

# Focal Point

## AIFD Helps State Floral Groups

**T**hirty-five state or regional floral associations across the U.S. have been given a complimentary registration to attend the 2013 National Symposium of the American Institute of Floral Designers (AIFD), it was announced by **Ann Jordan AIFD, CFD**, president of the Institute.

"It is AIFD's hope that the various associations will use this gift to raise funds or to stimulate interest in attending an association-sponsored floral design education program," said Ms. Jordan, who added that it is "AIFD's mission to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form."

The 2013 Symposium "Passion" will take place in the beautiful Paris Hotel located on the Strip in Las Vegas. The dates for the event are June 28 to July 2. The complimentary registration given by AIFD to the state association provides for access to all education programs and presentations. Guests may opt to add on attendance to the elaborate meal functions and other special events which are part of the exciting conclave. In addition to the Symposium registration gift, AIFD further attempts to help florist associations by incorporating their education programs into the requirements to test to become a Certified Floral Designer (CFD) and by requiring AIFD members to earn continuing education credits through leadership and involvement in the associations.

The winners that have been announced so far include: Ozark Florists Association - **Carolyn Tabor** of Johnson's Quality Flowers in Ft. Smith, Ariz.; Alabama State Florists Association - **Carolyn Minutillo AIFD, CFD** of Lavender Hill Florist in Jeffersonville, Ind.; New Mexico Florists Association - **Taylor Morlen** of Silver Springs Flowers and Gifts in Silver Springs, N.M.; California State Floral Association - **Ania Norwood AIFD, CFD** of Newport Beach, Calif; Arkansas Florists Association - **Bitsy Carter** of Hope Floral in Hope, Ark.; and Maine State Florist Association - **Denise Fogg** of Harmons and Bartons Florist in Portland, Maine.

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View photos of the winners and more details on the "Passion" Facebook page at [www.facebook.com/AIFD.Symposium](http://www.facebook.com/AIFD.Symposium).



# President's Message

As I write this message the night is falling into darkness early in the evening and frost is kissing the pumpkins, my garden has produced its last tomatoes, leaving only spinach and herbs to harvest. Autumn is in full glory with maple trees blazing orange, yellow, and red. The "leaf peepers" are rushing to New England to view this fall marvel. I do love this time of year. The season tells us it is time to change, to reflect, and for florist to prepare for the holidays. For those of us in retail this tranquil time means get organized as the "most wonderful time of the year" is fast approaching. As florist and event designers we are used to change, we prepare for holidays, weddings, and events. We know how to make the best of our down time to organize for the next busy season. So does the AIFD leadership team.

## ***Passion, Purpose, and Leadership***

*Early in my career I felt that organization would destroy my creativity.*

*Whereas now, I feel the opposite.*

*Discipline is the concrete that allows you to be creative.*

*-Verna Gibson*

Our volunteers who work on AIFD committee assignments amaze me, after calling on one member asking about an update the answer was, "I am delivering a wedding will call you on my way back to the shop." My call was returned with a full and detailed report, and then this member was off to the next event to set up. The old adage *-If you need something done ask a busy person to do it, comes to mind.*

This sums up most of our members who volunteer for AIFD; they are the reason for our success and have the ability to create great things for our membership with an impressive dedication to AIFD. I will always be thankful for having volunteers like this, those who are enthusiastic and genuinely dedication in assisting us in everything we do. The destiny of AIFD is in capable and committed hands.

*"Destiny is not a matter of chance; it is a matter of choice.  
It is not a thing to be waited for; it is a thing to be achieved."*

*-William Jennings Bryan*

I was able to attend the Society of American Florist convention in Palm Beach, Fla. this year, sighting many AIFD members who were working behind the scenes creating beautiful décor, presenting programs, competing in the Sylvia Cup and winning awards; AIFD was very well represented. AIFD National Board is directed to establish a working relationship with other national organizations such as SAF, Wholesale Florists, and Floral Suppliers Association - WFFSA. Our membership and goals may differ but our industry is the same, cultivating a relationship between all related organizations can only strengthen all of us.

Speaking of strengthening relationships, AIFD is giving state floral associations a complimentary Symposium registration to use as a fundraiser. This will generate more awareness of Symposium while giving AIFD great exposure. So far the success has been noted, social media has been lit up with anticipation and excitement. The success of this program will be watched and possibly will be available annually to the states. A liaison program from AIFD to the states has been approved by the board to further strengthen this relationship.

"Passion" - Symposium 2013 is going to be an event that can't be missed. **Tom Simmons AIFD, CFD** and **Lori Novak AIFD, CFD** are creating a one of a kind floral extravaganza. As I travel and talk with floral designers they are well aware of AIFD taking its talents to Las Vegas. The lineup is complete, the schedule is being tweaked; soon the floral world will know that the place to be June 28 - July 2 is Las Vegas!

Enjoy these fleeting last days of autumn,

*Ann Jordan AIFD*

Annie



# Looking for Passion? Look To Vegas Next Summer!

The schedule for the 2013 National Symposium "Passion" which is being held June 28 – July 2 at the Paris Las Vegas Hotel & Casino in Las Vegas, N.V. has been approved and things are really rolling along. We have great things planned to entice all floral professionals to come and experience AIFD Las Vegas style.

We have a great group of 16 programs that will grace the main stage beginning on June 29. We kick off the "Welcome" a little differently this year and we can only tell you, you better be there to witness it first hand. And being centrally located on the strip, there are fun and fantastic things just outside the front doors. There are even some events that will take place outside the hotel property, involving creative floral experiences we have never had before.

So make your room reservations soon and lock in those great rates! 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)!



*Just remember, "what happens in Vegas, stays in Vegas!"*

## AIFD Announces 2012 Fitz Design Contest Winners

At the 2012 AIFD Symposium held this past July in Miami, Fla., attendees were given the opportunity to enter into this contest with the chance to win a free education only registration to AIFD's 2013 National Symposium "Passion" in Las Vegas next summer.

The rules were simple: All designs needed to feature at least one Fitz Design item and they were submitted in either the Flowers for a Man category or Flowers for a Woman category. After a panel of AIFD designers and a Fitz Design representative narrowed the entries down to the top ten in each category, AIFD members and symposium attendees were asked to vote for their top three.

*The winners of the 2012 Fitz Design Contest are...*



*Flowers for a Woman Category*  
Dee Schipman CFD



*Flowers for a Man Category*  
Gary Wells AIFD, CFD

## Passion in Action!



**Gerry Toh AIFD, CFD** and 2013 Symposium Coordinator **Tom Simmons AIFD, CFD** (pictured l-r above) were recently promoting "Passion" at a California State Floral Meeting. **So AIFD asks you, what are you doing to promote it?** The event will only be as good as you make it, and the more industry professionals we get there, the more ideas can be exchanged, the more networking can be done and the more powerful our industry gets! So please, post about it on your Facebook page, tweet about it, promote it on LinkedIn and direct people to the AIFD website at <http://aifd.org/>. Let's show Vegas something it has never seen before!

# Bits and Pieces

- Looking for that perfect holiday gift to give a fellow AIFD member? Why not deck them out in AIFD gear?! The AIFD member marketplace has the perfect holiday gift ideas from apparel to tool bags to key rings. Please remember any product that bears the AIFD name or logo can only be bought and used by AIFD members in good standing. View the member marketplace at [www.aifd.org](http://www.aifd.org).

- Thank you shout out to Baisch & Skinner for donating product for the Teacher's World Expo at the FFA Convention.

- **Hitomi Gilliam AIFD, CFD** headed the event NEOflora 20/20, a first-ever floral pop-up store that was open Oct. 25-31 in Vancouver, Canada. Consumers got to see some of the newest varieties and hardgoods in hopes of creating interest in and demand for more eclectic designs. More details at [www.neoflora.net](http://www.neoflora.net).

- Congratulations to the AIFD Education Committee for hosting a VERY successful hands-on event The Bouquet Experience in Oklahoma City on Sept. 15. The final count was 14 students. Six AIFD members in attendance pitched in to help with set up tear down, student and instructor flowers, making demonstration bouquets and general help. The students all felt they received value and had a good AIFD experience. Thanks to **Joyce Mason-Monheim AIFD, CFD, PFCI**, **Damon Samuel AIFD, CFD, PFCI**, **Eva Riter AIFD, CFD** and **Dan Long AIFD, CFD** for their teaching, coordination and assistance. A HUGE THANK YOU to **Ted Bruehl AIFD, CFD, PFCI** for volunteering his time to do class prep and assistance.

- AIFD would like to send get well wishes to **Ralph Null AIFD, CFD**, **Gerry Greg AIFD, CFD** and **Bob Friese AIFD, CFD**. Feel better soon gentlemen! AIFD would also like to extend our deepest sympathy wishes to Ralph for the passing of his mother, to **Patti Pottle AIFD, CFD** for the passing of her mother and **Derrick Vasquez AIFD, CFD** for the passing of his mother.

- Six AIFD members and one AIFD Partner in Professionalism representative were inducted into the Society of American Florists (SAF) Professional Floral Communicators - International (PFCI) in September. SAF recognized the speakers' achievements during the Industry Awards Dinner held Sept. 22 during SAF Palm Beach 2012, the association's 128th Annual Convention. AIFD members inducted include: **Ted Bruehl AIFD, CFD, PFCI**, **David Kesler AIFD, CFD, PFCI**, **Leanne Kesler AIFD, CFD, PFCI**, **Kristine Kratt AIFD, CFD, PFCI**, **Sandy Schroeck AIFD, CFD, PFCI**, and **Anthony Swick AIFD, CFD, PFCI**. From AIFD Platinum Partner in Professionalism Fitz Design **Daniel Fisher, PFCI** was inducted.

- The American Academy of Floriculture named three deserving AIFD members to its ranks this year in recognition of their deep dedication to volunteer service in their local communities and the floral industry. The Academy's stringent requirements make "AAF an achievement recognized throughout the floral industry," said SAF Awards Committee member **Rod Saline** at the induction ceremony on Sept. 22 during SAF's 128th Annual Convention in Palm Beach. AIFD members recognized include:

**Alex Jackson AIFD, CFD, PFCI**, **Jacob H. McCall AIFD, CFD**, and **Lisa Weddel AIFD, CFD, PFCI**.

- The World Floral Expo is returning to New York March 13-15, 2013 at the Jacob K. Javits Convention Center. Details can be found at [www.worldfloralexpo.com](http://www.worldfloralexpo.com).

- The Special Event 2013 (TSE) is taking place in Chicago Jan. 15-18 at McCormick Place in Chicago, Ill. Details at [www.thespecialevntshow.com](http://www.thespecialevntshow.com).

- Designers are needed to do 15-20 demos at the TPIE Show taking place Jan. 23-25 2013 at the Ft. Lauderdale Convention Center. If interested contact **Janet Black AIFD, CFD, PFCI** at [janetblackaifd@gmail.com](mailto:janetblackaifd@gmail.com).

- The AIFD South Central Region will host the 2nd Annual Wedding "Sell-O-Bration" on April 7, 2013 with a day long 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. Details posted at <http://aifd.org/chapters/south-central/>.

## 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-Abbott**, 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.

# AIFD Awards Committee Seeks Nominations!

Know of someone who deserves to be honored! Have you wanted to nominate someone but were unsure how to go about it? Ever wondered what the Awards Committee is all about? Let's see if we can answer some of your questions.

## ***What does the AIFD Awards Committee do?***

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

## ***Can anyone submit a nomination?***

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

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

Yes. **The deadline for the 2013 awards is Feb. 28, 2013.**

## ***What are the awards given by AIFD?***

- Award of Distinguished Service to AIFD – (an AIFD Fellow)
- Award of Distinguished Service to the Floral Industry
- Award of Design Influence
- Award of Merit – Industry
- Award of Merit- Non Industry
- Special Award of Recognition

## ***Are all the awards presented each year?***

No. There are years when only one award has been given due to a lack of “qualified” nominations or lack of nominations in general. Other years all of the awards have been presented.

## ***Are there specific qualifications for any given award?***

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

## ***Here's a sample of what the committee looks for in the nominations:***

### **Award of Distinguished Service to AIFD - AIFD Fellow**

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

- Has the nominee been a member of AIFD in good standing?
- How has the nominee served AIFD on a National and Regional level? Has the nominee held office for AIFD at a National and Regional level?
- What has the nominee done to promote, further and uplift AIFD?

### **Award of Distinguished Service to the Floral Industry**

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

- Has the nominee played an active roll in other allied or trade organization?
- Has the nominee been a leader in industry education, research or product development? Has the nominee been a leader in the advancement of AIFD and professional floral design at the

industry, scholastic and/or consumer level?

### **Award of Design Influence**

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

- What specific contribution(s) or advancements has the nominee made to the American design style?
- How does this person share their design talents?
- Does this person have the ability or intention to continue to influence American design?

### **Award of Merit – Industry**

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

- Has the nominee provided support or contributions to AIFD and if so in what manner?
- What specific contribution(s) has the nominee made to the advancement of the floral industry in whole?

### **Award of Merit- Non Industry**

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

- In what manner does the nominee use or promote flowers in a public manor?
- Has what the nominee done with flowers brought about a greater awareness or appreciation of flowers and or floral design?

### **Special Award of Recognition**

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

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

Now that you have a better understanding about the AIFD awards why not consider nominating someone? The deadline to submit a nomination is Feb. 28, 2013.

Send your nominations to Awards Committee Chair, **Suzie Kostick AIFD, CFD, PFCI** at [skostick2003@yahoo.com](mailto:skostick2003@yahoo.com). Be sure to include your name and contact information, the name of the person your are nominating, what award you are nominating them for and your reason supported by examples of why this person should be considered.

**All of this information and more can be found on the AIFD website at <http://aifd.org/2013awardnominations/>.**



# 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,
- a year-round Education Center that is an AIFD Education Partner and an approved PFDE Pathway Provider,
- four monthly publications, each geared in a different way to helping florists succeed.

## No one can!

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still #1 in education.



# SNAPSHOT:



Pictured above are the attendees of the AIFD Connection: The Bouquet Experience Hands-On Workshop that took place Sept. 15, 2012 at the The Oklahoma Flower Market Wholesale Florist in Oklahoma City and was led by **Joyce Mason-Monheim AIFD, CFD, PFCI**.



Above are photos from Nature's Creative Edge which was held in September on the property of **Bob Friese AIFD, CFD**. Nearly 1,000 patrons viewed the 34 outstanding floral exhibits inspired by the theme "Storybooks and Fairy Tales: Fantastically Floral!"



In the photo above AIFD members gathered at Koehler and Dramm Wholesale Florist Fall/Christmas show on Oct. 6 to celebrate the 2012 and 2013 AIFD inductees. Over 300 people attended the Sunday show featuring **Hitomi Gilliam AIFD, CFD** and **Richard Milteer AIFD, CFD, PFCI**. Photo caption: Kneeling- **Nikki Brose AIFD, CFD**, **Ardith Beveridge AIFD, CFD, PFCI**, **Tiffany Hammond AIFD, CFD**. Back Row: **Sandy Schroeck AIFD, CFD, PFCI**, **Tia Stern AIFD, CFD**, **James Lowe AIFD, CFD**, **Patience Pickner AIFD, CFD, PFCI**, **Carol Chappell AIFD, CFD**, **Dan Kotecki AIFD, CFD**, **Richard Milteer AIFD, CFD**, **Deb Schwarze AIFD, CFD**, **Kathleen Johnson AIFD, CFD**, **Gary Paone AIFD, CFD**, **Hitomi Gilliam AIFD, CFD** and **Cathy Brunk AIFD, CFD**.

## Happy Holidays & Thank You

**Janet Black AIFD, CFD, PFCI**, newsletter editor and **Molly Baldwin-Abbott**, director of communications and marketing for AIFD would like to wish everyone and their families a safe and wonderful holiday season and a Happy New Year! We thank everyone for your contributions and wish you much success in 2013!

## 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-Abbott, 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)

# AIFD Staff Member Celebrates Whimsical Fall Wedding

After getting engaged during Symposium last year in San Francisco, AIFD's Director of Communications **Molly Baldwin-Abbott** married her fiancé Kevin on Oct. 6, 2012 in Cockeysville, Md. Here's the scoop on all of the floral details of her day!

## *How far in advance did you choose your florist? How did you make the decision on your florist?*

I ended up using someone who is very close to AIFD...I used Rachel Schley, AIFD's registrar! If you know Rachel well, you know that she worked at a florist shop for eleven years before coming to work for AIFD. As soon as I got engaged and started thinking about the wedding, I knew I wanted Rachel to do my flowers. I know how passionate she is about floral design (she does it as a side business), you should see how her face lights up when she talks about floral design! My fiancé and I used all small, local businesses for our wedding as supporting local businesses is something very important to us. So asking Rachel to do it was a no-brainer. Plus, I really wanted to help her build up her portfolio (I am strongly suggesting she test to become CFD).

## *Did you have flowers in mind before your consultation?*

I did. I knew I wanted to use dark purple and dark orange Calla Lilies. I just think they are so beautiful and romantic. Our wedding colors were aubergine and pumpkin (purple and orange!) so the color of the calla lilies I thought would go perfectly. I knew I definitely wanted Uluhe Fern Shoots; I love the whimsical look of them. I also love the look of curly willow and bear grass. I love the natural look it gives an arrangement. My main vision was to keep it simple, elegant and fun.

## *So...what flowers did you use?*

**Bride's bouquet:** Schwarzwaller Calla's, white Lisianthus, Seeded Eucalyptus, Uluhe Fern Shoots, purple Hydrangea. **Bridesmaid bouquets:** Mango Calla's, orange roses, white Lisianthus, Seeded Eucalyptus, Fern Shoots. **Groom's boutonniere:** single white Calla, Seeded Eucalyptus, Fern Shoots. **Groomsmen/Ushers:** single mango Calla, Seeded Eucalyptus, Fern Shoot. **Mothers/Grandmother:** wrist corsages with white Dendrobium Orchids, Seeded Eucalyptus. **Fathers/Ring Bearer boutonnieres:** orange rose, seeded eucalyptus. In the ceremony room, two large arrangements were used including both colors of Calla lilies, orange roses, Lisianthus, seeded eucalyptus, Bear Grass, Curly Willow, and Hydrangea. I love how bright the colors of the flowers and ribbon stand out and how wild the arrangements look. In the ballroom where the reception was the room is very large so I wanted tall arrangements. She used tower vases with Calla Lilies (alternating tables between purple and orange), bear grass, and curly willow. I loved how simple yet elegant the arrangements were.

## *Was the process stressful?*

The process was not stressful at all. I looked and looked at magazines, books, wedding photography websites, even designs at Symposium in Miami for inspiration! Once we met for our first consultation she completely captured the look I was aiming for and came up with great ideas on what flowers and materials to use at a low cost. I loved every idea she had!

## *What impressed you the most?*

What impressed me the most was how Rachel was able to achieve my "vision" without having much to go on. We didn't really have a theme for our wedding. I knew I wanted purples, oranges, browns and greenery (more modern fall colors) and I knew I wanted it to be fun and simple yet elegant and not too formal. I just put trust in her ability and her talents and I am SO happy I did.

## *Were all your expectations met?*

My expectations were not only met, they were completely blown away. I was amazed at how wonderful it came together, and how she really captured our personalities through the arrangements. There is nothing I would change about the flowers, except maybe I could have more time during the wedding to sit and just look at them!

*\*Photos credit of Alison Hathaway of Red Shoes Photography and Doug Stroud of Doug Stroud Photography.*





# Leading the Industry in Education, Innovation and Quality.

FTD WILL HELP YOU DRIVE BUSINESS TO YOUR SHOP

FTD proudly supports and encourages continuing education for florists to help teach skills that will drive local business to their shops. Through FTD University, we offer valuable opportunities exclusively for FTD Florists, to enhance both their business and design skills. FTD University programs are taught by AIFD designers and industry-recognized business experts.



## OPPORTUNITIES INCLUDE:

- FTD University Online, a resource perfect for new hires & holiday help
- FTD Boot Camp, a three-day intensive workshop
- FTD Webinar Series, a free monthly online presentation
- FTD Mercury POS Training, a free three-day training course
- Much, much more...

FTD is proud to be  
an AIFD Platinum  
Elite Partner



Check out the variety of available courses, designed to fit a range of schedules and budgets at [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity).

Questions? Please email [education@FTDi.com](mailto:education@FTDi.com) or call 800-788-900 ext. 6240.



Get the latest news, events and education when you "Like" us at [facebook.com/MercuryNetwork](https://facebook.com/MercuryNetwork).



**FTD** Flowers say it better. FTD says it best.™

# AIFD ACCOLADES

AIFD Fellow **Jim Morley AIFD, CFD, PFCI** received the first ever South Central Lifetime Achievement Award. Jim was one of the "founding fathers" of the South Central region (in fact the meeting to organize the region was held at his house – complete with burgers on the grill afterwards!) Jim has really been one of the cornerstones on which the strength of the region has been built. Chapter members are delighted that he still actively supports the efforts of the region. Congrats Jim! 🌸



Internationally-known florist and event designer **Ian Prosser AIFD, CFD**, of Botanica International Florist, Inc. in Tampa, is the recipient of the 2012 SAF Paul Ecke Jr. Award. Prosser was awarded for his reputation as a top-notch businessperson, a skilled floral designer and charismatic industry ambassador. "He's been called a trendsetter and a progressive leader in the industry - someone who always seems to be a step ahead, tracking a new course before it even takes shape," said **Charles Kremp 3rd** of Kremp Florist in Philadelphia, Pa. 🌸

AIFD Scholarship winner **Jaclyn Gough** was recently featured in an article about her experience and participation at the 2012 Symposium "Caliente." Read the article now at <http://ubloom.com/blog/2012/08/26/2012-august-newsletter-special-aifd-article-by-jaclyn-gough/>. 🌸

Congratulations to **Lou Lynne Moss AIFD, CFD, PFCI** who is celebrating 50 years of her shop The Flower Shoppe in Pratt, Kansas being open. The same congratulations goes to **Theresa Colucci AIFD, CFD** whose shop Meadowscent in Gardiner, N.Y. is celebrating 25 years. 🌸

A member of the AIFD family was a winner in the *Flowers&* contest "Touch me, Feel me," a contest based on the element of Texture as it is used in floral design.

With over 300 entries, a CFD won for her design.

The second place winner was **Kelly Donohue CFD** (design shown right).

Congratulations Kelly! 🌸



**Bobbi Ecker-Blatchford AIFD, CFD, PFCI** was inducted into the Michigan Floral Foundation (MFF) Hall of Fame during dinner ceremonies on Thursday, Oct. 11 at the Amway Grand Plaza Hotel in Grand Rapids. Congratulations Bobbi! 🌸



**Ardith Beveridge AIFD, CFD, PFCI** was honored for lifetime achievement in floral presentation as the recipient of the 2012 Tommy Bright Award. The honor was conferred by the Society of American Florists (SAF) Professional Floral Communicators – International (PFCI) during SAF Palm Beach 2012, the association's 128th Annual Convention in Palm Beach, Fla. "Ardith has set the standard," said PFCI Chairman **Vince Butera, AIFD, CFD, PFCI**, owner of Butera the Florist in York, Pa., "pushing education to another level." 🌸

Congratulations to **Jodi Duncan AIFD, CFD** who was named the 2013 Mayesh Design Star! **Jerome Raska AIFD, CFD, PFCI** was the runner up and **Tony Medlock AIFD, CFD, PFCI** was one of the top 10 Semi Finalists. 🌸

Thirty-eight members of the AIFD North Central Chapter raised \$12,000 for AIFD's scholarship fund during their fundraiser "Nature's Creative Edge" that took place Sept. 14-16 in southwest Michigan. Woodlands on the property of **Bob Friese AIFD, CFD** were transformed using 34 floral displays that depicted classic fairy tales. Check out page seven for a photo. 🌸

**Vincent Petrovsky AIFD, CFD** of Heaven and Earth Floral in West Palm Beach, Fla., won first place in the 45th Annual Sylvia Cup Competition. Congratulations Vincent! 🌸



AIFD offers classified postings for job opportunities. There is a \$10 fee (to be paid by check) required to place a classified posting on the website and/or in an issue of AIFD Focal Points. Postings must be received in writing and will remain online for one month. The editor will have final editing rights.

Please e-mail the classified posting to **Molly Baldwin-Abbott**, director of communications, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com). Please make check payable to the American Institute of Floral Designers and send to AIFD, Attn Molly, 720 Light St., Baltimore, MD 21230.

*Currently there are no positions posted. If you have a job position you would like to post, please follow the directions above.*

## **AIFD Members** Commemorate Constitution's **225th Anniversary** *Schaffer Designs Stars Project includes 52 AIFD and CFD Members*

Dozens of florists and suppliers made sure flowers — the quintessential anniversary tribute — played a role in commemorating a major anniversary for the United States: the 225th anniversary of the signing of the U.S. Constitution on Sept. 17. Philadelphia florists **Bill Schaffer AIFD, CFD, PFCI**, and **Kristine Kratt AIFD, CFD, PFCI**, rallied fellow industry members to help create a monumental floral arrangement to commemorate the occasion.

Floral designers from 46 states, Puerto Rico and even the United Kingdom joined the husband and wife team in their display of patriotism, which they've dubbed "The Stars Project." These volunteers all created one or more stars using botanicals and other all-natural fibers in red, white or blue, which the owners of Schaffer Designs hung from a pop-up 12- by 16-foot umbrella-shaped canopy on the lawn of the National Constitution Center on Sept. 17. "This bouquet on steroids popped up by the dawn's early light," Schaffer said.

The installation started at 5:30 a.m., he said, explaining that the Constitution Center's lawn is part of the Independence National Historical Park (commonly known as "Independence Mall," where Independence Hall and the Liberty Bell are located) and is overseen by the National Park Service, which required the floral designers to finish by 8 a.m.

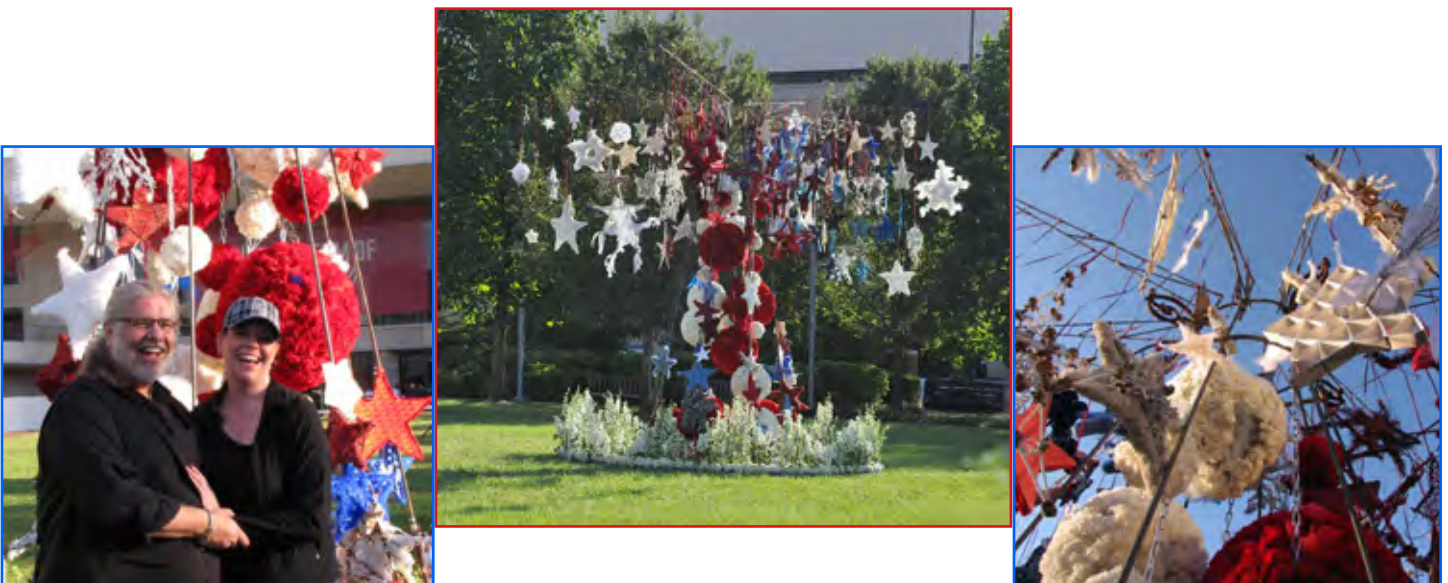
"It was designed to last one day only," Schaffer said. Before it was dismantled at sundown visitors posed with the bouquet for a beautiful, patriotic photo-opp.

The "bouquet" included 80 stars, which many of the designers made using materials indigenous to their respective states, and large monochromatic spheres covered with flowers, such as red or white carnations, white larkspur, stock and hydrangeas. **Christian Kanienberg**, a sculptor and mural artist in Wilmington, Del., built the steel canopy to display the bouquet. Floracraft donated the star frames, Smithers-Oasis donated foam and other supplies and Delaware Valley Wholesale Florist donated the flowers.

"The dollar value of this is truly incalculable because it includes donated art pieces by many in the international floral profession," Schaffer said of the impetus of "Stars." "A very low estimate of the creative and material costs is over \$20,000" Schaffer said.

Living in the City of Brotherly Love fostered a reverence for early U.S. history, Schaffer said. When he and Kratt approached the National Constitution Center about a possible floral art display, they learned the staff there describes the U.S. Constitution as "an umbrella protecting the rights of our citizens." The metaphor provided immediate inspiration: "Even before they finished explaining how that imagery helps school children understand the Constitution's importance, Kris had sketched an umbrella that has conceptually driven the design," Schaffer said. "Before we were out the door, we knew we'd incorporate patriotic stars, which we were sure we get from our floral art colleagues all over the country."

A video of the project can be found at [www.youtube.com/watch?v=KyRFdn9bPwE](https://www.youtube.com/watch?v=KyRFdn9bPwE).



*\*Smithers-Oasis contributed all of the supplies, Delaware Valley Floral Group donated all 4,000 stems, FloraCraft donated Stars for the project and Wish Painting and Sculpture in Wilmington, DE created the structure as a donation. Part of this article was reprinted with permission from the Society of American Florists (SAF).*

# Marketing Tip:

By Lisa Greene AIFD, CFD, PFCI

## Catch their interest with Pinterest and grow your brand.

It is surprising how often I hear people talking about Pinterest. I was standing in line for coffee when I overheard two young women going back and forth with their phones looking at pictures and talking about pumpkins, specifically how to carve, keep from rotting and lighting them for Halloween. They were on Pinterest and I would bet that pumpkin carving is just the tip of the iceberg for future inquiries. My generation had Martha Stewart as a guide; this one has the best of the web!

Pinterest came on the social networking scene and has become very popular. Pinterest has the potential to be one of the top new ways to build your brand and to do it in a way that Google loves: by interaction and referral. The use of pictures that you post on your website, blog and other places on the web can be “pinned” and shared by people who see them and like them. Unfortunately pins can not be made directly from Facebook so make sure to direct fans to your website from Facebook and then they can pin.

If you are not yet on Pinterest, request an invite from a friend who is, then start creating boards. Use some of your own images, pin ideas from people you are inspired by and by all means, use images of things that are fun, useful, helpful and interesting. Once you build the boards promote them through your social media channels. You can link Pinterest to Facebook and Twitter so your pins will be automatically posted.

### Here is a basic rundown of Pinterest terms:

- **Pins** - these are the images you want to share. They can be yours or something you found on the internet. The nice thing about pinning something from the internet is that the image has a link that when clicked will bring the viewer back to the original website. This makes it easy to get more info on the image.

- **Boards (or Pinboards)** - are groups of pins that are organized by category or interest. Boards are like a filing system and it is up to you to organize them in a way that makes sense. There are a couple schools of thought on whether you should be a specialist or a generalist. I suggest throwing in some boards that are complimentary to floral such as “lighting for venues” or “the best appetizers ever.” People can follow a board or all boards so make them concise.

- **Pin It Button** - this is a button you install on your Browser toolbar that allows you to pin things you like to a board. This is installed when you sign up for Pinterest it makes pinning possible.

- **Repin- Repinning** is an endorsement that you like something from another’s board. I always click on the image and follow it back to the original site to be sure it is not spam. Many images are generated by spam sites in hopes of getting inbound traffic.

Pinterest is an active online community made up of mostly women (about 68%) who are actively interested in weddings, decorating, cooking, color combinations, period floral design etc. People use Pinterest to find images of things they like and for inspiration. Creating a video on decorating for the holidays and giving “tips and tricks” might bring new followers to a board.

### Lisa, this is just another “time-sucker”... Here are some guidelines to keep it under control.

- Use images that really speak about you and your abilities. Feel free to show over the top images but beware that you may have to tell a potential client that the particular pin is an inspiration and then scale it to fit in your wheelhouse. In general, the images you show should be of work you can do. Do not take credit for images that are not yours. The key word is credit- give it and the Karma will come back to you.

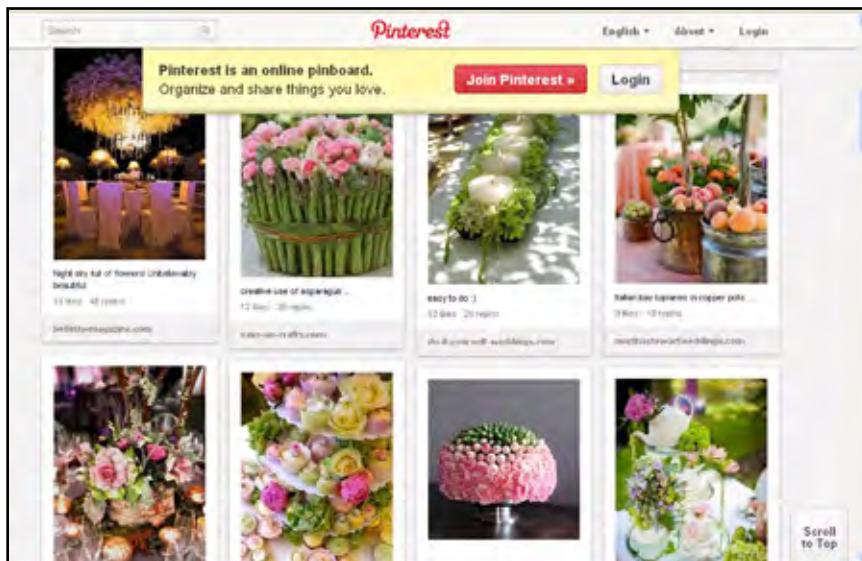
- This is to market or find content that promotes what you do. Link to other sources (like the newspaper or local news station) that have featured things you have done. Create a board “Jane AIFD in the News”

- This is not a one time thing. Keep your boards up to date maybe once a week but certainly once a month. No marathon pinning. When I visit Pinterest I hate to see

the first 30 entries are by the same person selling products. My personal limit is 5-8 things no more than twice a day. Even that is too much sometimes.

- Credit your sources! Always link back to linked images. Visit friends sites and feel free to like something if you don’t love it enough to repin.

**Pinterest is the “it” girl right now so take advantage and use it to market your brand.**



# Everything You Need to Know:

The AIFD Director of Communications Molly Baldwin-Abbott celebrated her wedding this past October on a sunny fall day in Cockeysville, Md. One of the main flowers she used in her bouquets was white **Lisianthus**, also known as "Love Rose"... how fitting!

## Get to Know Eustoma, Lisianthus

**Common Names:** Lisianthus, Love Rose, Prairie Gentian, Texan Bluebell

**Botanical Name:** Eustoma, (yew-STOW-mah)

**Availability:** Year-round with a peak of June through August

**Vase Life:** 7 to 14 days

**Storage Temperature:** 36 - 38 F

**Ethylene Sensitive:** Yes

**Description:** Delicate cup shaped, multi-petaled blossoms. Opening into a rose-like bloom. Five or more blossoms to the stem.

**Colors:** White, Lavender, Purple, Pink and bi-colors.

**Botanical Facts:** Lisianthus is native to the prairies of North America.

**Design Notes:** These beautiful blossoms are good in mixed arrangements. While arranging, be aware that the blossom heads are very heavy on slender stems, and design so that the heads will remain upright. Lisianthus blossoms last well and are excellent for corsage work.

**Purchasing Hints:** Purchase stems with at least three blossoms. One blossom on the stem should be 3/4 open with other mature buds showing color. Look for and avoid stems with bruising on the petals.

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

## Uses

The long-lasting flowers of Lisianthus are used primarily as cut flowers for floral arrangement. In "Garden to Vase," Linda Beutler and Allan Mandell describe Lisianthus blooms as exemplary cut flowers that are not only long-lasting and highly attractive but are also available throughout the year. For floral arrangements, harvest after two florets per stem have opened with well-developed color. Cut stems stay fresh for up to two weeks in water.

Source: [floraldesigninstitute.com](http://floraldesigninstitute.com), [www.ehow.com/info\\_8520087\\_growing-zone-lisianthus.html](http://www.ehow.com/info_8520087_growing-zone-lisianthus.html)



# AIFD Student Chapter Updates

## Joliet Junior College Prairie Chapter – by Donna Theimer AIFD, CFD

Joliet Junior College has been busy creating flowers for area brides. We traveled to Kennicott's, formerly Van's, in Alsip, Ill. on Nov. 14. They provided us with a tour and a discussion on where cut product originates and how it is handled on its trip to the states. We left this location and headed to Alsip Nursery, in Frankfort, Ill. The floral shop manager provided a tour of their incredible retail facilities and explained how they create vignettes to inspire individuals to purchase their items.



We will hold our annual prom workshop in March. This year, we are inviting area high school teachers and guidance counselors. We are hoping to give them an idea of what we do in our classes.



Teachers, counselors and students will be able to rotate through four different horticultural hands-on classes throughout the day. The last class will be the prom workshop. This class has been very popular with area high school teens enrolled in area horticulture classes at area high schools. We are very excited to be offering this to other groups of individuals. We hope the new attendees will enlighten and inspire the next group of floral designers. Both the high school teachers and the counselors will be receiving continuing education credit for attending the workshops.

## SUNY Cobleskill Chapter by Theresa Colucci AIFD, CFD

We have been off to a good start. The club participated in the homecoming weekend and had a "make your own sunflower bud vase for your student" sale. They also did the campus/community Halloween event with a game and skeleton bride scarecrow for the contest. We are making bud vases to go to the hospital for the college "helping hands" week. Also, we have started preparation for our thanksgiving centerpiece fundraiser! We've been busy!

## City College of San Francisco SAIFD Menzie Chapter

The Chapter at City College of San Francisco was fortunate to have many exciting and educational experiences this semester. The students attended **Hitomi Gilliam's** Fusion Holiday program in September which was full of inspiring ideas. This program was in coordination with Teleflora Northern California -Nevada Unit and AIFD Northwest Region. It was held at United Wholesale Flowers in San Jose, Calif. Some of the students also attended her hands on workshop where exciting new mechanics and techniques for party design were taught.

October brought us three wonderful presentations. An Air Program with **Jennifer Lato AIFD, CFD** which was graciously sponsored by Michael Daigian Design. The demonstration and lecture focused on wedding tips and trends. City College of San Francisco instructors **Soho Sakai AIFD, CFD** and **Steven Brown AIFD, CFD** shined at The San Francisco Garden Club's annual benefit which raises scholarship funds for students. The students volunteered at this event and contributed to making it a huge success.

**Robert Kitayama** from Kitayama Brothers shared his knowledge and expertise in a wonderful presentation to the students. After the presentation the students were challenged to design a California Style arrangement using his product. First and second place winners were voted by his staff and posted on his Facebook page where others could enjoy and participate in voting. This was a great learning opportunity for the students. Currently, the department is gearing up for their annual Holiday sale which also provides funds for student scholarships. The students are completely immersed into all aspects of this event which prepares them for employment in the floral industry.

## Texas A&M University Forsythe Chapter – by Bill McKinnley AIFD, CFD

We have had six SAIFD meetings/work sessions to create designs for campus functions ranging in size from just a few bud vases to 75 large centerpieces and included the opening of our newly renovated Memorial Student Center.

Students have completed the four President's VIP Receptions prior to home football games. Each reception requires 30 centerpieces and two-three large buffet designs. We have two more home games to go!

Students are in the initial phases of designing the Christmas decorations for the President's home. The house is a historic home that is on several holiday home tours, so upwards of 2,000 people tour the house.

# How Taiwan Floral Design Inspired Me

By Donald Yim AIFD, CFD

My recent adventures through Taiwan and Hong Kong brought me in contact with some remarkable people. I saw many new products and innovative ways of incorporating these into floral design. These opportunities came about through my use of social media as a way to connect with people with the same interests.

The journey began in Taiwan where I met **Sheng Wen Fan**, who is a member of the TFTD Organization and a 4th level teacher of the Sogetsu Ikebana school. We were Facebook "friends" and when I knew I would be heading to Taiwan I e-mailed him in the hopes of arranging a meeting. He generously took the time to show me through Tai Tsao Trading Company's Artificial Flowers & Décor location. Interior designers, floral designers, florists, wedding coordinators, and savvy home owners are amongst those who marvel at the five stories of life-like permanent botanicals, the latest in DIY materials, home décor, and the tremendous range of top-quality inspirational containers. There are displays everywhere to show how to combine these superior materials in a variety of styles and combinations. I am extremely grateful to Sheng Wen Fan for graciously explaining the dynamics of the Taiwan market which made our time at Tai Tsao a fascinating insight about what is recent and trending in current Taiwan culture.

My steps took me back to Hong Kong once again and I couldn't resist going to the sprawling flower market! Strikingly different from the auctions here in North America, the flower market is spread over several blocks - flower heaven! There are many competitive wholesalers providing an astonishing variety of flowers at very reasonable prices from the entire world; you feel like a kid in the candy store of candy stores.

Past and present came together as I was able to get together with my mentor, teacher, and the man who inspired me on my career: Mr. **Charles Wong AIFD, CFD** of the B&A Floral Art school. We recounted the past and brought our discussion forward to what is happening in floral design and the future of flower markets in China and Hong Kong; I never fail to learn from him.

Next stop in the exploration of the Asian world of floral design was a visit with **Solomon Leong AIFD, CFD** at his studio, Solomon Bloemen. His work has been featured in publications such as *Fusion Flowers Weddings UK* and *Elle Wedding*. It was an absolutely compelling and fascinating meeting. We had a great time brainstorming and exchanging ideas about floral marketing.

I navigated Sheung Wan, an area of Hong Kong known for its art galleries and nice cafes to find **Lowdi Kwan AIFD, CFD** whose works were published in the prestigious floral yearbook "International Floral Art." Her new studio Tallensia Floral Art evokes the European countryside: fresh, relaxed, and full of colours. Here she provides a program known as "floral jamming," a social experience in exploring the beauty of flowers. You select your own floral materials and containers, and Lowdi Kwan guides you if you need some assistance with floral arranging. I took part and saw that floral jamming is

excellent therapy; by the time everyone was done, the power of flowers had brought a smile to everyone's face.



Thanks to my active participation in online social media networking I was able to meet up with these amazing innovative people. We were able to interact, brainstorm, discuss ideas and dreams, and learn from each other. How are you making online social media work for you?

## Thanks to AIFD 2012-2013 Partners:

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# 2014 AIFD Symposium "Transition Transformation" July 3-7 Chicago, Illinois

Would you like to lead a program at the  
2014 AIFD National Symposium?  
Program proposals are now being accepted!

To consider your program proposal, we will need as much information as possible. For the best consideration: Complete all questions with as much detail as you can. We request a detailed outline of your program, with sketches or pictures and a video clip. In this wonderful digital age, video cameras are everywhere. Think of this as an audition. Set up a simple scene, make a sample arrangement, relax, be yourself, talk about your program, explain it to the camera, make it come alive. Don't worry about the quality. We are looking for fresh ideas and your ability as a presenter. If you are going on stage in front of a thousand people, you can perform for the camera. The video should be approximately 20 minutes in length, no editing or music needed—just you and your program ideas. Your video clip may be in any format: VHS, mini-DV, DVD or a digital file uploaded to us. We are looking for fresh ideas and your ability as a presenter. We want each designer to demonstrate their "Passion" for their topic as it relates to floral design. Please submit by Jan. 15, 2013 to Program Chair **David Shover AIFD, CFD, PFCI** at 2422 Smith Avenue; Baltimore, MD 21209 or [davidshover1@gmail.com](mailto:davidshover1@gmail.com). Visit <http://aifd.org/2014-symposium-transitiontransformation/> to download the entire application.



## AMERICAN INSTITUTE OF FLORAL DESIGNERS

NATIONAL SYMPOSIUM

JULY 3<sup>RD</sup> - JULY 7<sup>TH</sup>

A large, vibrant poster for the Tropical Plant Industry Exhibition. The background is a collage of various tropical plants and flowers in bright colors like red, yellow, green, and blue. In the top right corner, there is a logo for "TPIE" with the tagline "Uniquely Tropical". Below this, a green banner reads "OF SETTING TRENDS WITH TROPICAL PLANTS!". In the center, a circular seal says "40 YEARS TROPICAL PLANT INDUSTRY EXHIBITION TPIE". At the bottom left, the text "JANUARY 23 - 25, 2013" is displayed above the large, bold, stylized text "PLANT WHAT'S NEXT". At the bottom right, the text "TROPICAL PLANT INDUSTRY EXHIBITION" is followed by "Broward County Convention Center Fort Lauderdale, FL". Below that, the phone number "800.375.3642" and website "www.tpie.org" are listed. In the bottom right corner, there is a logo for "FENGLA" (Florida Nursery, Growers and Landscape Association) with the tagline "Leading Florida's Green Future".



## AIFD Foundation Notes



**Join us July 2013, in Las Vegas at the PARIS Hotel & Casino! The AIFD Foundation is working on some great events and fundraisers.**

We are actively looking for donations for these events and all the educational benefits that the Foundation offers through scholarships and grants. Listed below are those who were awarded one of the Foundation Named Scholarship Funds, your donations at work.

### 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; Allison Novak AIFD Memorial Scholarship; Thomas Powell AIFD Memorial Scholarship
- Jamie Hindley- Northwest Chapter Fund; James Moretz AIFD Fund
- Oxana Sanukova- Northwest Chapter Fund; AIFD Foundation Fund

### 2012 Student Scholarship Recipients:

- Brittany Sims (Mississippi State University) -- North Central Chapter Fund; Allison Novak AIFD Memorial Scholarship; Thomas Powell AIFD Memorial Scholarship
- Elizabeth McDougald (Mississippi State University)-Southern Chapter Fund; Kirk Pamper AIFD Fund

### 2012 Grant Recipients:

- Old Arizona Collaborative, Inc.
- AIFD National - Caliente Symposium
- AIFD Career Development Task Force

If you would like to submit an application for any of the scholarships offered by the AIFD Foundation or to make a contribution to the future of the floral design industry, please visit the AIFD Foundation website at [www.aifdfoundation.org](http://www.aifdfoundation.org) or send an email to the AIFD Foundation, [Lona@aifdfoundation.org](mailto:Lona@aifdfoundation.org).

### AIFD Foundation Board of Trustees Get to know the Foundation representatives

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# A Colorado Wedding Story

On Aug. 26, 2012 thirteen AIFD designers in Colorado gathered together to present the program, "A Colorado Wedding Story" at Amato Wholesale Florist in Denver. The program was presented in the Round going from the proposal all the way to the cake cutting and champagne toast.

The unique design program veered away from the typical wholesale open house. Each of the 13 AIFD designers had a portion of the wedding plan to design their vignette around. One of our designers, **Nancy Palsulich AIFD, CFD** also happens to be a fiction author. She wrote the story line for the designers to follow for their respective vignettes. The designers then took that information to design around the specific part of the wedding planning and the time of year. Example, the engagement took place on Valentine's Day and the wedding took place on New Year's Eve. The day focused on education and awareness. The designers encouraged certification in our industry and participation in any type of learning possibilities. The designers explained what all of our "alphabet soup" letters meant. SAF and AIFD were explained and the importance they hold to our success. The FAR (Floral Association of the Rockies) also had the opportunity to speak about the organization.

One hundred ninety guests were pre-registered and with the addition of walk ins, the total rose to over 260. The excitement continued with many door prizes including *The Profit Minded Florist* book from Teleflora, a florist care package from FTD, an AIFD Terminology book and miscellaneous items from the wholesale house. The program ended with a give away of two grand prizes. Bloomnet was a generous sponsor giving away one scholarship to the Floriology Institute in Jacksonville, Fla. Amato's gave away a registration to the 2013 AIFD symposium in Las Vegas.

The design artists that participated in the program were: **Cindy Anderson AIFD, CFD PFCI; Maggie Binet AIFD, CFD, PFCI; Bea Blanc AIFD, CFD; Denise Capelli AIFD, CFD; Susie Carr AIFD, CFD; Kris Colwell AIFD, CFD; BJ Dyer AIFD, CFD; Eileen Harrington AIFD, CFD; Angela Palmer AIFD, CFD; Nancy Palsulich AIFD, CFD; Cherrie Silverman AIFD, CFD; Sandi Yoshihara-Sniff AIFD, CFD; and Lisa Weddel AIFD, CFD, PFCI.**



## "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



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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 Southern Regional Chapter Representative **Kevin Coble AIFD, CFD**.

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

**Kevin:** As owner of a retail flower shoppe, where do I start? My responsibilities include wedding and event consultations, fresh flower and giftware buyer, merchandiser, designer, plus the challenges of business ownership.

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

**Kevin:** I have two specific goals. The first is to emphasize the importance of public/consumer awareness. Through this effort, AIFD floral artists can be recognized and hopefully build AIFD credibility and value. My second goal is to strengthen student involvement - realizing the future of AIFD begins with these young individuals with an interest in floriculture.

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

**Kevin:** Yes, I have two. First, my dear friend and mentor **Richard "Sandy" White AIFD, CFD** encouraged me as I became involved in the industry. He introduced me to AIFD. I was so intrigued, fascinated and intimidated by this talented group of individuals. Second, there was **Kirk Pamper AIFD, CFD**. He gave me the courage to be me through floral design and pushed me into the AIFD process. I am so thankful for both of these individuals as I have been able to pursue a career in an industry that I love.

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

**Kevin:** My favorite job and most challenging is wedding and event planning. I love taking a client's vision and melding it with my interpretation so that all parties are pleased. I find one of the most important things to do when dealing with clients is to put them at ease, listen to their needs, and help them take the guess work out of the process. Another one of my favorites is "sweeping." This is my best stress reliever!

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

**Kevin:** One of the most important issues to me is regaining economic growth. We as an industry have seen a decline in sales over the past years. Although things seem to be slowly gaining momentum, I myself am realizing that it's time to reinvent myself and become more acquainted with and become more efficient with the operation of business practices through modern technology.

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

**Kevin:** Outside of my floral passion I enjoy collecting French and English antiques, old architectural fragments, antique silver chalices and abstract art. The blending of an antique with a modern art piece or sculpture excites me.

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

**Kevin:** The best advice I can give to anyone interested in the floral industry is education. Absorb all you can. Never think you know it all and always have a passion. My love for floral design propels me to continue the learning process, sharing knowledge, creativity and enthusiasm with others. Appreciate the beauty, fragrance and tranquility that floral art provides.



# What's Going On?

## North Central Chapter

*Loann Burke AIFD, CFD, PFCI*

The past few months have been full of activities, artistry and accolades for North Central. First of all, the bragging rights. That annual SAF convention in Palm Beach, Florida was buzzing with honors for our members. Congratulations to **Sandy Schroeck AIFD, CFD, PFCI** who earned her PFCI designation and was inducted into Professional Floral Communicators International at the convention. Sandy, **Tom Bowling AIFD, CFD** and **Robbin Yelverton AIFD, CFD, PFCI** also represented us well competing in the Sylvia Cup design competition which was held during the convention.

During the awards dinner at SAF, the celebration continued as The Tommy Bright Award was presented to **Ardith Beveridge AIFD, CFD, PFCI**, who was honored for her lifetime achievement in floral presentation. Congratulations! Well deserved, Ardith.

Our very own **Bobbi Ecker-Blatchford AIFD, CFD, PFCI** was honored during an incredible evening at the Michigan Floral Foundation's Hall of Fame dinner. Bobbi was inducted into the Hall of Fame at a dinner held in her honor and attended by family, friends, and top floral industry representatives. Ladies wore hats and fascinators to celebrate the occasion and the stage was decorated with floral hats created by **James Lutke, Carolyn Clark-Kurek, and Bob Friese AIFD, CFD**. It was truly an amazing evening hosted by **Alice Waterous AIFD, CFD, PFCI, Norma Chapman, Rod Crittendon** and the Michigan Floral Foundation. Congratulations, and hats off to you, Bobbi!

Nature's Creative Edge was once again held in September on the beautiful wooded property of Bob Friese AIFD, CFD. Nearly 1,000 patrons viewed the 34 outstanding floral exhibits inspired by the theme, "Storybooks and Fairy Tales: Fantastically Floral!" Forty designers came from Wisconsin, Michigan, Ohio, Illinois, Minnesota, Indiana, South Carolina, New Mexico, and Missouri to participate in the event. Twelve community volunteers also assisted with parking lot details, ticket taking and refreshments. The event simply would not be possible without the countless hours and immeasurable talents of **Bob Friese AIFD, CFD, Alice Waterous AIFD, CFD, PFCI, James Lutke and Hillary Hillard**. The event is a tremendous opportunity to raise funds for our North Central scholarship fund. Also a special note of thanks to our vendors who generously donated product. Thank you to local wholesalers Nordlie, and Van's, and product sponsors, Smithers Oasis, Greenpoint Nursery, Benchmark/Queens Flowers, Florist Buying Club, and Floracraft.

North Central AIFD members recently gathered at Koehler and Dramm's fall show preview night to toast one of our

# AIFD Chapter Reports

newest inductees, **Carol Chapple AIFD, CFD** and **Deb Schwarze CFD** who will be inducted in Las Vegas.

At the a National Convention of the Future Farmers of America held in Indianapolis, top young floriculture students recently gathered to compete in an amazing array of challenges for scholarships and other awards. North Central was there to support these young florists and present a positive face of AIFD, manning our AIFD expo booth and officiating with the student competition. The FFA floriculture students competed in nine events including floral design, merchandising, floral shop management, telephone sales, team problem solving and event design. This was truly an incredible opportunity to walk alongside these young people who are the future of our industry. **Jenny Behlings AIFD, CFD, PFCI, Jeanna Furst AIFD, CFD Steve Furst, Eldon Haab AIFD, CFD, Carolyn Clark-Kurek AIFD, CFD, Carolyn Minutillo AIFD, CFD, Joe Romans AIFD, CFD, Rae Roberts-Griffith AIFD, CFD, Renee Blitek AIFD, CFD, and Judi Borah AIFD, CFD** we're on hand to talk to students and officiate the competition. **Jodi Duncan AIFD, CFD** gave a presentation to teachers at FFA Teachers World during the convention. Thanks to all our North Central Volunteers! FFA was thrilled to partner with AIFD and we stood in awe of these amazing students and their outstanding FFA programs.

As you can see, North Central is active and involved. We look forward to the numerous upcoming opportunities to mentor, educate and elevate the art of floral design in our region. We'll be back at the Merchandise Mart this January bringing quality programs for our members and market attendees, and look forward to teaching and designing at the Chicago Flower and Garden Show this Spring.

## South Central Chapter

*Lou Lynne Moss AIFD, CFD, PFCI*

We have an extremely active chapter this year. Awareness events have kept the AIFD banners flying high over our region. **Marie Ackerman AIFD, CFD, PFCI** as our director of transportation has been busy! **Maggie Binet AIFD, CFD** and **Lisa Weddel AIFD, CFD, PFCI** had two events in the Denver area. **Eva Riter AIFD, CFD** brought AIFD to Valley Floral in Wichita, KS. **Shane Cranford AIFD, CFD** was responsible for Arkansas State's presence and **Dov Kupfer AIFD, CFD** made it happen at West Texas-New Mexico's event. **Suzie Kostick AIFD, CFD, PFCI** awarded the national AIFD Passion Symposium registration to 19 year old **Taylor Morlen** at the New Mexico State Convention. Looking forward to "new eyes" in our industry to experience AIFD in Las Vegas next year. This has been a popular project that National has brought to many of our state associations. The AIFD Connection came to the Oklahoma City Flower Market, hosted by **Mark Erickson AIFD, CFD**. The Bouquet Experience was enjoyed by participants as well as members. You can always learn something from Joyce,

our National Membership Chair. Our Nebraska board member, **Brenda Veasman AIFD, CFD** was 2nd Runner-Up in the SAF Sylvia Cup Design Competition. Congratulations to a very talented designer.

**Lisa Weddel AIFD, CFD, PFCI** was also inducted into AAF at the SAF Convention this fall. Many of our members participated in the celebration of the Constitution by sending stars to the Star Project organized by **Bill Shaffer AIFD, CFD, PFCI** and **Kris Kratt AIFD, CFD, PFCI** in Philadelphia. Those participating were **Dov Kupfer AIFD, CFD, Damon Samuel AIFD, CFD, PFCI, Lynne Moss AIFD, CFD, PFCI, Chris Norwood AIFD, CFD, Letecia Burkett AIFD, CFD, Gail Terrill AIFD, CFD, Julie Rogers AIFD, CFD, Marisa Guerrero CFD** and **Pat Shirley-Becker AIFD, CFD**.

As you can see it is exciting to list so many members from our region who have been active and supportive of our industry. That is why the "STARS" shine over the South Central skies and show that being a part of AIFD is a real positive force to each individual member!

P.S. We are looking forward to much more activity. Save the Date for our Wedding Sell-O-Bration and Hands-On Boot Camp with **Frankie Peltiere AIFD, CFD** and troops April 7-8, 2013 in St. Louis, Mo. Thanks also to **Vicki McPherson AIFD, CFD** who is coordinating our new committee-Career Development. She is reaching out to all states in our region for young students in FFA, Vo-Tech Classes as well as college students who might consider entering a career in the floral design industry. It is action in the MIDWEST.

## North East Chapter

**Lisa Greene AIFD, CFD, PFCI**

The East coast experienced Hurricane Sandy when I wrote this update. I hope all our members fared the storm unscathed. The spirits of the season are starting to fly.

A couple of weeks ago I had the opportunity to drive to Plainview LI NY for the AIFD Fall program. Thank you to Pennock Wholesale for hosting the program. Thanks also to LIFA for help in promoting it to their members. **Ken Beebe AIFD, CFD** chaired the show. **Chris Ondrak AIFD, CFD, Maryetta Bartlett-Downing AIFD, CFD** and **Dot Chenevert AIFD, CFD** created beautiful designs depicting elegant dinner parties.

If any other members have a special project please let me know as I will be helping Polly with the newsletter as she concentrates on the Flower Show. Plans for the NERC exhibit have been unveiled and Polly will bring us up to date in the next newsletter. Our student chapters are moving along and we look forward to seeing them at "Passion."

We are looking for a member who would like to teach a hands on class at the NEFE in Connecticut March 2013. The member should have a passion for teaching the next generation of our industry. Contact me at (978) 902 2754 if you are interested.

Please contact me if you are looking to work on a project for the NE Region, there is plenty to do. Get involved

If you have not purchased the NERC Pin contact **Janet Black AIFD, CFD, PFCI** and she will get one to you. Until the next time, I wish you all a very busy and profitable holiday season. Take advice from the weathermen... be prepared for the holidays: get your shopping done, get holiday cards addressed and ready to go, spend time with family before the holiday storm hits. Try to get plenty of rest and begin each day with a prayer and a smile.

## Northwest Chapter

**Submitted by Kim Oldis AIFD, CFD**

Our hope for this newsletter is to keep you informed as to what YOU - our chapter members have done and what YOU will be doing.

Mid-June: **Katherine Zhang AIFD, CFD, Greg Lum AIFD, CFD, & Toni Chow-Tibbits AIFD, CFD**, went up to Vancouver and Victoria, Canada for the BC Blooms Queens Diamond Jubilee Flower Show in which Katherine placed First Place & Best of Show for her category (Blue Sky) & Greg was also "First Place" in the Sunset Category of the Show. Congratulations!

July: AIFD Symposium - Caliente in Miami. **Gerry Gregg AIFD, CFD** - our NW President conducted a great meeting and has loads of plans for our Chapter. If you would like a copy of the minutes please contact **Greg Lum AIFD, CFD** or myself.

August: **Gerry Gregg AIFD, CFD** and **Emil Yanos AIFD, CFD** prepared for a program at United Wholesale in Santa Clara/San Jose.

September: Teleflora with **Rachelle Nyswonger AIFD, CFD** had sold out program on Saturday. "Fusion Holiday" hands-on workshop and then had a sold out show with **Hitomi Gilliam AIFD, CFD, Emil Yanos AIFD, CFD & Lily Chan AIFD, CFD** co-chaired this great event for our Chapter. Thanks to Rachelle, Emil and Lily for organizing this program and of course with Hitomi's talent everyone who attended was inspired!

After that program in September; **Greg Lum AIFD, CFD, Ian Whipple AIFD, CFD, Toni Chow-Tibbits AIFD, CFD** and **Ania Norwood AIFD, CFD** flew off to Belgium to design a room at the Castle at Fleuramour in Alden Biesen, Belgium ... they did a great job! Our Chapter was well represented.

**Greg Lum AIFD, CFD** was also published in the "Fleur Creatif" magazine and in the *In Love 3 Bridal Wedding Book* in Belgium. Greg also submitted his pictures to a Russian magazine for a competition of his bridal work art. On top of that he will also be sending photos for the first ever Barcelona, Spain World Cup Design Competition.

October: **Greg Lum AIFD, CFD & Lily L. Chan AIFD, CFD** will be competing in "The 40th Annual Top Ten Design Competition" "California Legends" on Oct. 13 -14, down in Los Angeles.

November: **Mike Hollenbeck AIFD, CFD & Rachelle Nyswonger AIFD, CFD** did a hands-on workshop in San Jose/Santa Clara at United Wholesale on Nov. 4- 5. "Fall & Holiday Inspirations."

## Southwest Chapter

**Lori Novak AIFD, CFD**

**No report this issue.**

## Southern Chapter

David Powers AIFD, CFD

Holy Cow, can you believe that it is November already? If anyone would have told me that this term would disappear so quickly I would have said you were telling me tales.

I would like to let everyone know that the Southern Chapter is moving full speed ahead. We just completed our fall board meeting at St. Simon's Island Georgia where our 2014 Conference will be. This is going to be an awesome location for our educational experience. At our meeting we discussed many things, but first we made sure our new board member **Tim Lawing AIFD, CFD** was thanked for taking on a two year term for **Janet Frye AIFD, CFD**. Special thanks to Janet for all she did for our board and Chapter, especially with keeping our Facebook page abuzz with information. She will continue to be a part of the communications committee.

We have plenty of action happening with our conference in Puerto Rico April 12-14 2013. **Miguel Figuero AIFD, CFD** has an amazing line-up of designers and sponsors for this educational extravaganza. **Hitomi Gilliam AIFD, CFD**, **Deborah De La Flor AIFD, CFD**, **Tim Farrell AIFD, CFD**, **Mario Antonelli** and **Sharon McGukin AIFD, CFD, PFCL**. We will be staying at the Verdanza Hotel which is five minutes from the San Juan International airport. The hotel is only one block from the beach and many exciting other attractions very close. Miguel stressed how important it is to book your hotel rooms early as we will have a sell-out weekend.

I am still waiting to hear from our Southern members with any questions or concerns they may have. We as the board welcome everyone to ask questions, make comments, good or bad, so that we can grow and be very productive. Speaking of productive, we are formulating guidelines to hold smaller educational programs on a regional and state level. This program will be a hands-on seminar on the principles and elements of design for all who want to learn. The emphasis will be on education, teaching the so called "rules" so that they can be broken with their own creative twists. We are hoping to launch the first program in January in the DC area.

Again, I can not believe how quickly the time flies when you have so much on your agenda. I encourage everyone to be involved in the growth and possibilities of your chapter. Let's all grow and be prosperous together. I would like to wish everyone a very happy and healthy holiday season.



## AIFD Members Participate in FFA Convention

Through the support of the AIFD Foundation, AIFD participated in the FFA National Convention in Indianapolis on Oct. 25. The Foundation graciously gave a grant to the AIFD career development task force to participate in the Teacher's World Expo. In attendance were teachers & students from many states, and this dynamic session was standing room only.



**Jodi Duncan AIFD, CFD** led the session, titled "Fresh Designs-Fresh Flowers- Fresh Ideas with AIFD." Baisch & Skinner generously provided all the fresh product that was showcased in many unique designs. The audience participation was exceptional, with a barrage of terrific questions ranging from the best ways to process flowers, where they could find more information about AIFD, how to spell "trachelium" and if they could take pictures "...of course!"

We handed out flyers inviting them to attend a free symposium session in Vegas, as well as welcomed them to use the "find a designer" feature on our website, which would encourage them to connect with local members and find support from AIFD at the regional chapter level.

AIFD's President-elect, **John Kittinger AIFD, CFD** was present for the session and was introduced to the crowd. He made himself available for questions and comments post presentation as well, and was a part of the discussion through the presentation. **Carolyn Clark-Kureck AIFD, CFD** provided terrific assistance as well, bringing flowers from the loading dock to the aisles of the session, showing the designs to attendees and offering information as well as answering questions.

FFA is much more than farmers, tractors, corn & beans. According to [FFA.org](http://FFA.org) and their student magazine readership study, 87% of their students are interested in learning about career exploration.

To equip teachers with information about floral design & opportunities within the floral industry is a tremendous opportunity for AIFD and we so appreciate the generous support of Baisch & Skinner as well as the ever amazing AIFD Foundation in this endeavor.

AIFD also extended an invitation to attend a free class at the Passion symposium in Las Vegas.

# Calendar

## 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  
"Passion"  
Las Vegas, NV

### July 3, 2013

2013 Foundation Workshop  
Las Vegas, NV

## 2014

### July 1, 2014

2014 AIFD Professional Floral Design  
Evaluation Session (PFDE)  
Chicago, IL

### July 3-7, 2014

2014 National Symposium  
“Transition Transformation”  
Chicago, IL

### July 8, 2014

2014 Foundation Workshop  
Chicago, IL

## American Institute of Floral Designers

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Phone 410-752-3318 / Fax 410-752-8295  
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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.

# 5 STEPS OF FRESH

1



## SANITIZE:

Clean, disinfect and deodorize work surfaces, cutting tools and buckets to help maximize flower quality and vase life. EPA-Approved Floral Product.

2



## HYDRATE:

Immerse flowers in/undergoing stem cells and improving flower food uptake.

3



## NOURISH:

Provide nutrients to fully open flowers while increasing freshness and quality—what your customers expect.

4



## PROTECT:

Refresh, hydrate and protect flowers with a fast-acting finishing spray to extend the enjoyment of receiving flowers.

5



## CUSTOMER CARE:

Educate customers to enjoy their flowers longer with the addition of a professional flower food.



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## Enjoy Long-Lasting Flower Designs with Five Steps of Fresh.

Maximize flower life and keep your designs lively with these proper care tips from Smithers-Oasis!

Consumers said the number one reason they don't buy fresh flowers more often is because they don't think they last long enough, and therefore are not a good value, according to a recent "Care and Handling: What's Really Going On" survey conducted by *Florists' Review*. Proper flower care is an essential and cost-effective way to ensure long-lasting designs for ultimate customer satisfaction and repeat flower sales to your business.

Smithers-Oasis is your dedicated resource for proper flower care and handling. Our Five Steps of Fresh allow you to maximize flower life and keep your designs fresher longer.

### Step One: Sanitize

Begin your flower care regimen by disinfecting all work surfaces, tools and containers, which will provide a protective coating to reduce fungus and bacterial growth that can harm and reduce flower stem life. Use EPA-approved FloraLife® D.C.D.® Cleaner to clean, disinfect and deodorize materials to help maximize flower quality and vase life.

### Step Two: Hydrate

Proper hydration helps to increase solution uptake and keep flower stems free flowing. A hydration solution is especially vital for extending the life of roses, gerbera daisies and field-grown crops. FloraLife® Quick Dip® 100 is a ready-to-use hydration solution that requires only a one-second "dip" to aid in reducing bent neck and droopy stems.

### Step Three: Nourish

A flower food treatment is necessary to give flowers the vital nutrients they need to fully open, enhance vibrant colors and keep stems hydrated. Nourish thirsty plants with FloraLife® Flower Food Clear 300 to increase flower freshness and quality for long-lasting customer enjoyment.

Floralife is not just for glass arrangements! Be sure to properly soak OASIS® Floral Foam Maxlife with FloraLife® Flower Food Clear 300® for maximum flower life, too. Visit [www.oasisfloral.com/IDEAChannel](http://www.oasisfloral.com/IDEAChannel) for a video tutorial on how to properly soak your foam designs.

### Step Four: Protect

Maximize the natural freshness of fresh-cut flower bouquets and designs with a spray protectant, which aids in extending flower life an additional 1 to 5 days. A simple, fine mist of FloraLife® Finishing Touch® provides the vital ingredients to keep the color of petals and leaves vibrant while preventing premature petal drop, dehydration and wilting.

### Step Five: Customer Care

The addition of a professional flower food is instrumental for complete flower development and long-lasting flower life. Educate customers to enjoy their designs longer with a packet of FloraLife® Flower Food Clear, along with instructions for proper use, as too much or too little flower food can be as harmful as not using any at all.

Learn more about extending the life of your flower designs at  
[www.oasisfloral.com/floralife](http://www.oasisfloral.com/floralife).

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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.

### November 2012

Journal Online – Nov. 7

### October 2012

CapitalGazette.com – Oct. 25

LeaderHerald.com – Oct. 17

Mississippi State University Website – Oct. 12

Chicoer.com – Oct. 3

Red Bluff Daily News – Oct. 3

### September 2012

The Dispatch – Sept. 29

Wishtv.com – Sept. 25

CAFNRNews – Sept. 24

UltimateWestU.com – Sept. 12

Daily Local News (West Chester, Pa) – Sept. 12

The Produce News – Sept. 10

Koehler & Dramm Institute Website – Sept. 5

SAF E-Brief – Sept. 5

Florists' Review Magazine Website – Sept. 2

## Communication Center



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

Nov. 6, 2012 - AIFD 2013 Award Nominations Sought

Oct. 8 2012 - Latest News from AIFD's Platinum Elite Partner Nature's Flowers

Oct. 3, 2012-AIFD Foundation Offering 2013 Southern Conference Scholarship

Sept. 24, 2012 - Don't Miss the AIFD Connection Program Coming to Your Area This Weekend

Sept. 6, 2012 - Cast Your Vote Now for the 2012 Fitz Body Flower Design Contest (only sent to 2012 Symposium attendees)

Sept. 5, 2012 - August/September 2012 Focal Points is Hot Off the Press!

Sept. 5, 2012 - Latest News from AIFD's Platinum Elite Partner BloomNet

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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[www.ProFlorists.net](http://www.ProFlorists.net)

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[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

Pui Wa Floral Design School

School of Floral Design

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  
[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 Florist (Michigan)

Certified Florist (Wisconsin)

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

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)

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