

Focal Points

AIFD Awards Committee Seeks Nominations!

Know of someone who deserves to be honored! While plans are unfolding for the 2013 Symposium "Passion," it's time to start thinking about the 2013 AIFD Awards! Nominations are now being accepted through February 28, 2013 for the six awards that AIFD can bestow:

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

If you would like to nominate someone please send a letter that includes the following:

- The individual or company nominated
- The award you are nominating them for
- Why you are nominating them for the award

Please direct your letters to: **Suzie Kostick AIFD, CFD, PFCI**, AIFD awards committee chairperson at skostick2003@yahoo.com.

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

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**Please note only the following AIFD members are allowed to nominate: Active (AIFD), Fellows, Life, Retired and Industry Partner members.*





President's Message

As I was writing this message families in Connecticut were burying their little ones and civic leaders. It's hard to get this out of my mind, as if the world has stop turning to grieve for this community, a town that seems just like mine. Any problem in my life seems small and insignificant in comparison to this horrific chapter in our American history.

Going forward is the only certainty. Just like the days that followed 9-11 people seem kinder, sympathetic and gentle. Everyone I know is doing something to help; a donation, a prayer or helping out in their own community, any effort seems to lift the burden of grief.

Flowers play a vital role as a living expression of love, sympathy and respect, a visual gift that shows caring. As florists, it is our privilege to provide flowers, a symbol that sums up these sentiments, a gift aimed to relieve grief. We have an awesome responsibility, one that will live in the memories of families forever.

*If we could see the miracle of a single flower clearly,
our whole lives would change. - Buddha*

When thinking of what this holiday message would say to my AIFD family so many things come to mind, AIFD members and their Partners are some of the most talented, compassionate and giving people I know. I am humbled and blessed to be among you.

Today is our gift, that is why it is called the present. I wish you peace.

Annie

Annie Jordan AIFD

AIFD MEMBER REMINDER - YOU NEED TO BE ONLINE!

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

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

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

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

If you aren't listed in the online directory contact Membership Coordinator **Kelly Mesaris** at 410-752-3318 for assistance.



Introducing...Emerald!

Pantone LLC Announces 2013 Color of the Year

"Lively. Radiant. Lush... A color of elegance and beauty that enhances our sense of well-being, balance and harmony."

Pantone LLC, an X-Rite company and the global authority on color and provider of professional color standards for the design industries, announced PANTONE® 17-5641 Emerald, a lively, radiant, lush green, as the Color of the Year for 2013.

The 2012 Color of the Year, PANTONE 17-1463 Tangerine Tango, a spirited, reddish orange, provided the energy boost we needed to recharge and move forward. Emerald, a vivid, verdant green, enhances our sense of well-being further by inspiring insight, as well as promoting balance and harmony.

Most often associated with brilliant, precious gemstones, the perception of Emerald is sophisticated and luxurious. Since antiquity, this luminous, magnificent hue has been the color of beauty and new life in many cultures and religions. It's also the color of growth, renewal and prosperity – no other color conveys regeneration more than green. For centuries, many countries have chosen green to represent healing and unity.

"Green is the most abundant hue in nature – the human eye sees more green than any other color in the spectrum," said **Leatrice Eiseman**, executive director of the Pantone Color Institute®. "As it has throughout history, multifaceted Emerald continues to sparkle and fascinate. Symbolically, Emerald brings a sense of clarity, renewal and rejuvenation, which is so important in today's complex world. This powerful and universally appealing tone translates easily to both fashion and home interiors."

Read more about the 2013 Color of the Year at www.pantone.com/pages/index.aspx?pg=21055&from=hp.



Image source - www.pantone.com



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, a great group of 16 programs are set and things are really rolling along. We have something for everyone and can't wait to share the details soon! In the meantime, here's what your fellow designers had to say when asked what is their definition of Passion...

"Passion - an emotion that automatically turns on creativity. Passion - a road to create excitement and imagination. Passion - a catalyst to unlimited possibilities. Passion - propels you to new creative heights. Passion- ignites our creative skills. Passion - takes you to another level. My passion is to stay healthy, enthusiastic and continue my dedication to AIFD and its goals." - Frankie Shelton AIFD, CFD, PFCI

"PASSION is the essence of our mind and soul that drives us beyond the endless hours and physical pain. It keeps the heart pumping, inspires the brain's creative activity and spurs the adrenalin into overdrive. We live for it and love for it." - Joyce Mason-Monheim AIFD, CFD, PFCI

"Passion is an endless adventure to possess but in return it possesses you. It is the burning desire to learn something new about your love of flowers and design every day. You breathe and dream it constantly! From concept to execution, it is the creative force driven by the energy of passion. It is looking at the world differently with an approach that is clear and vivid. Passion is the art of floral design." - Kenneth Snauwaert AIFD, CFD

Symposium details can be found posted at aifd.org/upcoming-events/2013symposium!

Bits and Pieces

Compiled by Janet Black AIFD, CFD and Molly Baldwin-Abbott

• Mayesh Wholesale is having their annual Open House on Jan. 23, 2013 and it will take place at all 15 Mayesh locations across the U.S. Here is a list of AIFD members who have volunteered to be a part of the open houses: **Carlsbad/San Diego - Beverley Ireland AIFD, CFD; Orange County - Mary Rimmer AIFD, CFD; Torrance - Lee Burcher AIFD, CFD, PFCI; LAX - Anthony Vigliotta AIFD, CFD; Los Angeles Market - Lee Gallison AIFD, CFD; Riverside - Lori Novak AIFD, CFD; Cleveland - Jodi Duncan AIFD, CFD; Las Vegas - Kenneth Snauwaert AIFD, CFD; Detroit - Jerome Raska AIFD, CFD, PFCI; Charlotte - Carolyn Shepard AIFD, CFD; Phoenix - Tony Medlock AIFD, CFD; San Fernando Valley - Wayne Gurnick AIFD, CFD.**

• **Bill Schaffer AIFD, CFD, PFCI** and **Kristine Kratt AIFD, CFD PFCI** have a book coming out. *Taking the Flower Show Home: Award Winning Designs from Concept to Completion* is set to be released in April 2013. More information is available at www.schafferdesigns.com/SchafferDesigns.com/Blog/Blog.html.

• **Wendy Andrade AIFD, CFD** also has a book coming out, *Fresh Floral Jewelry: Creating Wearable Art with Wendy Andrade*, in April 2013. Details posted at www.schifferbooks.com/newschiffer/book_template.php?isbn=9780764344114.

• **Jon Robert Throne AIFD, CFD** is the new owner of Countryside Floral and Garden in Issaquah, Wash.

• Congratulations to **Carol Chapple AIFD, CFD** who recently had a baby boy.

• Congratulations are also due to **Sharon McGukin AIFD, CFD, PFCI** who recently became a grandmother.

• **Karen Phillips Farmer AIFD, CFD** recently became a graduate of the University of Memphis with a Bachelor of Fine Arts in Graphic Design.

• **Frances Dudley**, president, owner and CEO of Florists' Review Enterprises, was announced as a 2013 inductee for the Topeka Business Hall of Fame. She will be inducted into the hall during a tribute dinner Feb. 28 at the Ramada Hotel and Convention Center in Topeka, Kansas.

• **Tom Butler PFCI**, chairman of Teleflora was inducted into the Society of American Florists' (SAF) Floriculture Hall of Fame during their 128th annual convention held in Palm Beach, Fla. back in September.

• The 2013 Teleflora Education Center schedule has been released. View the press release at www.multibriefs.com/briefs/saf/Teleflora_2013_EduSchd.pdf.

• **René van Rems AIFD, CFD** has a Five-Day Hands-On Workshop "Strategies to Upgrade Your Techniques & Styles from a Commercial 'Euro' Perspective" taking place Jan. 28 - Feb. 1, 2013. Details posted at www.renevanrems.com/events.html.

• Kevin Ylvisaker AIFD, CFD, PFCI will be teaching "Testing 1,2,3" at Teleflora Education Center, March 17-20. For more information call 800-456-7890, ext. 6234.

• The AIFD Northeast Region is gearing up for the Philadelphia Flower Show. **Bill Schaffer AIFD, CFD, PFCI** and **Kristine Kratt AIFD, CFD, PFCI** are busy making preparations for it.

• There are several gift shows taking place in the upcoming months. Here is a list:

-AmericasMart, Atlanta, Jan. 9-16, 2013, www.americasmart.com

-Total Home & Gift Market, Jan. 16-22, 2013, featured designers include **J Schwanke AIFD, CFD, PFCI**, **Corey Harbour AIFD, CFD, PFCI** and **Sandy Schroeck AIFD, CFD, PFCI**, www.dallasmartcenter.com

-Chicago Market, Jan. 17-22, 2013, www.shopchicagomarket.com

-California Gift Show, Jan. 25-28, 2013, www.californiagiftshow.com

-New York International Gift Fair, Jan. 26-30, 2013, www.nyigf.com

-Gift + Home at Las Vegas Market, Jan. 28 - Feb. 1, 2013 www.lasvegasmarket.com, www.giftandhomelv.com

-Illinois State Florists' Association "Wonderland," March 8-10, 2013 hands of class with **Gregor Lersch**, design shows, floral competitions, grants, scholarships, www.isfaflorists.com

-The Chicago Flower and Garden Show is taking place March 9-17, 2013 at the Navy Pier on Lake Michigan, just East of Chicago's downtown, www.chicagoflower.com

• Join Wil on the Hill, April 11-14, 2013 for a Floral Retreat with **Wil Gonzalez AIFD, CFD**. More information at wil@dragonridge.net.

• Cal Poly had their Design Week 2012 to create their Rose Parade float. Check out pictures at www.facebook.com/rosefloat.



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We wanted to start a new column to help communicate actions of the AIFD National Board to our members. The National Board meets either face-to-face or by conference call five to six times each year. Its task is to set goals and directions for AIFD and in doing so, establish policies and procedures to help achieve those goals.

Members of the National Board give a great deal of their personal time so that AIFD can continue in its 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. AIFD members interested in serving on the National Board may contact the Immediate Past President who serves as Nominating Chairperson. Previous leadership on a Regional Chapter Board, a National Committee, or other floral industry organization is highly recommended.

In its most recent meeting, a conference call held on Nov. 29, the following items were addressed and actions taken. Present were: **Ann Jordan AIFD, CFD, John Kittinger AIFD, CFD, Tim Farrell AIFD, CFD, PFCI, Suzie Kostick AIFD, CFD, PFCI, Rich Salvaggio AIFD, CFD, Joyce Mason-Monheim AIFD, CFD, PFCI, Marie Ackerman AIFD, CFD, PFCI Janet Black AIFD, CFD, PFCI, Ted Bruehl AIFD, CFD, PFCI, Kevin Coble AIFD, CFD, Mike Hollenbeck AIFD, CFD, Mary Linda Horn AIFD, CFD, PFCI, Bill McKinley AIFD, CFD, Ron Mulray AIFD, CFD, Michael Quesada AIFD, CFD, Jim Rauch AIFD, CFD, Tom Simmons AIFD, CFD, and Tom Shaner.**

Under the report of the Executive Director, Mr. Shaner reported on a meeting he had with **Peter Moran**, executive vice president of the Society of American Florists. He noted that he had agreed to work with SAF in the coordination of volunteer floral designers should they be needed for the 2013 Presidential Inauguration. He also noted an effort to have AIFD become the “design team” for the SAF Convention. Lastly, he reported that due to costs of administration, SAF will no longer present its “New Varieties” exhibit as part of the AIFD National Symposium.

On a separate matter, Mr. Shaner reported that hotel and convention center contracts have been signed for the 2017 National Symposium in Seattle, Wash.

The Board then addressed and approved two new policy recommendations. The new policies first establish and define criteria for a floral organization to be one recognized by AIFD for possible gifts of complimentary symposium registrations and/or for AIFD members to be able to earn Leadership/Service continuing education credits for volunteering to serve as a liaison; and that such criteria include: 1) a minimum of 50 retail members, 2) conduct at least one annual meeting where floral design education is presented and 3) have a regular communication tool, i.e., newsletter that goes to members. After discussion in which it was agreed that any existing state association would also be qualified no matter the number of members.

The second new policy established and defined who shall serve as the official spokesperson(s) of AIFD: “The President shall be the official spokesperson of AIFD.” When appropriate, the Executive Director may also serve as the official spokesperson. Again, where appropriate, the Executive Director may ask various leaders to serve as a spokesperson when the leader’s area of responsibility corresponds to an specific area of concern, i.e., Membership Chairperson announcing PFDE results, Symposium Coordinator discussing Symposium. Other officers/directors/committee chairs/general members should not act as a spokesperson for AIFD unless they have been duly authorized to do so. As to matters associated specifically to a Regional Chapter, only the Regional Chapter President should be the official spokesperson. Lastly, all requests to comment on issues from any media should be referred immediately to the National President or the Executive Director. Noting that all members should always continue to promote AIFD and its activities, the motion passed unanimously.

Following the policy actions, Vice President **Tim Farrell AIFD, CFD, PFCI** reported on the work that has been undertaken by the Bylaws Committee in reviewing and recommending needed changes to the Bylaws. He noted that the Executive Committee has reviewed the proposed and that many refinements were offered. He then noted that the recommendations will now be sent to the Board with a request for their recommendation of adoption by the general membership. Mr. Farrell reviewed the process by which the general members will receive the recommended changes and how voting will take place in conjunction with the members’ annual election of National Directors and Regional Chapter leaders.

Membership Chairperson **Joyce Mason-Monheim AIFD, CFD, PFCI** reported on the status of the Certified Evaluator/Judge program including the initial development of the online education portion of the program. She anticipates a final roll-out prior to the Board’s meeting in March.

Symposium Coordinator **Tom Simmons AIFD, CFD** reported on final preparations being made for the announcements of details for the 2013 National Symposium “Passion” which will take place in Las Vegas, June 28 - July 2. He stressed the need for Regional Directors to promote the program to regional members. He also asked for regional support for a series of open houses being conducted by Mayesh Floral Supply (official wholesaler receiver for the 2013 National Symposium).

The next meetings of AIFD leadership include a Jan. 13 meeting of the International Task Force, a Jan. 13-14 meeting of the Executive Committee and a Jan. 29, 2013 conference call of the National Board.

Focal Points 6



SNAPSHOT:



The tree at Ford Field, (Detroit Lions) live conifer from Dutchman Christmas Tree Farms, a spectacular 23 year old specimen, decorated by the crew of Alice Waterous Floral Consultant, LLC. Crewmembers were: **James Lutke, Laura Parker AIFD, CFD, Tonja Vander Veen AIFD, CFD, Terezia Waterous, Faith Waterous, Jerome Waterous, and Marsha Gray** from the Michigan Christmas Tree Association.



The ladies from the Pennsylvania Horticultural Society (PHS) accepted a scholarship from AIFD to award to a participant of the designers studio at the Philadelphia flower show. From left to right is **Melinda Moritz, Tim Farrell AIFD, CFD, PFCI** and **Francesca Northrup**. Both women are coordinators from PHS for the designers studio.

Happy Holidays & Thank You

Janet Black AIFD, CFD, PFCI, newsletter editor and **Molly Baldwin-Abbott**, director of communications and marketing for AIFD hope everyone and their families had a safe and wonderful holiday season and will have 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 or Janet Black AIFD, CFD, PFCI, newsletter editor, at 410-752-3318 or janetblackaifd@gmail.com.

AIFD and Social Media



www.facebook.com/AIFD.CFD



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



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



www.youtube.com/user/AIFDHqtrs

AIFD Member Featured on HGTV

AIFD member **Ken Norman AIFD, CFD** was featured on an episode of Dina's Party on HGTV. Dina is one of the original "Real Housewives of New Jersey." Ken had met her briefly years ago at one of her "Lady Bug" fund raisers. A good client of his is friends with Dina and wanted Ken to participate in the event. Ken designed the entrance table for that event.



The title of the episode is "The Brady Bunch." The premise is two families coming together to form one. It first aired at the end of September and is repeated often.

Back in April Ken met one of the cameraman and a designer to get the back story. The next day the crew and Dina came into Ken's shop to film the "consultation" for about three to four hours. The following week he delivered the flowers for the party. Since then the show has aired several times.

Congratulations Ken!

Mark Your Calendars for the The Northeast Floral Expo 2013

"Reflections: Remembering The Past, Embracing The Future" taking place March 8-10, 2013

The 2013 Northeast Floral Expo, put on by the Connecticut Florists Association, will be held at the Mystic Marriott Hotel & Spa in Groton, Conn. Event highlights include: Flora Couture - Project Runway inspired runway show & competition; cocktail reception with networking for all types of event professionals; and Casablanca - a night to celebrate! Beautiful decor planned for a cocktail reception before we all board busses for an evening at the casino and a midnight dessert soiree; three design stage programs; nine design workshops; four business clinics; 60+ Booths in Tradefair; and more!

AIFD North East Regional Chapter members being featured include: **Rebecca Carter AIFD, CFD, Dot Chenevert AIFD, CFD, Theresa Colucci AIFD, CFD, Bert Ford AIFD, CFD, PFCI, Rudy Grant AIFD, CFD, Debbie Grote AIFD, CFD, Ann Jordan AIFD, CFD, Ken Norman AIFD, CFD, David Siders AIFD, CFD, On Thai, and Robbin Yelverton AIFD, CFD, PFCI.**

Also featuring: **Barry Gottlieb, Neville MacKay, Derrick Myers and Rick Rivers.**

Details posted at <http://northeastfloralexpo.com/>.

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- FTD University Online, a resource perfect for new hires & holiday help
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AIFD ACCOLADES

AIFD member **Wayne Gurnick AIFD, CFD** was recently featured in the wedding magazine *DIY WEDDINGS*. His work and designs for a holiday wedding at home were highlighted. Read the article at http://momentsbywayne.com/files/press_stories/files/46/original_Holiday_Wedding_at_Home_Dec_12.pdf. 🌸

Congrats to **Mandy Majerik AIFD, CFD, PFCI** of Hothouse Design Studio in Birmingham, Ala. for her wreath being on the cover of *Southern Lady Holidays* 2012 issue! See the cover at www.hoffmanmediastore.com/southern-lady-holidays-2012.html. 🌸

Three AIFD Northeast Chapter members, **Bob Whitney AIFD, CFD, Christy Langone AIFD, CFD** and **Heather Sullivan AIFD, CFD**, joined forces to bring "These Enchanted Seasons" to the Springfield, Mass. Garden Club on Nov. 16, 2012. The show was packed with holiday ideas and inspiration. Over 30 unique designs were auctioned off to benefit the Garden Clubs College Scholarship fund. The demonstration included designs from Fall, Christmas and New Years seasons. 🌸

Joe Guggia AIFD, CFD will be penning articles for Ryan and Gina at flowerchat.com! He will be sharing his floral experience, tapping into "the crazy journey I've had over the last 45 years." Congrats Joe! 🌸

Richard Milteer AIFD, CFD, PFCI received the Perennial Award from Bloomnet "for outstanding lifetime service to the industry. Richard Milteer is a true pioneer, an innovator who has dedicated his professional life to furthering the art of floral design and to expanding the vital role of education," said **Mark Nance**, president of Bloomnet. "Everyone who knows Richard has benefitted from his vast knowledge, his incredible enthusiasm and his powerful passion for floral beauty. Above all, I'm proud to say that Richard is a great friend." 🌸



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. 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.

Focal Points 10

SAIFD 2012 Holiday Fundraiser

Our annual fundraiser took place the evening of Dec. 5 and all day on Dec. 6, 2012.

The evening was reserved for VIP's and industry guests and the following day was open to the college wide community and the public.

Students and faculty prepared for this exciting event for a few weeks prior. Planning, pricing gift ware, planning the individual arrangements, display and merchandising and of course promoting the event was part of completing the process. This event is deliberately scheduled at the end of the first semester's customer service subject so all the learning can be put into practice. Some students also engaged in baking and preparing finger foods which were served with hot cider during the event.

The event was a tremendous success on many levels. Our Trillium SAIFD chapter will be able to give some support to the selected students for the SAIFD Competition in Las Vegas.



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.

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AIFD Members Celebrate the Holidays!

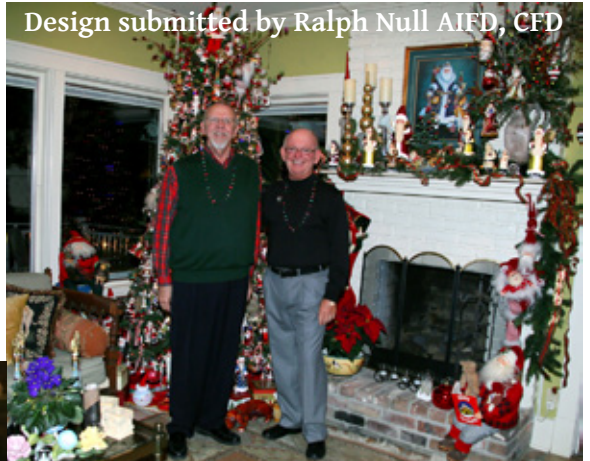
By Janet Black AIFD, CFD

"Christmas is always a busy, happy, sharing season for us at "Sunset." We almost always live with the thoughts of Santa close by since Fred's collection of Santas number more than 2,000 and they are always on display in the guest bedroom. This tree is decorated with more than a 1,000 Santa ornaments which come out for Christmas. The tradition that we have is to make our home available for many groups as we host their Christmas meeting, party, or other activities. This year we have had a garden club, the senior group from church, and tonight the Exchange Club, and next week, the Study Group from FUMC, Monday night cocktail friends, the Arts Council board and volunteers, a couple groups of friends, scores of friends with children and grandchildren for pictures, and finally open house after Christmas eve services. Sharing the love, peace, joy, and miracle of the season makes it wonderful. Blessings to all. Stop and breathe the scents, see the beauty, share the love." - Ralph Null AIFD, CFD, picture top right.

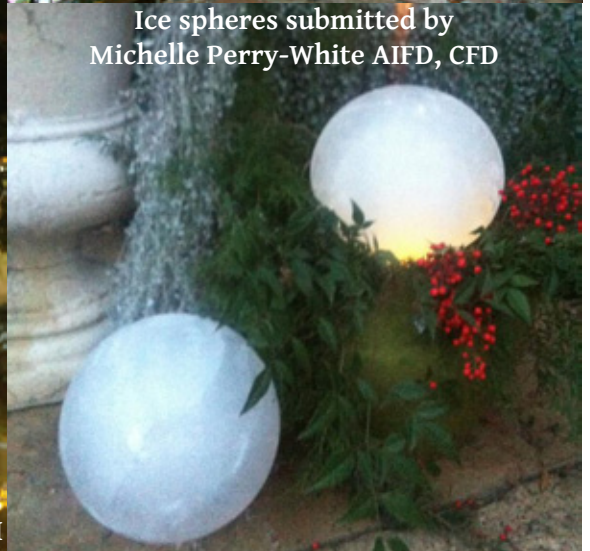
"It's hard to say 'bummer' with enough conviction to be believable when I'm worried that my ice spheres will melt on this 72 degree night before our Christmas party begins...Hey!!! It's 72 glorious degrees on Dec. 15!"

- Michelle Perry-White AIFD, CFD talking about her ice spheres pictured below, right

Design submitted by Ralph Null AIFD, CFD



Ice spheres submitted by Michelle Perry-White AIFD, CFD



White House Green room decoration submitted by Tim Farrell AIFD, CFD, PFCI



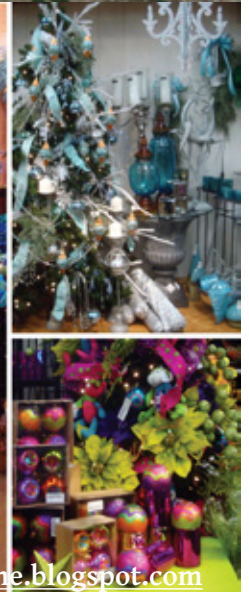
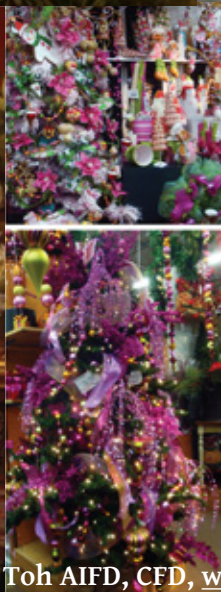
Terrarium ornament submitted by Tim Farrell AIFD, CFD, PFCI



White House decoration submitted by Tim Farrell AIFD, CFD, PFCI



Designs submitted by Gerard Toh AIFD, CFD, www.designinlinemagazine.blogspot.com



Everything You Need to Know:

In the spirit of the holiday season, the feature "flower" this month is actually a flowering plant and one that is one of the most recognizable live decorations used during the holidays...Holly. Ilex or holly is a genus of 400 to 600 species of flowering plants in the family Aquifoliaceae, and the only living genus in that family. The species are evergreen and deciduous trees, shrubs, and climbers from tropics to temperate zones worldwide.

The genus is widespread throughout the temperate and subtropical regions of the world. It includes species of trees, shrubs, and climbers, with evergreen or deciduous foliage and inconspicuous flowers. It is dioecious with smooth, glabrous, or pubescent branchlets. The small fruits of Ilex, although often referred to as berries, are technically drupes. They range in color from red to brown to black, and rarely green or yellow.

Tree folklore

Most Western cultures associate the holly plant with Christmas, but holly's meaning has a long, rich history that reaches back before the time of Christ. Due to its ability to stay green through the harshest winter months, holly has deep-rooted symbolic links to life and hope. Ancient druids, Romans, Celts and even Asian cultures embraced holly as an important aspect of annual celebrations and cultural traditions.

Druid Beliefs: According to the Flower Essence Society, holly was a holy tree for the ancient druids. Its old English name, holegn, was related to the word holy, and druids hailed it as the official plant of the descending year. While oak trees were the "king" of the rising year, from the end of the winter solstice to the summer solstice, the druids honored holly through the fall and most of the winter as the year "fell" into cold and darkness. Druids believed that the sun had a sacred preference for holly, which allowed the plant to stay green year-round. Because of the druids' status as a respected priestly class, their beliefs surrounding holly influenced the impressions of the general Celtic population.

Celtic Legends: Like the druids, Celtic laypeople also worshiped the "brother Kings," the "Oak King" and the "Holly King," according to the seasons. Celts believed that holly offered protection from evil spirits. According to Plant Palette, few Celts dared to chop a holly bush down for fear of losing its spiritual protection. Holly and ivy were also viewed as brother and sister plants, with holly representing the "male" components of nature and ivy embodying nature's "female" aspects. Some farmers and gardeners in the UK today still avoid cutting the plant out of a sense of traditional respect.

Roman Culture: In ancient Roman society, the holly plant represented best wishes and was often gifted to newlyweds. The official plant of the fertility and harvest god Saturn, holly wreaths were distributed as presents and used as decorations during the god's holiday, Saturnalia. According to Christmas-day.org, when church officials were selecting a day for the celebration of Christmas, they chose December 25 to coincide with Saturn's festival.

Christian Significance: As societies transitioned from pagan beliefs to Christian ones, the holly plant continued to play an important role. Christmas-day.org states the mistletoe, a plant tied to pagan ritual, was banned by the church as a Christmas decoration with holly as the suggested replacement. Holly's thorns symbolized the thorns in Christ's crown, and its red berries represented Christ's blood. Legend says that a little orphan boy gave Christ a wreath of holly shortly after his birth. The boy, ashamed by his humble gift, began to cry at Jesus' manger. Christ then touched the tear-laden crown and transformed the wet droplets into beautiful red berries. Others say that the holly plant grew leaves out of season to hide the holy family from King Herod and his malicious intentions.

Asian Cultures: For Asian cultures, holly symbolizes fertility and divinity. The Chinese sometimes use holly during their New Year's celebrations, which generally occur in February.

Sources: <http://en.wikipedia.org/wiki/Holly>, www.ehow.com/about_7220522_significance-holly-plant.html#ixzz2EgoZ0d6B.



Marketing Tip: Here's to the New Year

By Lisa Greene AIFD, CFD, PFCI

January is just around the corner - make marketing one of your resolutions. Use a blog, Facebook, Twitter, newsletters, e-mail, direct mail, face-to-face networking and word of mouth to your advantage in 2013. Best wishes for a prosperous new year.

As a freelance designer, small business owner or a florist looking for a paying gig marketing or advertising it is all about increasing sales. Success in business comes from the ability to look at what the customer hopes to gain from using the services you provide. Many times they don't really care about what marvelous things we were selling. All they really care about is the benefit they will receive from purchasing them. One of the biggest benefits we sell is creating a "wow" factor that results in praise for the sender, host or party planner. The way to become successful is to learn to tap into this part of the customer's psyche.

Designers are often tuned into educating the client about new, exciting flowers, props, containers and bling but the client is tuned into station WIIFM--What's In It For Me. The marketing tip for this week is how to turn up the dial to make sure your station gets noticed. When writing the Facebook status update start with something like "Mrs. Smith just sent me a note: Thank you for making my 50th anniversary the prettiest party since my wedding day!" rather than "just did a party and now its party time." Use your blog, it tells the story of your work. How did it effect the clients enjoyment of the day, did it create memories? It's a good idea to start a post with the biggest benefit to the customer. Create a postcard that shows the benefit in action. Using a benefit can grab the reader's attention and give each customer a really good reason to keep on reading or listening. So that's my first tip: Lead with your best benefit.

The second tip is: Be specific in your statements. It's not enough to say your design offerings are cutting edge. You need to spell it out by saying something like, "Our clients consistently rave about the way our designs and services resulted in the best party ever!" "When Pamela came to our firm for her wedding flowers she stated: My prom corsage was the prettiest at the dance!" The flowers you sent for the new baby are beautiful- especially at 2 a.m.!" "Your flowers made my birthday celebration very special" etc. Flowers make sad occasions bearable.

The third tip: Keep the pitch simple and play up the benefit- you are trying to get them to say yes to the job. The goal is to generate more sales. The method is help the customer decide to make the purchase. When the customer internalizes the benefit it is easier to get to "yes." If they can see the benefit of booking with you and you understand what they are looking for you can deliver it and they will become a fan. Deliver beyond those expectations and they become a "raving fan."

Focus on one promotion at a time, be specific about the offering and keep it simple and clear. Make the benefit known by stating past success and using referrals if necessary. These are tips to get your January sales off to a good start.

AIFD Association Liaisons Still Needed

Volunteers needed for twelve state floral organizations

This is a great and easy way for AIFD members to volunteer and to thus earn one Leadership/Service continuing education unit every year (AIFD members need to report 25 CEUs every three years and of those, five must be in the leadership/service area).

Associations for which we still don't have an AIFD member as a liaison include: Alabama, Arizona, Connecticut, Georgia State, Kansas, Louisiana, Massachusetts, Michigan, North Dakota, Texas, Virginia, and West Texas/New Mexico.

To volunteer to be a liaison, simply e-mail AIFD@assnhqtrs.com.

Association Liaisons will be occasionally asked to help promote AIFD to their assigned floral organization. This might include promoting a complimentary general registration to the National Symposium or encouraging floral designers to seek to become a Certified Floral Designer (CFD®) or member of AIFD.

For an organization to qualify it must meet three criteria: 1) have at least 50 retail members, 2) conduct at least one floral design education program annually, and 3) have a means of regularly communicating with its members, i.e., newsletter.



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Some of Our Services:

FedEx Program: The industry standard. Our exclusive program, with discounts of over 62.5% and many custom features designed to lower shipping costs.

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

Discounted Airline Rates: NORCAL members receive the lowest air cargo rates available with the major airline cargo carriers.

To Become a member:

And receive exclusive rates on California flower shipments contact Linda Long, Membership Services, at 831-479-4912 or email linda@cafgs.org.

For more information visit our Website: www.cafgs.org

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Community Helps AIFD Member After Shop Fire

By Randy Wooten AIFD, CFD, PFCI

The week of Nov. 16 was a crazy week for us at the shop as we were getting ready for our Holiday Open House on Sunday, Nov. 18. On that Friday we had finally narrowed our list down to four items left to complete for open house. We finally were able to breathe! Everyone left for the day and I stayed behind to work on designs for a 11 a.m. memorial service for the next morning. Around 5:35 p.m. the shop went black and minutes later I discovered the shop was on fire. I ran out the front door and looked up to see flames coming out of the roof. What did I do? I ran back in to get my server computer! Stupid I know. During the next three hours while I was dealing with the fire department, my friends and family were on their phones in what I call "survival" mode. Later they informed me that help was on the way and that they had secured a location along with cargo trailers to have on hand to move anything that could be saved. The firemen were awesome and they made us feel that this situation was personal (which a lot of the firemen work for us during Valentine's and Mother's Day as delivery drivers.) They were able to contain the fire to the attic and the rear half of the shop. Once the fire was contained, they allowed us into the front of the shop to remove what we could save. Once I came back to the front of the shop there were over 35 people there to help. Family, friends, customers and even people I didn't know. One couple saw the fire and stopped to help because they had experienced a home fire before. One of our customers was on her way home with takeout for her family and she stopped to help for over two hours. It was overwhelming to say the least. Everyone went in and began removing everything from the front and placing it outside on the lawn. That night everything was loaded and taken to the new location and unloaded. My friends told me at that point that they had a crew that would be back in the morning to help set up shop and that you WILL be open for business on Sunday for Holiday Open house! The next morning we came in and began filling orders that we had on the board as well as I finished the memorial flowers for the service at 11 a.m. that morning. A small army of amazing people showed up and by the end of the day the new location was ready for open house. That evening we walked across the street from the new location and all I could say was "Miracle on Ward Street" because 24 hours earlier, our world had been turned upside down and to look at the new location was just overwhelming! If I had not witnessed it I would not have believed it! The next day open house was a HUGE success! People came out in record numbers. Many of them told me they were there to spend money to show their support! Over the next two days we were 90% sold out and we were still in November! Blessed again!

So many people in the industry called and came to see us. So many donated supplies that we lost in the fire. **Jackie Lacey AIFD, CFD, PFCI**, **Susan Mullis**, Bloomnet and Napco donated a van load of supplies. FTD donated us a new printer to replace the one that was lost. Our rep with Napco, **Debbie Shuman** sent us cases of vases. **Robert Barrett AIFD, CFD** from Taylors SC sent us a pallet of supplies. Linda Stewart and Georgia State's District 6 blessed us with supplies as well. One of my customers, **Focal Points 16**

Chris Flanders, donated the use of a phone system as well as the installation. The Norman Fletcher family have been so good to us for allowing us the use of the building. To my friends that I call my family, we could not have made it through those days of the fire without you! I can never repay you for all that you do! There are too many to name but you know who you are and more importantly WE know who you are. You will never know how our lives have been changed by your love, compassion and support! I believe things happen for a reason and we may never know that reason. However we are going on faith knowing that we will survive! From all of us at Delorice's Florist, THANK YOU and GOD BLESS YOU!

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What's Going On?

AIFD Chapter Reports

North Central Chapter

Loann Burke AIFD, CFD, PFCI

Happy New Year! Here in the North Central Region, we're bustling away with plans for our January Chapter meeting held in conjunction with The Chicago Market: Living and Giving Show at the Merchandise Mart. Held Jan. 19-20, 2013 at the Merchandise Mart in Chicago, the weekend promises to be filled with educational and social opportunities.

The weekend marks our second combination January membership meeting and Mart / membership show presentation. This year we are celebrating the talents of our own North Central chapter members with the following presentations:

Carolyn Clark Kurek will start our show off at 1 p.m. on Saturday Afternoon with "In the Beginning...The Evolution of Floral Design."

2nd Annual Bobbi Cup CUP Competition - Floral Design Competition is at 2:30 p.m. (2:30-3) with judging from 3 to 3:30. Winner announced at the end of 6 p.m.

Kevin Ylvisaker AIFD, CFD, PFCI will present out headliner show "Color Trends 2013 - "Everything You Wanted to Know About 2013 Color Trends but were Afraid to Ask" at 4:30 p.m. Saturday afternoon.

AIFD Membership Dinner - 7 p.m. - Presented this year in the Grand Mart Lobby, just inside the main front doors followed by our January Membership Meeting - 8 p.m., held in the lobby immediately following our dinner.

Sunday, Jan. 20 - Jacques Sir Louis, director of marketing for Smithers Oasis North America will start our morning off at 10 a.m. with "Real Time Wedding - Wedding Planning with the Next Generation Bride."

Our own NC team of shoppers **Alice Waterous AIFD, CFD, PFCI, Laura Parker AIFD, CFD** and **Bobbi Ecker Blatchford AIFD, CFD, PFCI** will give us "Reality Check...Responding to Challenges Such As Today's Trends, Niche Markets and Consumer Demands."

We're anticipating another exciting chapter meeting weekend and look forward to seeing old friends and meeting new ones. If you're itching to get away after the holidays, consider stopping by the Merchandise Mart Jan. 19-20, 2013. Our programs are open to all market attendees. Just one way North Central is giving back to our own members and sharing information about AIFD.

Looking forward to a prosperous and productive New Year.

South Central Chapter

Lou Lynne Moss AIFD, CFD, PFCI

The holiday season is behind us and I have had a 35 year anniversary of my business, as well as my twin sons 40th birthday....For that I am thankful....I am still upright and working everyday decorating houses, cemeteries and even have some weddings. I know all in our floral industry work hard to make our customers celebrate the season. I do believe the special touches we give our clients will keep us successful and looking forward to the New Year. Our region is vast and always working towards sharing our talents with others. We have some great projects for the NEW YEAR and we will work together for the success of AIFD in 2013.....Thanks for always being a network of enthusiasm and dedication.

North East Chapter

Lisa Greene AIFD, CFD, PFCI

Wow it's the end of December already! Members of the NE Region were busy decking the halls from downtown hotels, airports, businesses and finally their own homes. This is the time of the year when we are all blessed with plenty of work. January will soon be upon us and we will have time to contemplate who to improve our lives in 2013 and reflect on accomplishments of 2012.

Members are working on many projects in the new year the main focus is on the Philadelphia Flower Show, The North East Floral Expo and our spring meeting. Thank you to the members and friends who are working on these projects. Let me know if there is a project the region can help members with.

In your travels over the next few weeks keep in mind the NERC Scholarship. We are accepting applications for our chapter scholarship which will be awarded in the Spring. <http://newsmanager.commpartners.com/safaifd/issues/2012-02-15.html>.

It's not too early to register for symposium. "Passion" would make a great Christmas Gift. We are still looking for a chair for the Newsletter contact me at LisaGreeneAIFD@gmail.com if you are interested.

Have a safe and happy holiday season and may you all share the spirit of this special time of year. On behalf of the NERC our heartfelt sympathy goes out to all of the families that lost a loved one in the tragedy at the Sandy Hook School in Newtown, Conn. Words are not enough to convey the pain that people feel may comfort come with time. Our prayers are with all the people of the Earth that we can find peace in the future.

Northwest Chapter

Gerry Gregg AIFD, CFD

As the calendar year comes to an end, we look back at the first half of our year. Early September we teamed up with Northern California Nevada Teleflora unit to host a successful show and workshop featuring **Hitomi Gillium AIFD, CFD**.

Late September the North West was well represented at the World Flower Council, held in Cabo San Lucas, Mexico. **Alisa de Jong-Stout AIFD, CFD**, presented her program "Adapt, Evolve: Create!" The program included a 16 foot weaving, with more than 80 tequila bottles as containers & many green anthuriums and tropical leaves.

In October the California State Floral Association held its annual top ten competition. Two of the North West region members **Greg Lum AIFD, CFD** and **Lily Chan AIFD, CFD** placed among the top ten. Early November a Fall, Holiday Design show and hands on workshop, was held at the United Wholesale in San Jose California, featuring North West's very own **Mike Hollenbeck AIFD, CFD** and **Rachelle Nyswonger AIFD, CFD**.

The calendar year ends and a new year begins with a parade, the Rose Parade that is! This year the North West is again well represented with **Phillip Rice AIFD, CFD**, **Karen Schubert Genoud AIFD, CFD**, **Susan Ishkanian AIFD, CFD**, **Sharrai Morgan AIFD, CFD**, **Mike Hollenbeck AIFD, CFD**, **Rachelle Nyswonger AIFD, CFD** and **Wil Gonzalez AIFD, CFD** (all of these members work for **Jim Hynd AIFD, CFD** and Fiesta Floats). Again this year I will be at Fiesta Parade float barn documenting this years journey from start to finish. Please stay tuned to the North West Facebook page for an inside view of all the goings on at Fiesta Floats.

Southwest Chapter

Lori Novak AIFD, CFD

Greetings and Happy Holidays! The Southwest chapter is planning our annual floral event on March 2-3, 2013 at the National Orange Show Event Center in San Bernardino.

We have our workshop planned for Saturday and then a wonderful day of programs on Sunday. We will continue to get information to you to insure your attendance.

The chapter is moving forward with the support of Passion 2013 in Las Vegas helping to make this a symposium not to be missed. We are looking forward to seeing our AIFD members at both events next year. I have the great opportunity to work with some amazing members on our board and also with helping plan the symposium. I hope that all of you can have the opportunity to volunteer at either event, continuing to educate and make our chapter strong.

Wishing you all the best holiday season and I look forward to working with all of you next year.

Southern Chapter

David Powers AIFD, CFD

Holiday greetings to everyone from the Southern region. I hope that everyone has had a very successful year and are ready to jump forward into a brand new one. I can honestly say that, I, personally have been blessed this past year and have many things to be grateful for.

I hope that everyone can sit back for a few minutes and reflect on all of the many things that have taken place in your own life as well as all of those around us.

As a friendly reminder, **Miguel Figueroa AIFD, CFD** is feverishly working on our Southern Regional Conference taking place April 11-14, 2013 in Puerto Rico. Please let him know how much you appreciate all of his efforts by registering to attend conference.

The amazing talents of **Sharon McGukin AIFD, CFD, PFCI**, **Tim Farrell AIFD, CFD, PFCI**, Mario Antoinelli, **Ruben Consa AIFD, CFD**, **Deborah De La Flor AIFD, CFD** and **Hitomi Gilliam AIFD, CFD** will be unsurpassed I am sure. I know how excited I am to be headed to Puerto Rico in April for this fun filled and educational experience.

I would, also like to invite anyone with questions about the conference to contact myself at dlp80165@gmail.com or Miguel.

Again, I hope that everyone can stop and reflect on those special moments that took your breath away, good or bad, and realize that life is so very precious. Cherish your life, your friends and loved ones.

Happy Holidays, and a Prosperous New Year to all.





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JULY 3RD - JULY 7TH

Would you like to lead a program at the 2014 AIFD National Symposium?

Program proposals are now being accepted!

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. 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 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. Visit <http://aifd.org/2014-symposium-transitiontransformation/> to download the entire application.

Obama Inauguration Sees No Need for Flowers

When President Obama is inaugurated for his second term, area parties will apparently be lacking the beauty of flowers.

The Society of American Florists (SAF), which works so hard to coordinate flowers for the inaugurations events, has sadly sent out the following notice: After several weeks of communicating with the Democratic National Committee (DNC) and the President's Inaugural Committee (PIC) we received the following response. "We appreciate very much the long history your organization has with the Inauguration and the incredibly generous offer of volunteer support. Because this is a second inaugural, our plans are significantly scaled back from 2009, and in reviewing our needs, we don't see a significant need for floral decor, and have decided to respectfully decline."

SAF has sent back a response which says in part... "While we understand your need to scale back on expenses, our proposal will help you do just that, without losing the ambiance that flowers can bring to the inaugural celebrations. We already have florists from all over the country willing to travel to Washington at their own cost and donate their time and talents, and we can provide the floral product at wholesale value. Why would we do this? Because it is important to our industry that flowers be a part of the inaugural events and celebrations. Why should you consider our offer? Because there is nothing that can transform a space and create an atmosphere of celebration and elegance like flowers, and with our help you can do this for a fraction of the cost. Therefore, before you make an official decision, we simply ask that you give us the opportunity to meet briefly with you before the new year to discuss what our proposal would look like. We would greatly appreciate a few minutes of your time."

While SAF holds some slight hope for our industry's involvement, it does not look likely that we will have any role in President Obama's Inauguration events. If something changes over the next week we will let you know.

"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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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. We'd like to introduce you to AIFD's South Central Chapter President and past board member **Lou Lynne Moss AIFD, CFD, PFCI**.

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

Lou Lynne: I have been the sole owner of The Flower Shoppe in Pratt, Kansas for over 34 years. I live above my shop so I am responsible for anything and everything that walks through the doors and drives out of the garage 24/7. That is unless I sneak away to Symposium for a few days.

AIFD: As a current Chapter President what are your personal goals for the advancement of AIFD?

Lou Lynne: I have held every National Board office as well as Chairman of the Membership & Education Committees, National Symposium Coordinator and finally the South Central Chapter President. I have had the honor of being a trustee on the AIFD Foundation as well as being awarded "Fellow" of the Institute. I want to see other members and designers share their talents and energies with this organization. It will give back ten times what you put into it, even in this "non-volunteer era" we are experiencing in today's industry. Offering your services when asked, even though you don't think you are capable, can create a new path of education for each and every one of us. I don't mean saying you will do something that will overwhelm you and then not complete the task, I mean working with a team that shares responsibilities and accomplishments much more than by yourself. Be proud of your elite status in AIFD. It is a privilege and a lot of work to maintain your membership in this organization. A vital part of a retail designer's success with their customers is sharing with them great educational ideas and unique designs that have inspired you from other AIFD & world class designers year after year. The key question I have lived with throughout my years in AIFD is "Do you think you can sell that in Pratt, Kansas?" My reply, "let's see!" Obviously, I am still in business, so I must be doing something unique and creative - bringing them the joy of floral design and showing customers the importance of flowers in your life.

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

Lou Lynne: Bobbi Ecker Blatchford AIFD, CFD, PFCI commentated my first design program and Bill Harper AIFD, CFD worked for the wholesale house that hired me. They told me to always "be myself" and stay true to my heritage being from the "Heartland." Do what inspires you! That journey has been tried and true through my travels as a design educator for over 30 years! I hope I have been able to give back to other designers what these two have done for me!

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

Lou Lynne: Having my shop next door to the funeral home means I deal with a lot of life's departed. I purchased it 11 years ago and converted it to my home and flower shop. I usually know the deceased or much of their family so personalizing the sympathy tribute is what I feel good about. I make a sincere effort to select the favorite theme or color palette that they prefer, even if it means traveling 75 miles to the wholesale house early in the morning or over the weekend for a Monday service. The funeral home owners sincerely love flowers as a part of the service, so I am very fortunate that I can create some unique and one-of-a-kind designs and they support me all the way!

AIFD: What issues are most important to you professionally?

Lou Lynne: Professionally being trustworthy and honest in your business practices is essential for your success in a small community for sure! Everyone is related or knows what is going on before it even happens in Pratt. I have followed the rules of the legal profession and never disclose card messages or how much a client spent on that fabulous bouquet! That is #1 in my job description for new employees. To be a part of the community will reap many loyal customers. "Support your supporters" is my motto. My best customers get the best and most professional service I can give and I recognize them when they ask for my support as well. Fair and balanced, but not giving away the farm! I am a professional and charge a fair price for my talents.

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

Lou Lynne: My other passions are playing the organ and piano for celebrations and church. I love my Boxer dog, Otis. I have always had purebred animals: Hereford cattle, Quarter horses and dogs, I even showed Akita dogs after living in Japan, before I started my flower shop.

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

Lou Lynne: My advice to aspiring AIFD members and floral designers/artists is to look to the stars, for we all know "the sky's the limit" and there are no limits to the creative experience. Explore, experience and expound! Life consists not in holding the right cards, but in playing those you hold WELL.

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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

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720 Light Street, Baltimore, MD 21230
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aifd@assnhqtrs.com / www.aifd.org

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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.



American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

Applications for Scholarships & Grants Now Available!

Grants in the form of *Student Scholarships* are provided to qualified students seeking to advance their knowledge of design, floriculture and/or horticulture at two and four year university programs. The Foundation also provides *Grant* applications to fund special projects, as well as research projects that can clearly demonstrate a benefit to designers and the advancement of the industry as a whole.

Will the 2013 AIFD Symposium in Las Vegas be your first Symposium? Apply for an AIFD Foundation *Symposium Scholarship* and let us help you experience the Passion!

Deadline to apply for a student scholarship, grant, and/or a Symposium scholarship is January 31, 2013. Applications are available at www.aifdfoundation.org. Please make sure to check for eligibility requirements.

Tax-deductible donations are accepted throughout the year from individuals (AIFD members as well as other industry members) and businesses of all sizes. Donations in memory of an AIFD member or industry friend are also welcomed and gratefully acknowledged. These funds are invested and grants are made annually with dividends from the investments.

The Foundation hosts annual fundraising drives which center around each year's AIFD National Symposium. These include: an annual raffle, silent and live auction, and Foundation-sponsored events.

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 or send an email to the AIFD Foundation, Lona@aifdfoundation.org.

AIFD Foundation
525 SW 5th Street, Suite A
Des Moines, IA 50309
Phone: 515-282-8192
www.aifdfoundation.org

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www.aifdfoundation.org

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BBJ Linen
www.bbjlinen.com

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California Association of Flowers Growers Shippers
www.cafigf.org

California Cut Flower Commission

Candle Artisans, Inc.

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Container Source, Inc.
www.containersource.com

Costa Tropicals & Flowers, Inc.

Creative Connection by Teters

Dallas Market Center
www.dallasmarketcenter.com

David Austin Roses

DESIGN MASTER color tool, inc.
www.dmcolor.com

Eufloria Flowers

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Fleur Creatif -Rekad NV
www.fleurcreatif.com

Florabundance, Inc.
www.florabundance.com

FloraCraft

Floraglas

Florida Nursery, Growers and Landscape Assoc.
www.fngla.org

Florists' Review Enterprises

Flower Shop Network

Flowers &

FTD
www.ftdi.com

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Hyper!Active Farms Inc.

Jacobson Floral Supply, Inc.

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Lion Ribbon Co.
www.lionribbon.com

Marsolais Enterprises Inc.

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Mayesh Wholesale Florist, Inc.
www.mayesh.com

Multi Packaging Solutions

Nature's Flowers

Nova Packaging Solutions, Inc.

Over the Top-rental linens

Parkhurst Financial Services

Quality Wholesale Florist Supply

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

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

The John Henry Company
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

Valley Floral Company
kdsflorist@hotmail.com

Virgin Farms Inc.

Western Pulp Products Company
www.westernpulp.com

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Aimi Floral Designers
www.shokubutu-kobo.com

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

Canadian Institute of Floral Design
www.ProFlorists.net

Fiorissima Internacional
www.fiorissimainternacional.com

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Institut de Artflor

www.idartflor.com

Institute Professional Flores Design Fa Ngai Long
www.adfdm.com

Instituto Mexicano Tecnico Floral Plantel Monterrey
www.imtf.com.mx

International Florist Academy and School
www.interfloristschool.com

Judith Blacklock Flower School
www.judithblacklock.com

Koehler & Dramm Wholesale Florist
www.koehlerdramm.com

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers

Pui Wa Floral Design School

South Florida Center for Floral Studies
www.centerforfloralstudies.com

Southern California School of Floral Design
www.philrulloda.com

St. Louis Academy of Floral Arts
www.STLAFloaldesign.com

Teleflora Education Center
www.myteleflora.com

The New York Botanical Garden
www.nybg.org/adulted

Tokyo Flower Design Center
www.hanaju.co.jp

ADDITIONAL PATHWAY PROVIDERS

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.org

Certified Florist (Michigan)

Certified Florist (Wisconsin)

Certified Professional Florist (Colorado)
www.coloradoflorists.org

Georgia State Florists' Association
www.georgiastateflorist.com

Illinois Certified Professional Florist (ICPF)
www.tnsfa.org

Illinois Master Florist (IMF)
www.tnsfa.org

Minnesota State Florist Association

New Hampshire Certified Floral Designer
www.nhsfa.com

North Carolina Certified Professional Florist
www.ncflorist.org

South Dakota Certified Florist
www.sdfloarists.org

Texas State Florist Association
www.tsfa.org

**AIFD encourages you to print this list and put it into your AIFD directory.*

AIFD Members Inspire at EcoArt Fashion Event

Several AIFD members participated in the Art Basel Miami 2012 Event "Petals for Peace" as part of the EcoArt Fashion Event. The designers created a table for two representing an international city. The designers that took part include **Paul Miller AIFD, CFD, PFCI**, **Deborah De La Flor AIFD, CFD**, **Jacob McCall AIFD, CFD**, **Ruben & Yolanda Consa AIFD, CFD**, **Sue Bain AIFD, CFD**, **Sharon McGukin AIFD, CFD, PFCI**, **Joyce Mason-Monheim AIFD, CFD, PFCI**, **Tom Simmons AIFD, CFD**. **Luis Valenzuela** did the dresses for the event that coordinated with all the International Cities that were represented and each designer had to create a "table for two" vignette. A big thank you Smithers-Oasis for their sponsorship/hard goods and Nature's Flowers for the beautiful flowers! Take a look at the amazing work of the designers:



Joyce Mason-Monheim - Bogota



Jacob McCall - Paris



Paul Miller - St. Petersburg



Tom Simmons - Vienna



Sharon McGukin - Hong Kong



Susan Bain with Karolina Drnovska - London



Communication Center

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



Dec. 19, 2012 - Happy Holidays from AIFD

Dec. 17, 2012 - Connecticut Florists Association
Special Notice: Newtown School Shootings

Dec. 17, 2012 - AIFD Foundation Newsletter Winter 2012

Nov. 21, 2012 - AIFD Foundation Newsletter Fall 2012

Nov. 20, 2012 - \$300 AmEx Deal for AIFD members at Vegas Market, Jan. 28 - Feb. 1, 2013

Nov. 19, 2012 - AIFD Seeks State Floral Association Liaisons

If you are not receiving AIFD e-mail blasts visit www.aifd.org and make sure we have a current e-mail address in your profile.

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 AIFD press clippings and visit www.aifd.org/2012/01/pressclippings/ for website links to view them.

November 2012

Florist Buying Club e-newsletter - Nov. 28
2013 Symposium "Caliente" registration offer

Healdsburg Patch - Nov. 19
Wil Gonzalez AIFD, CFD featured

Pocono Record - Nov. 17
Bill Taylor AIFD, CFD featured

Mayesh's Blog - Nov. 15
Mayesh Design Star Jodi Duncan AIFD, CFD

Masslive.com - Nov. 11
AIFD members featured

AIFD Student Chapter Updates

Submitted by Donna Theimer AIFD, ICPF

The student chapters have been very busy this semester. There have been community sales for all holidays as well as some wonderful AIR programs. Students are busy raising funds to help pay for the upcoming competition in Vegas. **Ralph Null AIFD, CFD**, presented a program for Mississippi State. The students at Mississippi State have sold mums and assisted with the creation of a variety of events.

Last month, the Cal Poly floral design team brought home several honors from the California Floral Association Student Competition at Mayesh Wholesale Florist at the Los Angeles Flower Market in Los Angeles. The team, consisting of students **Desiree Davis, Camille Duckett, Shannon Gonzales, Andrea Goodman, and Erin Gray**, placed 2nd, 6th, 7th, 8th, and 9th place respectively. "I am very pleased with the results that these students earned, and for some, it was their first competition," said faculty adviser **Melinda Lynch AIFD, CFD**. "It was a great opportunity for these students to connect with many businesses in the floral industry and to lay the groundwork for future jobs and internships."

Chieko Fukushima AIFD, CFD, Southern Nevada has held a student competition to determine who will attend symposium. She will be practicing with her team once a week until June. She has also worked with her students to create stage decorations and centerpieces for the institutions convocation celebration. Students created table designs for the College of Southern Nevada Fund Raising Gala.

The Chapter at City College of San Francisco was fortunate to have many exciting and educational experiences this semester. The students attended **Hitomi Gilliam AIFD, CFD'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 face book page where others could enjoy and participate in voting. This was a great learning opportunity for the students.



The Department had their annual Holiday sale which 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. The Chapter is preparing for a SAIFD meeting on Dec. 20. The meeting will cover SAIFD Membership, AIFD Symposium, Scholarships and Competition Designing.



The students at Joliet Junior College have been busy fundraising for symposium as well. They created floral pieces for 14 weddings and several non-profit organizations. The largest event of the season was a fundraising dinner for the Childerguild Group associated with Silver Cross Hospital. The designs were created out of beautiful fabric botanicals and dried products. The students and the advisor will be cleaning up glitter for months to come. Students learned how to deliver and set-up a large event. I think many now see that floral is more than just "playing with flowers."



Early December, JJC students were able to tour Phillip's Flowers in Westmont, Ill. along with Van's in Alsip, Ill. We all learned so much about marketing and floral distribution. On the way back, we stopped in and toured Alsip Nursery to see their incredible holiday décor. Everyone found the trip very informative. More importantly, they see the opportunities within our industry.

Overall, student chapters have been very busy. As always, we are very grateful for the support from National AIFD board members. We are very fortunate to be affiliated with such a distinguished group of designers. All of us are looking forward to Symposium.



PETALS for PEACE

This year's benefit was for War Child. Our sincerest thanks to all the AIFD designers who participated in making our first **Petals for Peace** event a *beautiful success!*

Art Basel Week Miami 2012

The Power of Flowers

Flowers are one of the only things in the world that can communicate emotion without words.

When you give someone a flower, no matter their race, color, or creed you will probably see them smile.

There is something about how flowers speak to our emotions it's inexplicable but magical. Our hope is to use this very special connection we all share to communicate the message of **Peace**.

