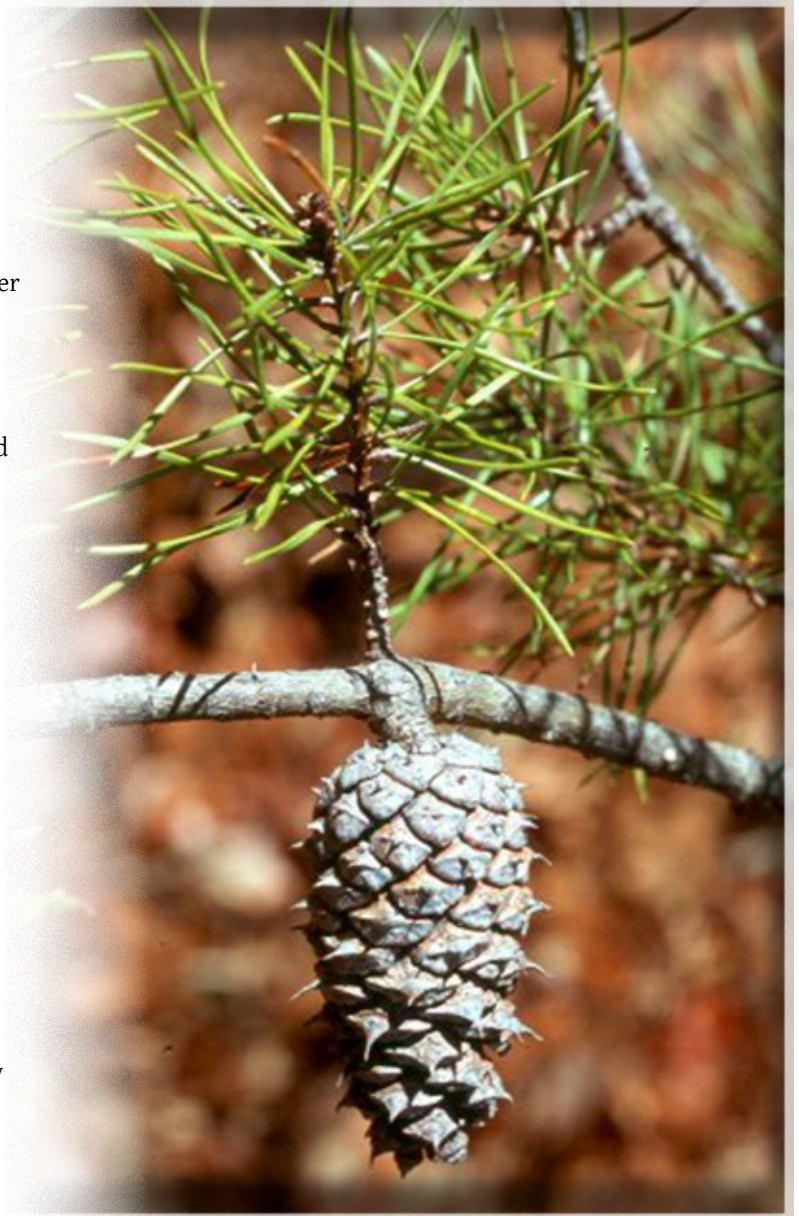
Eastern White Pine cone tree is also known as *Strobus strobus* (Linnaeus), Northern White Pine, Northern Pine, Soft Pine, and Weymouth Pine. Eastern White Pine and Tassel have staminate flowers in clustered yellow catkins, and pistillate flowers as pink immature cones. Eastern White Pine and Tassel blooms in spring (April and early May) and these are ornamentally insignificant.

Eastern White Pine cone tree is monoecious. The pattern of flowering in Eastern White Pine tree is uncertain. The male strobili are oval, 8 to 10 mm long and occur mostly on the basal part of new shoots and mostly on older lateral branches in the lower crown. At the time of pollen shed, they are light brown to brown. Eastern White Pine cone and Tassel female flowers are found most often in the upper crown, primarily at the apical end of the main branches in the position of subterminal or lateral buds. At the time of pollination, they are green, and 5 to 38 mm long. The Eastern White Pine cone and Tassel male flowers develop from one to several weeks before the female flowers. Trees may start to bear female flowers when 5 to 10 years old.

## Using Pine cones in Arrangements

Pine cones are used in arrangements, most notably around Christmas time. They can bring nature right into your home during the holidays as a garland above the fireplace. Use silver and gold metallic spray paint to highlight the different textures of the pinecones. Add them to wrapped gifts to give an added enhancement or create a pine cone tree as a centerpiece!

\*Sources - [www.theflowerexpert.com/content/aboutflowers/stateflowers/maine-state-flowers](http://www.theflowerexpert.com/content/aboutflowers/stateflowers/maine-state-flowers), [www.countryliving.com/homes/how-to-get-the-look/all-about-pinecones-1206#slide-1](http://www.countryliving.com/homes/how-to-get-the-look/all-about-pinecones-1206#slide-1).



# Party in the City Where the Heat is On... AIFD Made Miami "Caliente!"

Over 600 floral design artists from around the world gathered together in Miami, Fla., July 12-16, to celebrate "Caliente," the 2012 National Symposium of the American Institute of Floral Designers (AIFD).

The AIFD Symposium was an action-packed educational extravaganza that featured 19 world-class floral design education programs as well as three lunches, two celebratory dinners and numerous other entertaining events.

"The Symposium was an incredible success this year," exclaimed AIFD's new President **Ann Jordan AIFD, CFD** of Ann Jordan Design Studio in Naples, Maine. "From the educational programs to the receptions to the opportunities to network with one another, 'Caliente' gave each attendee an opportunity to open his/her eyes to new ideas and possibilities within the floral design industry."

Coordinated under the direction of **Tina Coker AIFD, CFD, PFCI** of Melbourne, Fla. and **Sylvia Bird AIFD, CFD, PFCI** of Fort Myers, Fla., AIFD's 2012 Symposium was a balanced collaboration between design artists that provided attendees the ability to take their floral design talent to a new level. Check out more happenings that took place in Miami and view photos from the event on page 14 and on the AIFD Symposium Facebook page at [www.facebook.com/AIFD.Symposium](http://www.facebook.com/AIFD.Symposium). All recaps can be found on the AIFD website at <http://aifd.org/2012-symposium-caliente-recap>.

## Ann Jordan AIFD, CFD Named President of American Institute of Floral Designers

**Ann Jordan AIFD, CFD** of Ann Jordan Design Consulting in Naples, Maine was installed as president of the American Institute of Floral Designers (AIFD) during the organization's 2012 National Symposium "Caliente" held in Miami, Fla., July 12-16. She succeeds **Tom Bowling AIFD, CFD, PFCI** of Fitz Design in Fairfield, Ohio, as the volunteer leader of the floral industry's leading organization in design education.

Installed as president-elect of AIFD was **John Kittinger AIFD, CFD** of The Best of Flowers in Lexington, Ky. **Tim Farrell AIFD, CFD, PFCI** of Farrell's Florist in Drexel Hill, Pa. was elected to serve as the Institute's vice president and **Suzie Kostick AIFD, CFD, PFCI** of Rio Rancho, N.M. will take on the role as AIFD's new secretary. **Richard Salvaggio AIFD, CFD, PFCI** of Teleflora in Los Angeles will continue to serve as treasurer of the Institute.



The 2012-2013 Board of Directors - Top row, left to right: Marie Ackerman AIFD, CFD, PFCI, Michael Quesada AIFD, CFD, Bill McKinley AIFD, CFD, Mike Hollenbeck AIFD, CFD, Ken Norman AIFD, CFD, Janet Black AIFD, CFD, PFCI, Jim Rauch AIFD, CFD, Ron Mulray AIFD, CFD, Ted Bruehl AIFD, CFD, and Tom Simmons AIFD, CFD. Bottom row, left to right: Tom Bowling AIFD, CFD, PFCI, Suzie Kostick AIFD, CFD, PFCI, Tim Farrell AIFD, CFD, PFCI, Ann Jordan AIFD, CFD, John Kittinger AIFD, CFD, Richard Salvaggio AIFD, CFD, PFCI, and Joyce Mason-Monheim AIFD, CFD.

**Joyce Mason-Monheim AIFD, CFD** of Tucson, Ariz. will continue to serve as the membership chairperson and **Tom Simmons AIFD, CFD** of Three Bunch Palms Productions in Palm Springs, Calif. will take on the role as AIFD's 2013 Symposium coordinator for "Passion" taking place June 28 - July 2 in Las Vegas, Nev.

Continuing to serve as directors-at-large are **Janet Black AIFD, CFD, PFCI** of Designs Florist and Interiors in Bethel, Maine, **Ted Bruehl AIFD, CFD** of The Chocolate Rose in Irving, Texas, **Mary Linda Horn AIFD, CFD, PFCI** of Mary Linda Horn Floral Designs, LLC in Ostrander, Ohio, **Suzie Kostick AIFD, CFD**, **Bill McKinley AIFD, CFD** of Texas A&M University in College Station, Texas and **Ken Norman AIFD, CFD** of Colony Florist & Gifts in Franklin Lakes, N.J.

**Kevin Coble AIFD, CFD** of Le Fleur in Memphis, Tenn. was elected to serve as regional chapter representative for the Southern Chapter, **Ron Mulray AIFD, CFD** of the Philadelphia Flower Co. in Philadelphia, Pa. was elected to serve as the regional chapter representative for the North East Chapter and **Marie Ackerman AIFD, CFD, PFCI** of the Teleflora Education Center in Oklahoma City, Okla. was elected to serve for the South Central Chapter. Continuing to serve as regional chapter representatives are **Jim Rauch AIFD, CFD** of Unique Designs in Dayton, Ohio for the North Central Chapter, **Michael Quesada AIFD, CFD** of Kaleidoscope Flowers in Santa Barbara, Calif. for the Southwest Chapter, and **Mike Hollenbeck AIFD, CFD** of Floral Artistry Espresso Garden in Lewiston, Idaho for the Northwest Chapter.



# Floral Industry Professionals Honored by AIFD with Awards

**Chris Norwood AIFD, CFD**, vice president of Floral Operations at Tipton & Hurst Florist in Little Rock, Ark. has been recognized by the American Institute of Floral Designers' (AIFD) National Board of Directors with the Award of Distinguished Service to AIFD (pictured right, top). The announcement was made on July 14 during the Institute's 2012 Awards Ceremony held in conjunction with its 2012 National Symposium "Caliente" in Miami, Fla. Now recognized as a Fellow of the Institute, Norwood, a past AIFD president, received the award for his tireless and continued support of AIFD as a leader, mentor, supporter, promoter, volunteer and friend.



Also honored during the ceremonies was **Ron Mulray AIFD, CFD** of the Philadelphia Flower Co. in Pa. with the Award of Special Service (pictured right, bottom). Mulray was recognized for his continued efforts and dedication to the development and long-held relationship between AIFD and the Philadelphia Flower Show.



This year, AIFD recognized two people with the Award of Merit – Industry. This is an award that is presented to professionals in the floral industry who are not a member of AIFD, but who are serving a crucial role in advancing the industry. **Julie Puckett** of Wm. F. Puckett, Inc. in Barberville, Fla. was recognized with this award for her personal and professional unselfish dedication, enthusiasm and support of AIFD and its members (pictured left, top).



**NORCAL/California Association of Flower Growers & Shippers**, located in Soquel, Calif., was also recognized (pictured left, bottom). Norcal/ California Association of Flower Growers & Shippers is a non-profit trade association established to represent the professional needs and interests of the floral industry in California. They offer a variety of services to strengthen the floral and agricultural industries by increasing the flow of products from California to destinations throughout the world. They were recognized for their long held commitment and dedication to the AIFD Symposium. **The**

**Grace Ormonde Wedding Style Magazine** was recognized with the AIFD Award of Merit – Non-Industry for their promotion of outstanding and creative floral displays in their magazine.



## City College of San Francisco Students Sweep AIFD Student Design Competition

Three City College of San Francisco students made their mark at the American Institute of Floral Designers' (AIFD) 2012 Student Floral Design Competition that was held as part of AIFD's 2012 National Symposium "Caliente" in Miami, Fla., July 12-16. The three students who were part of the college design team brought home a total of eight awards.

The competition consists of five categories: Overall, Buffet/Food Table Design, Napkin Floral Décor, Flowers to Carry – Bridal Bouquet Design, and Sweetheart Table Design. The City College of San Francisco (CCSF), led by SAIFD advisors **Holly Money-Collins AIFD, CFD** and **Steven Brown AIFD, CFD**, earned the Overall School Award. **Yumi Patricia Ota** of CCSF and **Rebecca Dryer** of Joliet Junior College in Ill. tied for first place for the Overall Student Highest Score Award. Ota also garnered the People's Choice Award which is voted on by Symposium attendees.

To see an entire list of all student competition winners visit <http://aifd.org/2012-saifd-results/>.

## Reliving 2012 Symposium on Facebook

**Valerie Jackson McLaughlin:** It was amazing thank you! First time and testing. My favorite memory was meeting all the wonderful, amazingly talented, open, friendly, kind and funny people. I think I have made some friends for life.

**Paty Velarde:** Wonderful Designers + Excellent Presentations = Total Success. . . Congratulations to ALL.

**THE QUEEN'S FLOWERS:** Absolutely everything!

**Poppy Parsons CFD:** Once getting past the jitters & nerves of first time testing PFDE- a great day of volunteering & meeting talented, accepting, welcoming, motivating, & "UBER" awesome people. Made great friends and connected with excellent motivators! Can't wait for Vegas... PASSION!

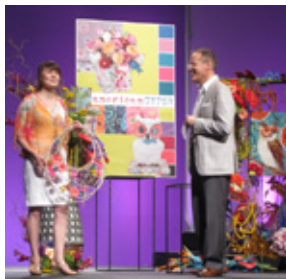
**Adrianna Duran-Leon:** The PFDE test because that was the only thing I was able to do this year. I loved seeing the photos posted from all the sessions since I couldn't make them. Next year I will be there for all of them! :o)

**Tanya Brandenstein:** Love every single moment, my first symposium and definitely not the last! Thank you for all! Greetings from Mexico!

**Chris Alger:** My first symposium. Met so many wonderful, friendly people. The exposure to the incredible design work left me awestruck. Thank you to all of the dedicated AIFD members & volunteers which made this experience possible.

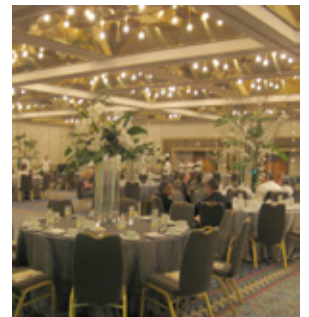


# "Caliente" Captured in Pictures



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## Meal Receptions



## Serving the Community

Blooms Over Miami: AIFD attendees created over 450 beautiful floral arrangements from leftover flowers from the design programs and they were delivered to area nursing homes. Special thanks to burton+BURTON who donated all of the containers.





# ***AIFD Welcomes Newest Professionals as CFD's***

***Congratulations to the following floral design professionals who were successful in their bid to become CFDs.***

**Cheryl Andrews CFD**  
Cheryl's Distinctive Creations  
Ocoee, FL

**Shinta Arifin CFD**  
San Francisco, CA

**Flavia Bruni CFD**  
Daisy Flowers  
Rome, Italy

**Hyo Jung Choe CFD**  
Seoul, South Korea

**Kelly Donohue CFD**  
Matlack Florist  
West Chester, PA

**Adrianna Duran-Leon CFD**  
Albuquerque, NM

**Tricia Fillingim CFD\***  
The Fresh Flower Market  
Castle Rock, CO

**Leanna Gearhart-Theye CFD\***  
Eastern Floral  
Kentwood, MI

**Rebecca Geary CFD**  
La Otto, IN

**Tammy Gibson CFD\***  
Louisville, KY

**Marisa Guerrero CFD\***  
Debbie's Bloomers  
El Paso, TX

**Patricia Harold CFD**  
Cross Lanes Floral  
Cross Lanes, WV

**Mi Hae Jin CFD**  
Songpa-ku Seoul, South Korea

**Kirk Joiner CFD**  
Passion Growers LLC  
Miami, FL

**Nishazad Khan CFD**  
Plantation, FL

**Jayoon Kim CFD**  
Brooklyn, NY

**Hanbeol Kim CFD**  
Seoul, South Korea

**Mirae Kim CFD\***  
Gangnam-Ku, Seoul, South Korea

**Aniko Kovacs CFD**  
Vancouver, BC, Canada

**Michiko Koyama CFD**  
Ivy Floral Design School  
Okegawa City, Saitama, Japan

**Phan Lai CFD**  
Southern California School of Floral Design  
Orange, CA

**Hwa Eun Lee CFD**  
Seoul, South Korea

**Ji-Hye Lee CFD**  
Seoul, South Korea

**Marcela Lopez-Vallejo CFD**  
Blacksburg, VA

**Bogar Marin CFD\***  
Cuautitlan, Izcaltli, Mexico

**Kimberly Martin CFD**  
University of Missouri-Tiger Garden  
Columbia, MO

**Valerie McLaughlin CFD**  
Wallingford, PA

**Michelle Morgan CFD**  
Morgan Investment Enterprises LLC  
DBA Katherine's Florist  
Clermont, FL

**Jenna Naylor CFD\***  
Ederyn Floral LLC  
DBA A Daisy A Day  
Stone Mountain, GA

**Poppy Parsons CFD**  
Swift City, SK, Canada

**Tommye Pendergrass CFD**  
Pikeville Flower Shop  
Pikeville, TN

**Angela Petri CFD**  
Fort Lauderdale, FL

**Nga Plakotoris CFD**  
La Vie en Rose  
Tampa, FL

**Christine Price CFD**  
Glendale, AZ

**J Ross Railey CFD**  
Birmingham, AL

**Iris Salmon CFD\***  
Grower Direct Inc.  
Beaumont, AB, Canada

**Dee Schipman CFD**  
Billings, MT

**Marilyn Schuenemann CFD**  
Leander, TX

**Sara Severance CFD**  
Franklin, NH

**Patricia Velarde Chapa CFD**  
ADAF Mexico, Monterrey, NL, Mexico

**Annie Wang CFD**  
Shanghai, China

**Jae Yun CFD**  
San Francisco, CA

*\* = invited to become AIFD*

*Four professionals who were already CFD were also invited to become AIFD. They are: **Jacqueline Ahne Davis CFD** of Sunset Beach, CA; **Sharon Sabin Ivey CFD** of Watkinsville, G., **Jessica Wai Mui Li CFD** of San Francisco, CA; and **Debra J. Schwarze CFD** of Minneapolis, MN.*

# CONGRATULATING THE BEST

Congratulations to the 21 professional floral design artists from around the world who this year distinguished themselves with their induction into the American Institute of Floral Designers at the 2012 Symposium.

Jenny Behlings AIFD, CFD, PFCI  
Jenny's Floral  
Custer, S.D.

Yoon-Hee Heo AIFD, CFD  
Raonjena Flower Shop  
Seoul, South Korea

Sharrai Morgan AIFD, CFD  
Holly's Fine Flowers  
Port Townsend, Wash.

Rosie Palomino Cardenas AIFD, CFD  
Phoenix, Ariz.

Wendy Infanger AIFD, CFD  
Rexburg, Idaho

Kimberly Ann Nelson AIFD, CFD  
Kimberly Nelson Floral Designs  
Phenix City, Ala.

Audrey Chaney AIFD, CFD  
Botanica Floral & Event Design  
Sacramento, Calif.

An Ja Jeung AIFD, CFD  
Seoul, South Korea

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

Carol Chapple AIFD, CFD  
Juul Flora LLC  
Minneapolis, Minn.

Jin Kim AIFD, CFD  
Freelance designer  
Seoul, South Korea

Ania Norwood AIFD, CFD, CCF  
Newport Beach, Calif.

Angela Darrah AIFD, CFD  
Angela Darrah Designs  
New Orleans, La.

Jennifer Lato AIFD, CFD  
Michael Daigian Design  
San Ramon, Calif.

Rachelle Nyswonger AIFD, CFD  
Flowers by Rachelle  
Chico, Calif.

Katherine Davies AIFD, CFD  
Desert Bloom Event Florist  
Mesa, Ariz.

Adelaide Beth Linn AIFD,  
CFD Lower Gwynedd, Pa.

Philip Rice AIFD, CFD  
East Sac Florist  
Sacramento, Calif.

Lee Gallison AIFD, CFD  
Pasadena, Calif.

Anita Kuen Yee Mok AIFD, CFD  
KOZAN  
Tai Po, Hong Kong

Misha White AIFD, CFD  
Calgary AB, Canada

## "Explore Beyond the Shore" at the 2013 Southern Conference

### Featured Designers:

Sharon McGukin AIFD, CFD  
Hitomi Gilliam AIFD, CFD  
Tim Farrell AIFD, CFD  
Ruben Consa AIFD, CFD  
Mario Antonelli



### Hotel Information:

Verdanza Hotel  
8020 Tartak St.  
Isla Verde, Puerto Rico 00979  
800-625-0312  
[www.verdanzahotel.com](http://www.verdanzahotel.com)

**SAVE THE DATE!**

April 11-14, 2013  
Verdanza Hotel  
Isla Verde, Puerto Rico

**MORE DETAILS POSTED SOON!**





# 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 past South Central Regional Chapter Representative on the National Board, **BJ Dyer AIFD, CFD**.

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

**BJ:** I have owned Bouquets with my partner, **Guenther Vogt**, for 25 years. My corporate title is President. Ironically, although I have a business degree, Guenther handles more business aspects of the company, freeing me to be creative director. I establish the Bouquets brand, including the styling of our floral voice. My staff emulates my prototypes. I design the resplendent weddings and grand galas we produce regularly. I train our staff; we share buying responsibilities; I do marketing, promotion, rainmaking and social media.

*AIFD: As a member of the board what are your personal goals for the advancement of AIFD?*

**BJ:** I believe the Institute is at a critical juncture to position itself as the definitive world vanguard in progressive floral design. If we do not make a concerted effort to grasp this leadership role, someone else will. I predict an organization in another country will soon rise to the occasion. AIFD will then join their world association, rather than the world joining a network we could create. This goal requires initiative by members with passion. We must do whatever it takes to establish our stake first. The AIFD board works tirelessly on so many other critical issues, so unfortunately we haven't made this a priority. Budgets, membership, education, and symposium are but a few of the tasks consuming all the board's time. I intend to continue to push for AIFD to be dominant internationally before it's too late!

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

**BJ:** I was fortunate that **John Haines AIFD** lived in my community. He is one of just seven members to receive the AIFD Award of Design Influence. As a friend, John helped me think of floral design in new ways. Additionally, at a critical crux in my design development, one of my teachers was Belgian florist **Dries Alberts** (now living in South Africa), author of *Floral Design & Art: Principles and Philosophy of the European Art of Floral Design*. His guidance resulted in extensive research on my own, which benefited me abundantly.

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

**BJ:** Although I'm detail-oriented, my strength is seeing the big picture. I thoroughly enjoy brainstorming a huge event with lots of balls to juggle, somehow making all of the puzzle pieces fit, despite mixed metaphors. I'm happiest at my job when I'm concocting exciting concepts for my clients, ideas which are innovative, fresh, and clever.

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

**BJ:** Others have said it, and I agree: poorly-trained florists give the entire industry a black eye. We all benefit from sharing education with our peers, even with competitors. I have no fear sharing anything I know with anyone I meet. The world is welcome to steal my ideas. Ideas are like Doritos, "We'll Make More." So training and vocational advancement for all levels of floristry seems critical to me for our collective success. It's part of my passion for AIFD: education is our mission.

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

**BJ:** Travel is an obsession. I fly somewhere exciting to defrag at least eight times a year, often more. I prefer an active holiday with museums, shopping, theatre and cultural activities, rather than beaches. But I love spas. I've traveled Europe, South America, Asia, Africa. I've presented programs as far away as ZhengZhou, China. We'll be cruising Alaska in September. A transatlantic sailing on the Queen Mary 2 is scheduled for January. I work out and practice yoga. I attend, on average, over 50 performances a year: plays, musicals, opera, symphony and pop concerts. I am a Colorado Symphony Trustee as well as serving on numerous other non-profit boards.

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

**BJ:** Don't take shortcuts when it comes to training. All great artists built upon a solid foundation of basic skills. Work hard at a proper education, then update and freshen knowledge throughout your career. Early in your journey, "borrow" freely from the styles of your idols, but consciously work toward eventually developing your own voice, so that you don't die without a signature style.

# What's Going On?

# AIFD Chapter Reports

## **AIFD Southern Chapter**

### ***Outgoing President's Letter***

**Karen Farmer AIFD, CFD**

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

The chapter has worked very hard this year and there are no signs of slowing down. Our Southern Conference in Orlando entitled "Diversity" was a huge success. Our chairpersons **Brita Edlbauer AIFD, CFD** and **Russ Barley AIFD, CFD** brought in top-notch designers and speakers to put on a show filled with inspiring information and designs. The chapter raised over \$200 for a local, Orlando, organization called "Seniors First." Thank you to all the volunteers and supporters for your donations and contributions. The designers, programs and vendors were all top notch. Next years conference, "Explore Beyond the Shore", will be another opportunity to experience the excellence of the Southern Region in Puerto Rico.

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 the Southern Chapter is coming together nicely and we are helping the big "AIFD" picture make sense.

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 the Southern Chapter and I can't wait to see what the future holds. It has been a pleasure and thank you for the awesome opportunity to serve you in this way.

### ***Incoming President's Letter***

**David Powers AIFD, CFD**

Wow, it is truly amazing how time flies by. It was only seven years ago when I was asked to be on the board of directors for the southern chapter. Look at me now, with the help and guidance of so many people in this region I have become your President. I hope that we can all work together to accomplish the goals of those before me and continue to grow and

educate as many as we can of the importance of AIFD. As I begin this journey I want everyone to know that I am committed to retaining the integrity of our chapter. I am asking each and every one of the members to be in contact with me of their wants from the board or of the chapter, because, I am certainly going to be asking many of you to be more involved and help our chapter remain the leader in chapter membership.

I mentioned in Miami that I would like to know what your reason is for remaining a member of AIFD, what is it that makes you want to retain your membership. For me it is to continue to educate designers, young and veterans on what is happening in the floral industry. New trends, flower varieties, product development and all of the opportunities there are in our ever changing flower world. I would love for you to send me an e-mail to [dlp80165@gmail.com](mailto:dlp80165@gmail.com) and let me know your reasons for membership, or any question or concerns you may have. Realizing I may be opening the door to many subjects, I am committed to answering every one of your questions.

I have realized that over the last four years that we all need to have a purpose in our lives, hence my statement at symposium about a "purpose driven life," mine being of service to each and every one of our members and to all those who aspire to become an accredited member of AIFD. We need to be a unified group to better advance ourselves and our amazing southern chapter. Please realize that just because you may not serve on the board of directors I want to personally invite everyone to our next board meeting in October at St. Simons Island, GA. You can listen and learn about all we do for the chapter as well as add to the discussions on the table. If you want something to be asked at the meeting send this to me and I will have it added to our meeting agenda to get you answers.

I am honored and humbled to be your leader for the next year. I hope to here from as many of you as possible in the coming weeks.

## **South Central Chapter**

### ***Outgoing President's Letter***

**Suzie Kostick AIFD, CFD, PFCI**

First point of business is to congratulate **Sylvia Bird AIFD, CFD** and **Tina Coker AIFD, CFD** on hosting a wonderful and inspiring Symposium. I know firsthand how much time and effort goes into planning a successful Symposium and these ladies gave it their all and then some! A great big round of applause for these two magnificent gals and the many committees, volunteers and designers that played a role in the weeks activities. Also a great big shout out to all our Elite Sponsors and product contributors whom without their generous contributions and involvement we would not have a Symposium.

Thank you to those SC members who took the time out of their



busy schedule during symposium to attend our regional meeting. With so much going on it's hard to find the time to come to these meetings but this year's attendees were treated to an informative and exciting meeting. If you missed it please look for the details and recap in the upcoming SC Newsletter that will be out at the end of September. One bit of news that just can't wait until September is the announcement of the first recipient of the South Central Life Time Achievement Award that was presented during our meeting. This year's honor was presented to one of our founding members **Jim Morley AIFD, CFD**. As the first regional President and a driving force in the building of our regions foundation this honor was well deserved.

I do want to take this one last opportunity to thank the retiring board members who served the SC Region with great pride and dedication over the past several years they are: **Beth O'Reilly AIFD, CFD**, **BJ Dyer AIFD, CFD**, **Denise Capelli AIFD, CFD**, **Sandi Yoshihara-Sniff AIFD, CFD** and **Stacy Brabson AIFD, CFD**. I am sure we will see these names again serving on future boards and committees on both a regional and national level.

After coming down from all the excitement of the HOT – HOT-HOT "Caliente" it's time again to focus on the upcoming year in our respective regions. Here in the South Central Region we are gearing up for another incredible year of AIFD awareness, educational events and fundraising efforts. We invite EVERYONE to check out the SC webpage to keep track on the many events and happenings taking place in the South Central Region - you don't have to just be a SC member to take a look everyone is welcome!

Lastly I would like to put a call out to all South Central members who would like to know more about how to get involved within the region and who may have the desire to serve on the Regional Board. One of my responsibilities as the Regional Immediate Past President is to secure nominations for next year's elections. If you have ever wondered what it takes to serve on the board, or thought that a change was needed, or had ideas you would like to make happen, or maybe you have someone you would like to nominate please contact me at [skostick2003@yahoo.com](mailto:skostick2003@yahoo.com) and let me know that you are interested. There are many opportunities for you to serve your region and I will be happy to answer any questions you may have. Be inventive, have fun and keep your zest for all things creative!

### ***Incoming President's Letter***

***Lou Lynne Moss AIFD, CFD***

Our South Central Region has a lot of "Passion" to distribute in the coming months. On August 25 there was an "AIFD Awareness" in conjunction with the Denver Gift Mart. **Maggie Binet AIFD, CFD** (our new Awareness Chair) worked with area AIFD designers and presented a Floral Expo in conjunction with The Floral Association of the Rockies. There was an AIFD Booth as well as an "Iron Fist" on stage design contest. The following Sunday, August 26, **Lisa Waddel AIFD, CFD** worked with area AIFD designers at Amato Wholesales' Open House. A Wedding Story: Educational Program and Industry Awareness Event was held.

South Central Members are also asked to attend the National Membership's Connection program on September 15 to promote our region as well as network with attendees on the upcoming AIFD Foundation Scholarships available. That program will be held at the Oklahoma City Flower Market in Oklahoma City, OK. Since the South Central region does have a named fund in the AIFD Foundation, we are looking for opportunities to encourage more applicants.

**Frankie Peltiere AIFD, CFD** our Fundraising Chair is scheduling our 2nd Wedding "Sell-O-Bration" on April 7, 2013 with a daylong design show and interactive business session. On Monday, April 8 a Wedding Boot Camp-Hands On Workshop will be available to a limited number of designers. Register early for this educational event hosted at the Baisch & Skinner Linda Kay Learning Center in St. Louis, MO.

Our Communications Committee Chaired by **Suzie Kostick AIFD, CFD** with help from **BJ Dyer AIFD, CFD** have developed a monthly calendar of events on our Facebook page as well as National website. Anyone wanting to post information should contact them at [skostick2003@yahoo.com](mailto:skostick2003@yahoo.com) or [bj@bouquets.org](mailto:bj@bouquets.org). Our deadline for the October issue of our newsletter is due September 15. Send articles and stories as a WORD doc and images in jpg format to Suzie.

Our newly formed Career Development Committee is chaired by **Vicki McPherson AIFD, CFD**. We have a member from each state in our region collecting information on FFA Chapters and Advisors so we can market high school students and/or instructors on the hopes of joining the floral industry as a future career. Hopefully we can host some type of informational event or present a design education program this coming year within our region. We thank the support from the National Committee to help underwrite this project.

With **Marie Ackerman AIFD, CFD** as our newly elected regional representative, as well as **Suzie Kostick AIFD, CFD**, the new National AIFD secretary we will be well represented on the National Board. They always keep key issues at the forefront of our conference calls. Communication has been great with this age of technology and we have had a great board of directors who give of their time and talents to keep South Central headed down a successful path. I look forward to the many programs and events going on in our vast South Central region. Best of times for our future.

## ***North Central Chapter***

### ***Outgoing President's Letter***

***Dan Kotecki AIFD, CFD***

2011 - 2012 was a very active year for the North Central Chapter. In September our very gracious and generous member **Bob Friese AIFD, CFD** once again hosted one of our largest fund raising and public awareness events, "Nature's Creative Edge." Under the supervision of Bob, **Alice Waterous AIFD, CFD** and chapter friend **James Lutke**, talented floral artists created an extraordinary outdoor floral gallery. All monies raised go to our scholarship fund, which

allowed us the opportunity to assist four members/potential members to attend "Caliente."

In January, our then President-Elect **Loann Burke AIFD, CFD** coordinated another fabulous awareness event at the Chicago Gift Mart. This event was in conjunction with our semi annual meeting. Design presentations were given by **Tim Farrell AIFD, CFD** and **Mandy Majerik AIFD, CFD**, and business seminars presented by **Jodi Duncan AIFD, CFD** and **Bob Williams**, a representative of one of our industry's greatest supporters, Smithers-Oasis. Loann also coordinated the first "Bobbi Cup" design competition, aptly named in honor of our illustrious member, **Bobbi Blatchford-Ecker AIFD, CFD**. Six contestants participated in a surprise package style competition. **Derek Woodruff AIFD, CFD** emerged as the victor and received a monetary prize and well and the first ever "Bobbi Cup." Loann's vision is to bring this event to the national level at Symposium.

Several other public awareness/fund raising events were held at various locations, which included the Milwaukee Art Museum's Art in Bloom coordinated by **Larry Masters AIFD, CFD**, and the Dayton Home and Garden Show.

As Past President, I want to thank my board and all of our chapter members for their unwavering support, and I look forward to everything our chapter will accomplish under the fantastic leadership our new President, **Loann Burke AIFD, CFD** and her talented board.

### ***Incoming President's Letter*** ***Loann Burke AIFD, CFD, PFCI***

In college, I always admired AIFD designers. I looked up to them. I learned from them. I wanted to be one of them. I'm humbled and honored to now serve in leadership as president of the North Central Chapter of AIFD, alongside many of those same designers who inspired me over the years. We have an amazing year ahead. I'm excited about opportunities to mentor young designers who now look up to and seek to learn from us.

At "Caliente" in Miami, I was pleased to present the second North Central AIFD Hall of Fame Award to **Alice Waterous AIFD, CFD, PFCI**. The award was presented in recognition of Alice's outstanding dedication, leadership and service to the North Central Chapter and to the floral industry. Her tireless efforts to promote the floral industry and AIFD are a model for us all. Congratulations, Alice!

We are greatly looking forward to some amazing awareness events in North Central. September 14-16, 2012, Nature's Creative Edge will once again be held in beautiful Fruitport, Mich. at the home of **Bob Friese, AIFD, CFD**. Five acres of beautifully groomed trails meander through Bob's wooded property and create a floral playground for designers from all across the country. This year, designers will interpret the theme, "Storybooks & Fairytales - Fantastically Floral." An event I affectionately call "florists' camp," Nature's Creative Edge is an amazing experience and a time to create, share, and rejuvenate. Make plans now to join us at Nature's Creative Edge this September.

We also looked forward to increased opportunities with Future Farmers of America. The FFA National Convention will once again be held in Indianapolis, October 24-27, 2012. Opportunities exist for mentoring, assisting with the student design competition, and promoting AIFD, it's mission and educational opportunities to the attendees. North Central is proud to work with **Todd Bussey AIFD, CFD** and the AIFD Career Development Task Force to educate young designers about AIFD and to inspire them to elevate their floral design skills through education and mentorship.

And that is just the beginning. We are on the move in North Central with many new and revisited opportunities to share AIFD and elevate the art of floral design. We're ready for one amazing year!

### ***North East Chapter*** ***Outgoing President's Letter*** ***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** and with designers **Theresa Colucci AIFD, CFD** and **Michael Derouin AIFD, CFD**. Then again a spring design show in Paramus, N.J. led by **Maryetta Bartlett-Dowing AIFD, CFD** with designers **Chris Ondrak AIFD, CFD**, **Ken Beebe AIFD, CFD** and **Lisa Green AIFD, CFD**. 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 Bergnic 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 AIFD, CFD** (PA) and two CFD's **Jasmine Chae CFD** (N.Y.) and **Susan McLeary CFD** (ME). So when you meet them welcome them to the group.

So as with all that being said 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.



## ***Incoming President's Letter***

***Lisa Greene AIFD, CFD***

Symposium is over and the AIFD year is about to start for the new slate of officers and the board. 2012-13 looks promising and challenging at the same time. As a Chapter we know what we do: Fall program, Flower show, Spring program and Symposium. I want to thank everyone who has stepped up to run all of these projects.

Fall Program- Ken Beebe AIFD, CFD

Flower Show- Polly Berginc AIFD, CFD

Spring Show-TBD

Symposium-Board Meeting- Lisa Greene AIFD, CFD

I am also looking to begin a project with the FFA instructors and I am looking for help from members who have a connection to H.S. Vo-Ag programs in your state. At this point we have a coordinator in N.J. Send me an e-mail if you are interested. Funds are limited but we hope to grow the program.

Thank you to all of our members who attended Symposium and made it a great time. From the students who represented our region in the competition, to potential members who survived PFDE, to members who serve on boards committees and task forces- thank you all. The NERC was represented by members who did programs, meal functions, VIP flowers and helped to organize and produce "Caliente." There were friends who could not make it to Symposium this year and they were missed we hope to see them next year at "Passion" in Las Vegas. "Passion" will be a celebration that culminates **Ann Jordan AIFD, CFD** and her year as AIFD President. So save the date June 28 - July 2, 2013 and we will see you there!

I look forward to serving with you and for you as the NERC president. I would like to encourage everyone to get together and get to know other members in our chapter this year. Read the newsletter, especially the calendar and if there is something going on in your neighborhood attend. If you know of an event let us know so we can go.

Looking forward!

## ***Southwest Chapter***

***Outgoing President's Letter***

***Alex Jackson AIFD, CFD, PFCI***

It has been my deepest honor to serve as the President of the Southwest region of AIFD during the 2011-2012 year. I have had the pleasure of working with an incredibly dedicated and talented board and I know that our region is in very capable hands for the next year. There are many members who have volunteered countless hours of hard work to make this past year another FABULOUS experience for all of us. Special thanks go out to **Jim Hynd AIFD, CFD, Jim Blythe AIFD, CFD, Kate McCormick AIFD, CFD, Dee Yeager AIFD, CFD and Bette Lou Barker AIFD, CFD** for all of their incredible work at the Los Angeles County Fair Floral Pavilion. Thank you to **Derrick Vasquez AIFD, CFD** for all of your dedication and generosity hosting our board meetings as well as our annual Wedding Extravaganza. Thank you to **Tony Alvarez AIFD, CFD** and

**Debbie Alvarez AIFD, CFD** and all of your incredible students for being such a significant part of our successful Wedding Extravaganza.

Thank you to all of the 2011-2012 Board Members who so faithfully worked tirelessly for our region – you all are incredible inspirations of greatness. Thank you to all of the members who were involved in our year and who gave of yourselves for the benefit of others. I encourage all of the regional membership to join in and participate. AIFD can only give back exactly what you invest in it – there are a million ways to participate – come join the party!

Congratulations on your induction into AIFD to **Lee Gallison AIFD, CFD, Katie Noonan AIFD, CFD, Katherine Davies AIFD, CFD** and **Rosie Cardenas AIFD, CFD**. We look forward to having you be active members and working with you on all of our programs. 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!

## ***Incoming President's Letter***

***Lori Novak AIFD, CFD***

What an exciting year we have planned for the Southwest region. As your new SWAIFD President I am excited about the year's activities along with our region hosting Symposium 2013 "Passion" in Las Vegas June 28 - July 2. As I greeted our newest members and our outstanding membership in the Southwest region in Miami, I could already feel the excitement building for this event. The SWAIFD region has always been a great group of hard working, creative and motivated individuals that are ready to take on the challenges of hosting a National Symposium. I am really looking forward to working with all of you again.

Our first event for the chapter this year is the Los Angeles County Fair, our members **Katie McCormick AIFD, CFD** and **Dee Yeager AIFD, CFD** will create a beautiful and amazing display featuring AIFD designs for a public viewing for over 1 million. Our thanks to **Jim Hynd AIFD, CFD** and **Jim Blythe AIFD, CFD** for allowing us this opportunity and for always supporting the chapter year after year. For the past two years the chapter has hosted a Floral Extravaganza in the spring featuring AIFD designers from across the country. We are planning this event again and with the capable hands of chairperson **Derrick Vasquez AIFD, CFD**, this will be one to mark on your calendar. This will also be a great time to highlight our symposium along with a day of floral education. We will keep the members updated with information but you can always see our Facebook page or our *Design in Line* magazine for information. With a fantastic board of directors who are always willing to go above and beyond for the chapter, I am so fortunate to work with this dedicated group.

Lastly, my other very important job this year is to work with **Tom Simmons AIFD, CFD** as the program coordinator for Passion 2013. I encourage all members to get involved, get inspired and create great floral moments to be remembered always.

## Northwest Chapter

### Outgoing President's Letter

**Emil Yanos AIFD, CFD**

I am honored to have been able to serve as President of the Northwest Region. I have been fortunate to work with many dedicated and energetic people. I am sure that without that kind of dedication, many of our goals would not have been accomplished. My goal going into this endeavor was to bring AIFD awareness into the public arena. I know that we have a long way before that is a reality. If we continue to work with organizations such as FFA and the Idaho State Floral Association as we did this past year, if we continue to keep our communication open with educational facilities such as City College of San Francisco, and if continue to be involved with local wholesalers and growers such as United Wholesale Flowers and Kitayama Brothers, the public will begin to associate floral design excellence and floral education with AIFD.

I look forward to the term of our new president, **Gerry Gregg AIFD, CFD**. I know that his dedication and enthusiasm in the floral industry is an inspiration. I feel that if you can keep people inspired, you will create the hunger for more education.

### Incoming President's Letter

**Gerry Gregg AIFD, CFD**

As President of the Northwest Chapter of the American Institute of Floral Designers, I look forward to the passion that burns deep in the North West. I am proud to announce seven new members – **Audrey Chaney AIFD, CFD**, **Wendy Infanger AIFD, CFD**, **Jennifer Lato AIFD, CFD**, **Sharrai Morgan AIFD, CFD**, **Rachelle Nyswonger AIFD, CFD**, **Philip Rice AIFD, CFD**, and **Misha White AIFD, CFD** – inducted in Miami as the Class of 2012. May their passion ignite a flame that will never burn out.

San Francisco City College is the jewel of the North West. The students and teacher, **Jenny Tabarracci AIFD, CFD**, have worked hard, and it has paid off. The students placed in all four categories and achieved High Point over-all at the student competition held at the annual event "Caliente" Symposium, Miami 2012.

As I look forward, I see a year full of new experiences, a year full of passion. Come September, we are starting it off big! The North West Chapter of the AIFD has partnered with the Northern California-Nevada Unit Chapter of Teleflora to put on a quality educational program. **Hitomi Gilliam AIFD, CFD** has agreed to share her passion here in the North West Region.

Focal Points 22

## AIFD Member Inducted into ISFA Hall of Fame

**Jerry Prokuski AIFD, CFD**, owner of Jerry's Flower Barn in Mendota, was the recent recipient of the prestigious Hall of Fame award from the Illinois State Floral Association in Springfield, Ill.

Mr. Prokuski's hard work and dedicated service to the floral industry began at an early age from his grandmother. He recalls the thrill of being asked to water her flowers. "My grandmother had a backyard of flowers that would be featured in the garden magazines of today" he says. "She would cut flowers and say, okay now arrange them for me."

Prokuski continued to develop different techniques and styles. He began his career working in several flower shops. In 1962 he opened "Jerry's Flower Barn." Through the years he has attended various floral shows and programs to learn more about the industry. Eventually he earned the CFD and AIFD accreditations.

These accreditations distinguished him as a designer who is committed to advancing the art of professional floral design through education, service, and leadership. Prokuski has served on the ISFA board of directors for five terms, was convention chairman for six conventions, and has led several educational programs.

Today he is most noted for his funeral arrangements. He has developed a style to personalize his arrangements making them sentimental for the families. "You bring me the memorabilia, and I'll work it in" he says.

He has incorporated, fishing nets and poles for fishermen, birdhouses and binoculars for birders, rakes, hoses for gardeners. He has also used, corn, wheat, barbed wire for farmers. He has designed with Bibles, quilts, woodcarvings, and angels. He has shared his technique with other designers, too. "Sharing ideas is a passion I have. I believe in helping other designers" Prokuski stated.

Prokuski accredits his personalized funeral arrangements to receiving the Hall of Fame award. His dedication and service to the floral industry would account for it as well.

He has seen the remodeling of his building into a barn and hayloft and endured four recessions. There have been many highlights in his career, one being a consultant for the Batesville Casket Company where he helped design the personalization of the hardware and interior of caskets.

"I would not change a thing" he says about his career. "I started at the bottom, and if you call it the top, I worked my way to the top, in Mendota, Illinois? I am proud of it, really I am."



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# Calendar

## **Sept. 9-10**

Fusion Holiday featuring Hitomi Gilliam AIFD, CFD  
United Wholesale Florists  
San Jose, CA

## **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**

## **April 11-14, 2013**

2013 Southern Conference  
"Explore Beyond the Shore"  
Verdanza Hotel  
Isla Verde, Puerto Rico

## **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**

720 Light Street, Baltimore, MD 21230  
Phone 410-752-3318 / Fax 410-752-8295  
[aifd@assnhqtrs.com](mailto:aifd@assnhqtrs.com) / [www.aifd.org](http://www.aifd.org)

### **Executive Officers**

President: Ann Jordan AIFD, CFD  
President-Elect: John Kittinger AIFD, CFD  
Vice President: Tim Farrell AIFD, CFD, PFCI  
Secretary: Suzie Kostick AIFD, CFD, PFCI  
Treasurer: Richard Salvaggio AIFD, CFD, PFCI  
Past President: Tom Bowling AIFD, CFD, PFCI

### **Board of Directors & Chapter Reps**

Marie Ackerman AIFD, CFD, PFCI  
Janet Black AIFD, CFD, PFCI  
Ted Bruehl AIFD, CFD  
Kevin Coble AIFD, CFD  
Mike Hollenbeck AIFD, CFD  
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Ken Norman AIFD, CFD  
Michael Quesada AIFD, CFD  
Jim Rauch AIFD, CFD

### **Membership Chair**

Joyce Mason-Monheim AIFD, CFD

### **Symposium 2012 Chair**

Tom Simmons AIFD, CFD

### **AIFD Staff**

Executive Director: Thomas C. Shaner CAE  
Associate Director: Kristen Philips  
Financial Manager: Monica Shaner  
Director of Communications: Molly Baldwin  
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### **AIFD Mission Statement**

The mission of AIFD is to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form.

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## 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.

### August 2012

Perishable News website - Aug. 28

Rapid City Journal - Aug. 26

OnlineAthens.com - Aug. 25

Mayesh Wholesale YouTube - Aug. 16

Bridalbar.com - Aug. 15

Rockford Register Star website - Aug. 15

Yahoonews.com - Aug. 10

Mississippi State University website - Aug. 9

Florist Buying Club newsletter - Aug. 8

Perishable News website - Aug. 3

Chicago Sun-Times - Aug. 2

Daily Chronicle - Aug. 1

InArkansas.com - Aug. 1

### July 2012

Perishable News website - July 31

Joliet Junior College website - July 31

Kishwaukee College website - July 26

SAF Wednesday E-brief - July 25

### June 2012

Smithers-Oasis YouTube - June 30

The Produce News - June 27

Florist Buying Club newsletter - June 27

*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).*

## Communication Center



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

Aug. 22, 2012 - AIFD Helps State Floral Groups - Your Help is Needed to Contact Them

Aug. 14, 2012 - AIFD Connection Program Coming to Your Area in September!

Aug. 8, 2012 - Last Chance to Send AIFD Your Thoughts on Symposium

Aug. 2, 2012 - Reminder - AIFD Wants to Hear Your Thoughts on Symposium

Aug. 2, 2012 - We Missed You in Miami! AIFD Wants to See You In 2013 in Vegas! (survey sent to non-attendees)

July 31, 2012 - Is Your Contact Information on the Find a Designer Section of the AIFD Website?

July 27, 2012 - American Institute of Floral Designers Needs Your Input on Symposium (sent to PFDE attendees)

July 24, 2012 - American Institute of Floral Designers Needs Your Input on Symposium

July 24, 2012 - Good News for AIFD Members - From AIFD's Platinum Elite Partner Teleflora

July 12, 2012 - Latest News from AIFD's Platinum Elite Partner BloomNet - REGISTER TODAY! Advanced Wedding and Party & Events Design Course

July 10, 2012 - Latest News from AIFD's Platinum Partner Teleflora - Get your design inspiration online

July 7, 2012 - Latest News from AIFD's Platinum Partner FTD

July 5, 2012 - AIFD Foundation News Special Edition- Symposium 2012

July 3, 2012 - Latest News from AIFD's Silver Partner Burton+Burton

June 27, 2012 - Interested in Sharing a Room at Symposium?

June 27, 2012 - Last Chance to Save Money on your Registration for Symposium!

June 22, 2012 - AIFD Foundation News June 2012

June 21, 2012 - AIFD June/July 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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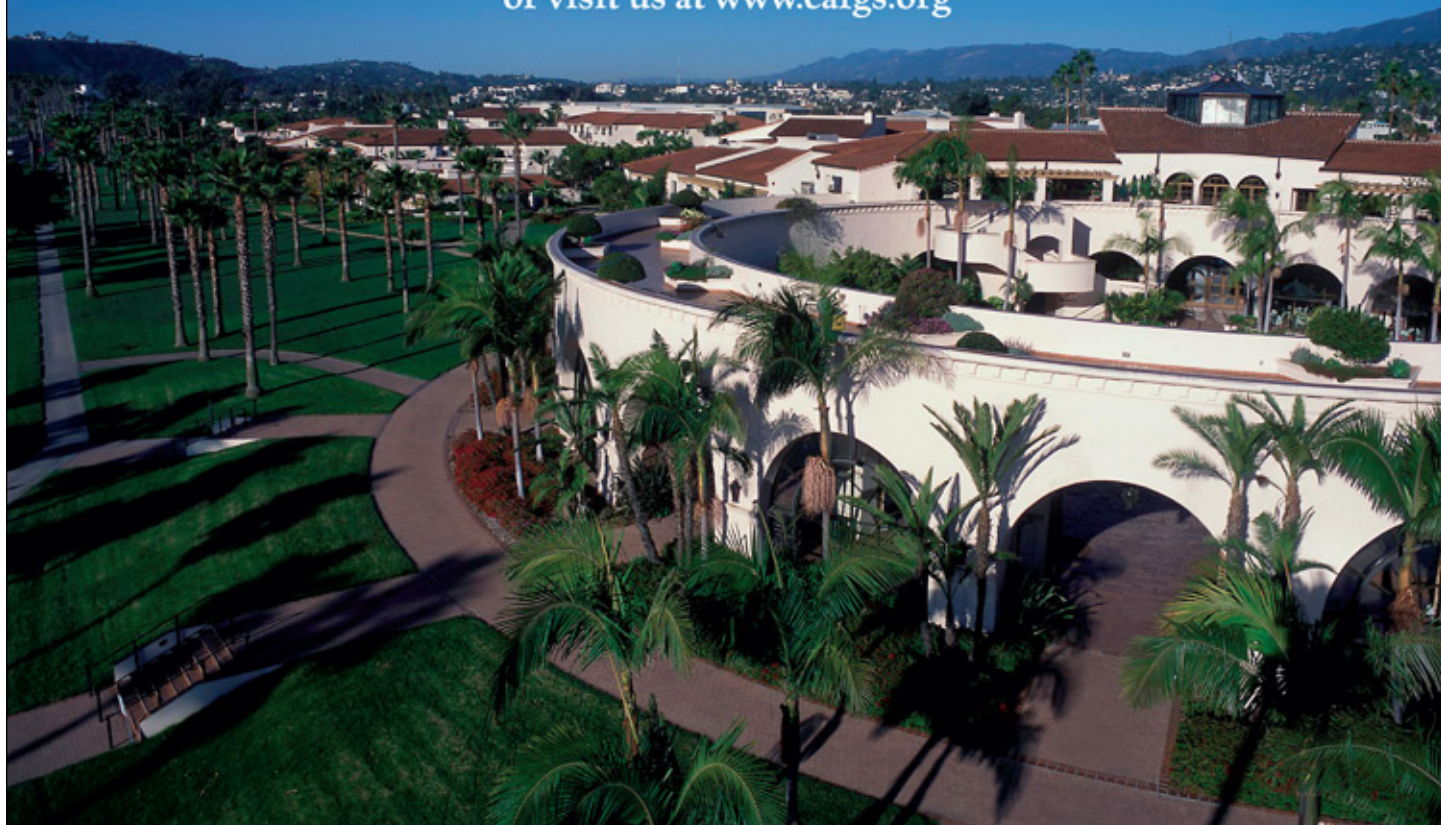
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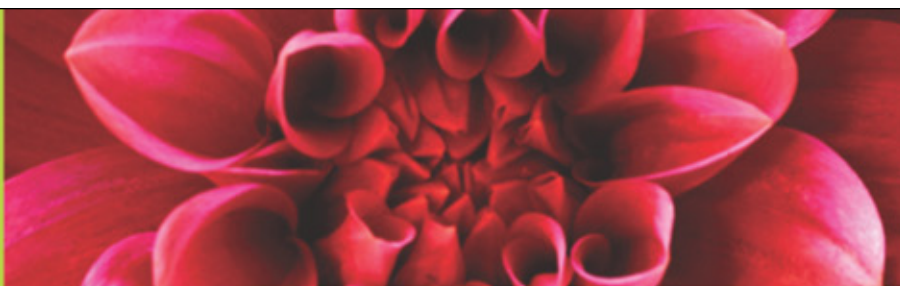
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## The AIFD Foundation Congratulates Our 2012 Scholarship Recipients

### 2012 Symposium Scholarship Recipients



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Gough



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Wilson



Patrica  
Brown



Jamie  
Hindley



Melissa  
Huston



Jessica  
Morris



Oxana  
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### 2012 Student Scholarship Recipients



Elizabeth McDougald  
Mississippi State University



Brittany Sims  
Mississippi State University

Applications for the 2013 scholarships can be found at  
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Gems Group Inc.

Green Point Nurseries, Inc.  
[www.greenpointnursery.com](http://www.greenpointnursery.com)

Green Valley Floral  
[www.greenvalleyfloral.com](http://www.greenvalleyfloral.com)

Hyper!Active Farms Inc.

John Henry Company

Focal Points 30

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Lion Ribbon Co.  
[www.lionribbon.com](http://www.lionribbon.com)

Marsolais Enterprises Inc.

Maui Flower Grower's Association

Mayesh Wholesale Florist, Inc.  
[www.mayesh.com](http://www.mayesh.com)

Nature's Flowers

Nova Packaging Solutions, Inc.

Over the Top-rental linens

Parkhurst Financial Services

Smithers-Oasis/Floralife  
[www.smithersoasis.com](http://www.smithersoasis.com)

Syndicate Sales, Inc.

TeamFloral  
[www.teamfloral.com](http://www.teamfloral.com)

Teleflora

The Florida Leatherleaf Growers Alliance (FLGA)  
c/o FernTrust Inc.

The John Henry Company  
[www.jhc.com](http://www.jhc.com)

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

The USA Bouquet Company

Transflora

Unlimited Containers, Inc.  
[www.unlimitedcontainers.com](http://www.unlimitedcontainers.com)

Valley Floral Company

Virgin Farms Inc.

Western Pulp Products Company  
[www.westernpulp.com](http://www.westernpulp.com)

Wm. F. Puckett, Inc.

## EDUCATION PARTNERS/PATHWAY PROVIDERS

Aimi Floral Designers  
[www.shokubutu-kobo.com](http://www.shokubutu-kobo.com)

Benz School of Floral Design  
<http://aggiehort.tamu.edu/benz-school>

Canadian Institute of Floral Design  
[www.ProFlorists.net](http://www.ProFlorists.net)

Fiorissima Internacional  
[www.fiorissimainternacional.com](http://www.fiorissimainternacional.com)

Floral Design Institute  
[www.FlowerSchool.com](http://www.FlowerSchool.com)

Floriology Institute  
[www.mybloomnet.net/floriologyinstitute.html](http://www.mybloomnet.net/floriologyinstitute.html)

Institut de Artflor  
[www.idartflor.com](http://www.idartflor.com)

Institute Professional Flores Design Fa Ngai Long  
[www.adfdm.com](http://www.adfdm.com)

Instituto Mexicano Tecnico Floral Plantel Monterrey  
[www.imtf.com.mx](http://www.imtf.com.mx)

International Florist Academy and School  
[www.interfloristschool.com](http://www.interfloristschool.com)

Judith Blacklock Flower School  
[www.judithblacklock.com](http://www.judithblacklock.com)

Koehler & Dramm Wholesale Florist  
[www.koehlerdramm.com](http://www.koehlerdramm.com)

Nobleman School of Floral Design  
[www.noblemanschool.com](http://www.noblemanschool.com)

Palmer School of Floral Design/Palmer Flowers

South Florida Center for Floral Studies  
[www.centerforfloralstudies.com](http://www.centerforfloralstudies.com)

Southern California School of floral Design  
[www.philrulloda.com](http://www.philrulloda.com)

St. Louis Academy of Floral Arts and Sciences  
[www.STLAFloaldesign.com](http://www.STLAFloaldesign.com)

Teleflora Education Center  
[www.myteleflora.com](http://www.myteleflora.com)

The New York Botanical Garden  
[www.nybg.org/adulted](http://www.nybg.org/adulted)

Tokyo Flower Design Center  
[www.hanaju.co.jp](http://www.hanaju.co.jp)

## ADDITIONAL PATHWAY PROVIDERS

Arizona State Master Florist  
[www.azflorists.org](http://www.azflorists.org)

California Certified Florist Program  
[www.californiacertifiedflorist.org](http://www.californiacertifiedflorist.org)

Certified Professional Florist (Colorado)  
[www.coloradoflorists.org](http://www.coloradoflorists.org)

Certified Florist (Michigan)  
[www.michiganfloral.org](http://www.michiganfloral.org)

Certified Florist (Wisconsin)  
[www.wumfa.org](http://www.wumfa.org)

Georgia State Florists' Association  
[www.georgiastateflorist.com](http://www.georgiastateflorist.com)

Illinois Certified Professional Florist (ICPF)  
[www.tnsfa.org](http://www.tnsfa.org)

Illinois Master Florist (IMF)  
[www.tnsfa.org](http://www.tnsfa.org)

Minnesota State Florist Association  
<http://mnsfa.org>

New Hampshire Certified Floral Designer  
[www.nhsfa.com](http://www.nhsfa.com)

North Carolina Certified Professional Florist  
[www.ncflorist.org](http://www.ncflorist.org)

Texas State Florist Association  
[www.tsfa.org](http://www.tsfa.org)



# 2012

# EXTRAVAGANZA



## Saturday October 20th 2012

A day full of Festivities !

Design Workshop !  
Floral Presentation !  
Silent Auction !

GALA Dinner and Design Show !

Latvian Cultural Centre  
4 Credit Union Drive  
Toronto, Ontario

**CAFA**

**“ Emerald Extravaganza ”  
20th Anniversary  
Celebration  
Canadian Academy of Floral Art**

### “ WEDDINGS ~ FRANKLY INSPIRED ! ”

Wedding Design Hands-on Workshop  
~ stunning bouquets  
and centerpieces



Saturday Oct 20, 2012  
FULL DAY

9:00 AM till 4:30 PM

only \$275.00 ( lunch included )  
( \$ 350 includes GALA ticket )

**Frank Feysa AIFD**



COCKTAILS from 6:00 pm,  
DINNER to be served at 7:00 pm

Gala Show tickets  
**\$85 EACH**  
(TABLE OF 10 for \$800.00)

Workshop and Gala is \$350.00  
Workshop only \$275.00  
(space is limited)

TO RESERVE YOUR TICKETS OR  
FOR MORE DETAILS  
CONTACT CAFA Office AT  
[CAFAoffice@gmail.com](mailto:CAFAoffice@gmail.com)  
OR call 416-699-9669  
(8AM to 5PM)



### BONUS HIGHLIGHT !

**Neville MacKay CAFA, WFC**  
a floral presentation  
during the workshop luncheon  
showcasing the  
Teleflora Product Collection

[teleflora.canada](http://teleflora.canada)