

Focal Point

AIFD to Break Vegas Rule This Summer

What happens in Vegas, stays in Vegas...except when AIFD holds its National Symposium "Passion" there June 28-July 2! "What happens at the Symposium is meant to provide floral design artists new and exciting ideas to take home so they can enhance their talent and better provide floral design art for their customers," says **Tom Simmons AIFD, CFD**, who is coordinator of the spectacular event for AIFD.

The program of floral design education is another outstanding line-up produced by AIFD. "Passion" will include high-level stage presentations from renowned floral design artists from the U.S., Belgium, Japan, and Russia, among others. The AIFD Symposium also includes a welcome reception, two lunches, two celebratory dinners, a student competition and a half-day expo of floral industry suppliers. All activities will take place in the exciting Paris Las Vegas Hotel & Casino located on the strip.

This year, AIFD is also offering a free program on June 27 open to anyone who wants to attend. "Expanding on the Principles and Elements of Design" presented by **Kevin Ylvisaker AIFD, CFD, PFCI** will focus on how to take principles & elements of floral design to new levels to create successful winning designs that are technically sound.

We asked some of the designers what their definition of "Passion" was and here's what they had to say:

Passion to me is the greatest love. The kind that sits deep down in your soul. And I am greatly honored to have this opportunity to share my love with you all in my home town of Las Vegas. -Julie Reed AIFD, CFD

To me it's the desire to create something unforgettable. Flowers are beautiful on their own but when designed with passion, that's where we as AIFD designers need to rise above the flower arrangers. -Lorraine Cooper AIFD, CFD, PFCI

Passion enables us to overcome obstacles, both real and imaginary ones, and to see the world as a place of infinite potential. The passionate spirit looks at every occurrence and discovers an inner energy, a hidden power within ourselves that we use when we go far beyond our imaginary capacities, when we clearly see who we truly can be, who we should be and what we will be. Passion is a quality to share among friends at the AIFD Symposium. -Tomas De Bruyne

Registration information and more event details are available on AIFD's website at aifd.org/upcoming-events/2013symposium/.



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President's Message

As winter continues to bombard the North East with cold blowing snow, thoughts of spring are frequent, as the days grow longer and the earth sheds this wintery white wash, the season of hope will come bringing new beginning, refreshing the earth and, just as AIFD Symposium rejuvenates the artist soul.

"Passion" -Las Vegas 2013 is gearing up to be a Symposium like no other. **Tom Simmons AIFD, CFD** aka "Mr. Passion" with his unique style partnered with the diligent **Lori Novak AIFD, CFD** will showcase AIFD through Symposium and remind the world that we are the place for excellence in floral art, as inspiration, education and networking opportunities.

When Symposium concludes a survey is conducted and each year it brings to light the fact that people who attend for the first time come in large numbers due to a personal invitation from a member of AIFD. Within our membership we have the ability to bring more people into the fold. Attending symposium will generate interest for the PFDE

process which creates membership. When you are with fellow floral enthusiasts include your personal invitation to "Passion" 2013 Symposium. Tom Simmons would be happy to send you save the date cards and all the information you need.

Symposium means different things to everyone. For me, I look forward to seeing friends and meeting new ones. I am always astounded by the volunteers who give so generously of their time and talent. Our Industry Partners provide products, resources and funding in support of our endeavors to educate and inspire. The students and candidates are ever hopeful and ensuring that the love and passion for what we do continues. The sum of what Symposium is equals a phenomenal spirit of unity, unique to AIFD.

Know that your AIFD National Board is working diligently to complete the tasks brought forward by the strategic plan held in 2012. We are near the completion of all these charges, giving proof to the commitment of these leaders. It has been an honor to serve with these outstanding members.

AIFD is looking for its future leaders. Calls are being made to fill committees and to serve within your Regional Chapters, please consider saying "yes!" My experience has been rewarding in countless ways. With half my term as your President over I continue to be humbled by the people who are willing to serve AIFD. Now, no more procrastinating, time to grab that shovel and dig my way out, with each shovel full I will remind myself that spring is on her way...just wish she would find her way a little faster! Thanks for all you do for AIFD.

Ann Jordan AIFD

Ann Jordan AIFD, CFD,
AIFD National President

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 please visit aifd.org/membership/update-your-contact-info/ for step by step instructions.



AIFD Calls all Potential CFD Candidates

Professional Floral Design Evaluation Application Deadline April 15

Floral design artists anxious to earn the floral industry's coveted Certified Floral Designer (CFD®) designation or to achieve the ultimate goal of becoming an accredited member of the American Institute of Floral Designers (AIFD) are being advised that the deadline to submit an application for the 2013 Professional Floral Design Evaluation (PFDE) is **April 15, 2013**.

To be eligible to participate in the PFDE a design artist must first successfully complete one of five education pathways. Included in the education pathways is one that recognizes the designer's past experiences (three years or more in floral industry). Other pathways include: completion of courses that meet learning objectives as established by AIFD and are offered by approved private floral design schools or state floral association certification programs, completion of a series of online courses offered by AIFD and hands-on workshops offered by AIFD Education Partners / Pathway Providers, or completion of undergraduate degree or studies in approved programs.

Once an interested floral designer has completed an education pathway, he or she may then enroll into AIFD's two-part PFDE system by registering as a Candidate and completing their Application to Participate in the PFDE in Las Vegas in June 2013. The Candidate will then receive a copy of "The AIFD Guide to Floral Design: Terms, Techniques and Traditions" and will be

instructed to go online to take the first part of the PFDE: an online test based on educational objectives and knowledge that can be learned from the AIFD reference tool. They must successfully complete the online test with an 80% or better by April 30, 2013.

After successfully completing an education pathway and scoring 80% or better on the online test, the candidate is then fully eligible to participate in the second phase of the PFDE – a live design session in which he or she demonstrates his or her design proficiencies. The next live PFDE session will take place on June 26, 2013 in Las Vegas two days prior to the opening of AIFD's National Symposium "Passion." Advance registration for the PFDE is required and must be received by April 15, 2013.

During the live evaluation, candidates will have four hours to create five specified designs which will then be evaluated by seven distinguished AIFD members. AIFD provides the candidates all flowers and hard goods necessary to complete the designs. To enroll to earn a CFD or to learn more about this floral industry recognition program please visit <http://aifd.org/membership/become-cfd-and-aifd/>.



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Bits and Pieces

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

- As this issue was going to press it was announced **Bill Schaffer AIFD, CFD, PFCI** and **Kristine Kratt AIFD, CFD, PFCI** of Schaffer Designs won Best in Show, Floral at the 2013 Philadelphia Flower Show. A full feature article with photos will be in the April/May issue of *Focal Points* so keep an eye out for it!
- **Bob Tucker AIFD, CFD** was featured in *Floriology* Magazine with his creative designs.
- **Katie McCormick Kharrat AIFD, CFD** and her husband **Arteen** welcomed a baby girl, Madelyn Millie, in February.
- **Letecia Burkett AIFD, CFD** was featured in her local paper.
- **John Hosek AIFD, CFD** had his designs featured in *Accent Décor*.
- **Wilton Hardy AIFD, CFD** was in *Flowers & Magazine*.
- **J. Keith White AIFD, CFD** was featured in *Florists' Review*.
- **Marie Ackerman AIFD, CFD, PFCI, Jackie Lacey AIFD, CFD, PFCI, Sharon McGukin AIFD, CFD, PFCI, Bill Schaffer AIFD, CFD, PFCI, Tom Simmons AIFD, CFD, Kristine Kratt AIFD, CFD, PFCI, Mandy Majerik AIFD, CFD, PFCI, J M.H. Schwanke AIFD, CFD, PFCI, and Keith White AIFD, CFD**, were all featured in the January issue of *Florists' Review*.
- Our condolences go to **Jennifer Behlings AIFD, CFD, PFCI** and **Bill Schaffer AIFD, CFD, PFCI** whose mothers' both passed away recently.
- **Stacey Carlton AIFD, CFD** was a featured designer at the Artist In Residence at Kishwaukee College in Malta, Ill.
- Illinois State Floral Association is hosting SFA 2013 Wonderland Spring Conference March 8 at the Crowne Plaza Hotel Springfield, Ill. There will be a featured workshop by **Gregor Lersch**.
- Northeast Floral Expo is taking place in Groton, Conn. from March 8-10.
- CMC Gift & Home Market, Los Angeles March 10-14, www.californiamarketcenter.com/markets/lagifthome.php.
- Society of American Florists Congressional Action Days will be in Washington, D.C., March 11-12
- The World Floral Expo 2013 is taking place at the Jacob K. Javits Convention Center in New York City on March 13-15. More information can be found at www.worldfloralexp.com.
- Northwest Wholesale Florists "Weddings that Wow" featuring John Hosek AIFD, CFD will take place March 14 from 5-8 p.m. at 525 S. Front St., Seattle, WA 98108.
- Wholesale Florist & Florist Supplier Association 2013 Management Institute is taking place March 14-16 in Charlotte, N.C., www.wffsa.org/aws/WFFSA/pt/sp/homepage.
- Atlanta Spring Gift, Home Furnishings & Holiday Market is taking place March 15 - 17, 2013 in Atlanta, Ga.
- AIFD Northwest Chapter presents "New Design Trends and Techniques for Profitable Everyday Design" featuring **Jodi Duncan AIFD, CFD** on March 17 at the Creative Learning Center in Portland, Ore.
- **Kevin Ylvisaker AIFD, CFD, PFCI** is teaching "testing 1, 2, 3" at Teleflora Education Center from March 17-20. For more information call 800 456-7890, ext. 6234.
- Boston Gift Show is taking place March 17-20 at the Boston Convention & Exhibition Center - Hall C, www.bostongiftshow.com/Content/23.htm.
- L.A. Mart Spring Gift + Home Market, is taking place in Los Angeles, March 17-19.
- 7 W New York City Home Fashions Market will be running from March 18-21.
- NERC Spring Design Show "A Fresh Look at Traditional Designs" - is taking place March 20 at Hill Crest Gardens in Paramus, N.J. Registration fee is \$12.00. You need to pre-register with Hillcrest Garden at 800-777-0960. Contact **Michael Brody AIFD, CFD** at 570-523-0526 or michaelbrody49@gmail.com with questions.
- HortiFlora Ethiopia International Floriculture Trade will take place March 20-22 in Addis Araba, Ethiopia.
- Dallas Total Home & Gift Market is taking place March 21-24.
- **Bill Schaffer AIFD, CFD, PFCI** and **Kristine Kratt AIFD, CFD, PFCI** will be the opening Floral Design Feature at the 2013 Macy's Flower Show taking place March 24 in Philadelphia, Pa.
- SAF 129th Annual Convention is taking place Sept. 18-21 at the Sheraton Wild Horse Pass Resort & Spa in Phoenix, Ariz.
- Join Wil on the Hill, April 11-14, 2013 for a Floral Retreat with **Wil Gonzalez AIFD, CFD**. More information at wil@dragonridge.net.

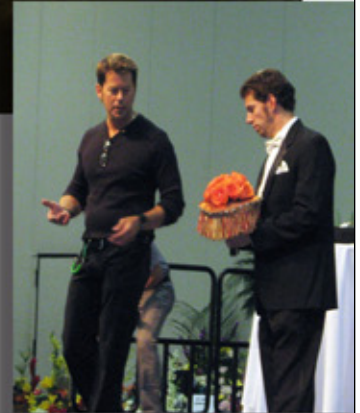
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The volunteer leaders who make up AIFD's National Board of Directors continue to give their time and energy and money to help advance the organization's mission: to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form.

During their end-of-January meeting, the Board reviewed the work of the Executive Committee and in so doing took the following actions:

First, they received the reports of the President, President-Elect, Vice President, Secretary, Regional Chapters, and Awards, Student Design Competition, Marketing, and 50th Anniversary committees. (Reminder – AIFD's 50th Anniversary will kick-off its celebration during the 2015 National Symposium in Denver.)

They then tackled the creative idea of adding Industry Partners to the Board. After a good discussion, and on the recommendation of the Executive Committee, it was agreed that the concept of adding an Industry Partner to the Board as a non-voting advisory was a good one but that a few minor details, such as reporting authority and role of Advisor as it relates to Industry Partner Committee, needed to be ironed out before adoption. The motion was tabled until the March meeting of the Board in Baltimore.

It was, however, fundamentally agreed that such an Industry Partner member, who would have to be the same individual as listed in the AIFD database as the official representative of the Industry Partner, would be elected by the other Industry Partners of AIFD and would serve for a two-year term and be eligible to serve only two consecutive terms. It was clarified that should that individual leave the employment of the Industry Partner, he/she would give up his/her advisory position on the Board and that the President, in consultation with Industry Partners Committee, would appoint a replacement. Further that the Industry Partner Member would be required to be a National Industry Partner (not a Regional Member), required to meet same attendance standards as those set for elected members of the Board, not be eligible to receive the travel allowance as provided by policy to elected members of the Board, and not be eligible to run for a position as an officer of the Board.

The purpose of this position would be to assist the Institute in better understanding the needs of the Industry Partner as well as to assist AIFD in promoting Partner Membership to other suppliers of the floral industry.

Treasurer **Richard Salvaggio AIFD, CFD, PFCI** then reminded the Board that he has completed all of his eligible terms as the financial overseer of AIFD and that the Finance Committee had met to make its recommendations for the Board's election of a new treasurer.

After reviewing the process by which candidates for the important office of treasurer are developed, and on the recommendation of the Finance Committee, the Board elected a former president, **Tom Simmons AIFD, CFD**, the new treasurer for a two-year term. Tom will take office in July but will also be a part of the Finance Committee when it meets in late March to develop the 2013-14 budget.

The board then turned its attention to a much needed decision on how to engage members who reside in countries not served by the six regional chapters. The matter had been given to an International Task Force to develop recommendations.

Receiving those recommendations, the board agreed to accept the recommendations of the Executive Committee and International Task Force.

Any country with 15 or more members may apply. In so doing, it must designate an official volunteer liaison who will be named "Liaison to the Executive Director." The liaison must be bilingual and willing to translate AIFD communications to the members of Society and for this the liaison will receive 2 CEUs (leadership) each year. The liaison must agree to receive AIFD member directories and other hard-copy mails and distribute them to members (ideally by conducting a meeting). AIFD will reimburse for actual mailing expenses. Liaison will promote attendance to Symposium and encourage all Society members to encourage prospective members to participate in PFDE.

A country with such an informal group will be eligible for translation services (headphones) at National Symposium, but must have a minimum of 15 individuals (not necessarily members) who will use and pay for service. Society to provide and pay for translator. If it is the official "Liaison to the Executive Director" AIFD will provide a Premium Registration at the price of the General Registration.

These country societies will be encouraged to assume responsibility for some part of Symposium, i.e., lobby flowers.

They will be encouraged to conduct, at the expense of those attending, various social and/or education programs to engage members and prospective members in their country. AIFD will not assume any liability for Society such as financial losses incurred when sponsoring a meeting or due to general liability (insurance) issues. Should, however, a Society conduct any event that nets more than \$1,000, it will share all proceeds in excess of \$1,000 with AIFD on a 50/50 basis.

Society and its members will be prepared to assist AIFD should it determine to conduct an event of its own in the country of said Society.

With the above action being taken, it was further agreed, to accept the recommendation of the Executive Committee that the International Task Force be disbanded and that AIFD established as a sub-committee of the Membership Committee an International Members Committee.

The next item of business for the Board to tackle was to address a request from a former member (resigned in 2001) to be reinstated into membership. At present, by policies and bylaws,



there are only two ways in which a member can be reinstated: 1) successfully complete the Professional Floral Design Evaluation process, or 2) as well developed only two years ago in hopes of helping many past members re-engage themselves with AIFD, if having been out of membership less than five years, pay all back dues and a re-instatement fee.

While the Board recognized the many contributions of former members, after consulting with legal counsel and focusing on maintaining the integrity of value of the membership process as well as the fairness to all members, it was agreed that the request for reinstatement be honored only if the former member would go through the PFDE process.

Vice President **Tim Farrell AIFD, CFD, PFCI** then reviewed the work of the Bylaws Committee as it endeavored to bring the Bylaws up-to-date with the manner in which the Society is working today. He clarified how all members would be encouraged to review the proposed revisions and those vote as part of the mail ballot for elections of national directors and chapter officers/directors.

Membership Chairperson **Joyce Mason-Monheim AIFD, CFD** reviewed plans for the unveiling of details on how members of AIFD can become a Certified Judge/Evaluator including the requirement to watch several online videos which will be complimentary to members and the taking of a test (mock evaluation) immediately prior to Symposium.

The next meeting of the Board of Directors will take place in Baltimore on March 24 & 25 when multiple events take place including a meeting of Chapter Presidents-Elect, the Finance Committee developing the 2013-14 budget, Tellers Committee to count ballots and more.

AIFD is fortunate to have such a dedicated group of volunteer leaders.

ATTENTION AIFD MEMBERS...

Were you a student in FFA?

If so, we want to know it! If you were at one time a student in FFA please e-mail AIFD Executive Director Tom Shaner at tomshaner@assnhqtrs.com to let him know.

Thanks for your help!

Best Wishes & 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 have had a wonderful start to 2013. We thank everyone for your contributions and wish you much success in 2013 and the future!

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>



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North East Region Represents AIFD at 2013 Philadelphia Flower Show

By Polly Berginc AIFD, AIFD Chairperson, Philadelphia Flower Show 2013

The NERC was once again invited by the Pennsylvania Horticultural Society (PHS) to be part of their central feature exhibit area at the Philadelphia Flower Show taking place currently taking place until March 10. This year's show theme is "Brilliant!" featuring the country of Great Britain.

PHS gave us the theme of "The Crown Jewels" of Great Britain's royal monarchy to interpret thru floral expression. Under the direction of Chair Person **Polly Berginc AIFD, CFD**, Co-Chair **Sue Weisser AIFD, CFD**, and PHS Liaison **Ron Mulray AIFD, CFD**, our talented team of designers interpreted the magnificent Crown Jewels of Britain's royalty thru floral artistry. Spanning centuries of the Monarchy, the Royal Regalia will be presented in a splendor of rich jewel tones interpreting the gems. This spectacular collection is designed to capture the elegance of the historical jewels, with a creative vision for the future.



The exhibit set, designed by Wish Painting and Sculpture, portrays the Tower of London, where the jewels are currently

housed. Entering thru the tower gates, guarded by the "Beefeaters" of the Tower's Royal Guard, the design team will work their magic with floral artistry. Our mission is to represent our organization of AIFD and to promote professional floral design to the public. PHS has re-structured their awards as of this year, and AIFD will again be eligible for awards in the floral exhibits category.

In years past, our AIFD exhibit has won in several categories of the prestigious awards, including several 'best of show' awards.

So please come and share our vision of this spectacular display (pictured left) as the British invasion comes to life through our creative designers. We look forward to seeing you in Philadelphia!

**As this issue was going to press it was announced this exhibit won the Special Achievement Award. More details will*

be posted in the next issue. Congratulations!



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Several AIFD members participated in The 2013 Bobbi Cup including: **Michael Brown AIFD, CFD, Cory Brown AIFD, CFD, David Nolan AIFD, CFD, Carolyn Minutillo AIFD, CFD, Stacey Carlton AIFD, CFD and John Windisch AIFD, CFD.** Carolyn (pictured left in the photo with **Bobbi Ecker-Blatchford AIFD, CFD, PFCI,** for whom the competition is named after) was declared the winner and was presented with a crystal trophy and \$500. 🌸



Ken Norman AIFD, CFD won the design challenge at The Designers Studio that took place as part of the 2013 Philadelphia Flower Show going on March 2-10 at the Philadelphia Convention Center. See details of the show on page nine. 🌸



Recently AIFD members assisted promoting the 2013 AIFD Symposium "Passion" at the Mayesh Open Houses. A big thank you to the following members for volunteering your time: **Beverley Ireland AIFD, CFD, Sherine Iskander AIFD, CFD, Lee Burcher AIFD, CFD, PFCI, Anthony Vigliotta AIFD, CFD, Lee Gallison AIFD, CFD, Lori Novak AIFD, CFD, Jodi Duncan AIFD, CFD, Kenneth Snauwaert AIFD, CFD, Jerome Raska AIFD, CFD, PFCI, Carolyn Shepard AIFD, CFD, Tony Medlock AIFD, CFD, Wayne Gurnick AIFD, CFD, and Brian Vetter AIFD, CFD, PFCI.** 🌸

The AIFD Design Team put together again this year several amazing designs for the Fiesta Parade Floats. The design team consisted of: **Jim Hynd AIFD, CFD, Kevin Coble, AIFD, CFD, Jim Dempsey AIFD, CFD, Bobby Eldridge AIFD, CFD, Mike Gaddie AIFD, CFD, Karen Schubert-Genoud AIFD, CFD, Wil Gonzalez AIFD, CFD, Kevin Hinton AIFD, CFD, Mike Hollenbeck, AIFD, CFD, Katie McCormick, AIFD, CFD, Rachelle Nyswonger AIFD, CFD, Sheri Miller, Phillip Rice AIFD, CFD, Cherrie Silverman AIFD, CFD, Kim Woertendyke-Alvarez AIFD, CFD, Pam Woertendyke AIFD, CFD, Susan Ishkanian AIFD, CFD and Modesto Busto AIFD, CFD.** Check out the group below! 🌸



Bejeweled with New Trend in Floral Industry

By Kathleen Phillips, <http://today.agrilife.org>

University students shouldn't always focus on the highest paying jobs. At least that shouldn't be the first priority, according to a nationally known florist. "Find something you love and make money doing it. That's what I tell students," said **Joyce Mason-Monheim AIFD, CFD, PFCI** of Tucson, Ariz., a floral designer known for her "lapel art."

As the American Institute of Floral Designers' Artist in Residence for Texas A&M University floral club students, Mason-Monheim recently conducted a hands-on lecture about a current trend – floral jewelry. "Exposure is the best thing for students. The more they see, the more creative they can be," she said in an interview prior to the class. "It's the creative side that keeps you fresh. In the floral industry, you are creating flowers for people's emotions."

Mason-Monheim acknowledged that the floral industry is not known for having a high pay scale, but "one can be successful in it, if you love it." She should know. Entering college without a degree in mind, Mason-Monheim took a course in a brand new major – floriculture. "I was hooked," she recalled. "And I was very fortunate to work in two different high-end shops before deciding to focus on teaching. My 25 years in the flower shops was fun. I loved it."

Among her most memorable floral arrangements, she said, were flowers for eight inaugural balls held for **President George H.W. Bush** and several floats for the Rose Parade. "The Rose Parade was the hardest physical job I've ever done," she said. "All of the freshest flowers had to added at the last minute, and there was a time crunch in which to get all of the floats ready. But it was a great experience."

Her instruction for the Texas A&M students demonstrated floral jewelry, a new trend in which jewelry made especially for the floral market has flowers and plants added. "These are not the same old flowers," she said. "You make jewelry and add flowers. You can even use just little pieces of a plant."

She said the trend has become more popular because for many special occasions such as weddings and proms, dresses no longer have a place on which to pin a corsage. "Floral jewelry may include wristlets, hair pieces, purse decorations and broaches," Mason-Monheim said. "The piece becomes a keepsake after the flowers are gone."

Bill McKinley AIFD, CFD, Texas A&M Benz School of Floral Design director, said the Artist in Residence program is mutually beneficial for the floral industry, the students and the university. "It is wonderful to have a national floral industry organization like the American Institute of Floral Designers that puts such a strong emphasis on education through its 12 student chapters," McKinley said. "The Artist in Residence program is used nationwide and directly impacts 200-300 students each year."

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AIFD Looking for New Laureate Members to Recognize

AIFD is looking to recognize more of its loyal, longtime members and symposium attendees. Last year AIFD introduced a new status to recognize members with 21 years or more of membership, who have also attended a minimum of ten (10) National Symposia, with a new Laureate status.



The Laureate status was designed to express AIFD's appreciation and recognition of members for their long-term membership, as well as their support of the annual National Symposium. It is a way to say "thank you" and to salute these members so that others may aspire to the same level of dedication to AIFD as they have demonstrated!

During last year's annual symposium held in Miami, 122 Laureates were honored and recognized during the Annual AIFD Members Meeting. In addition, AIFD Laureate Members are saluted in the annual Membership Directory and on the AIFD website, and will also be recognized at future Symposia they may attend. The Laureate status does not affect annual membership fees.

If you believe that you meet the qualifications to become an AIFD Laureate, download the application at <http://aifd.org/membership/recognizing-laureates/> and return it to AIFD Headquarters prior to this year's AIFD Symposium "Passion" being held June 28 - July 2 in Las Vegas.

All new and current Laureate members will be recognized once again with a special ceremony during the Annual Members Meeting that takes place Saturday, June 29 in Las Vegas.

Don't miss out on the opportunity to be recognized for being a loyal, dedicated member of AIFD. After all, you have earned it!



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

Come "Explore Beyond the Shore" at the 2013 Southern Conference! Featured designers include [Sharon McGukin AIFD, CFD, PFCI](#), [Hitomi Gilliam AIFD, CFD](#), [Tim Farrell AIFD, CFD, PFCI](#), [Ruben Consa AIFD, CFD](#) and [Mario Antonelli](#).

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SPRING 2013

Everything You Need to Know:

Come this summer, AIFD and floral designers from around the world will be showing their "Passion" at the 2013 Symposium! So what better flower to feature than the Passion Flower!

Passiflora, known also as the passion flowers or passion vines, is a genus of about 500 species of flowering plants, the namesakes of the family Passifloraceae. They are mostly vines, with some being shrubs, and a few species being herbaceous.

The Passiflora or 'Passion flower' (*Flos passionis*) acquired its name from descriptions of its flower parts supplied in the Seventeenth Century by Spanish priests in South America, known at that time as the 'New Spain.' It was known by the Spanish as "La Flor de las cinco Llagas" or the 'The Flower With The Five Wounds.' 'Passionis' refers to (Christ's) suffering. The parts were interpreted from drawings and dried plants by Giacomo Bosio, a churchman and historian, in Rome (1609), as representing various elements of the Crucifixion.

Classification

Passiflora were first classified by Linnaeus in 1745 when he recognized 22 species. There are now thought to be over 600, but many are under threat in their natural rainforest habitat. Hybrids were first produced in UK in the 1820's - the first one, *P. x violacea*, although its correct name is disputed, is still with us.

Fashion

Popular with the Victorians in UK, Passiflora became less fashionable in the early Twentieth Century, but now there is worldwide interest in them both as a commercial crop with new varieties being introduced & as an exotic decorative addition to gardens, conservatories & greenhouses. In addition *P. incarnata* is used by herbalists as a mild sedative & there may be further medicinal uses of other species.

Medicinal Purposes

In the moderate and tropical parts of the Americas, well over 20 different species of Passiflora can be found growing on the edge of forests and in jungles. The vine's medicinal uses vary from Virginia to Argentina, the common thread being the treatment of the nervous system, particularly an overactive one. Passiflora foetida is used in Argentina to treat epilepsy, Passiflora laurifolia is used in Trinidad to treat nervous heart palpitations, Passiflora quadrangularis is used throughout the Caribbean as a sedative and for headaches, and Passiflora rubra is used in Jamaica as a morphine substitute. The common denominator is the deadening of the nerve endings, which chemicals contained in the Passiflora family seem to do quite well.

Fruit

Most species have round or elongated edible fruit from two to eight inches long and an inch to two inches across, depending upon the species or cultivar. The Passion fruit or maracujá (*P. edulis*) is cultivated extensively in the Caribbean, South America, South Florida and South Africa for its fruit, which is used as a source of juice. A small purple fruit which wrinkles easily and a larger shiny yellow to orange fruit are traded under this name.



Sources: - <http://en.wikipedia.org/wiki/Passiflora>, www.passionflow.co.uk/passion-flower-passiflora-history.htm, www.planetbotanic.ca/fact_sheets/passion_vine_fs.htm.

AIFD Members in Print

Wendy Andrade AIFD, CFD has her book coming out, *Fresh Floral Jewelry: Creating Wearable Art with Wendy Andrade*, in April 2013. This 'how to' teaching publication is the first of its kind to blend the two crafts of beautiful, simple jewelry making and fresh floral design into creating wearable art. A fun and creative publication full of tips and techniques with photographic and written instructions ensuring perfect results. There is something for every event, taste and ability showing you how to create stunning necklaces and bracelets. Details posted at www.schifferbooks.com/newschiffer/book_template.php?isbn=9780764344114.



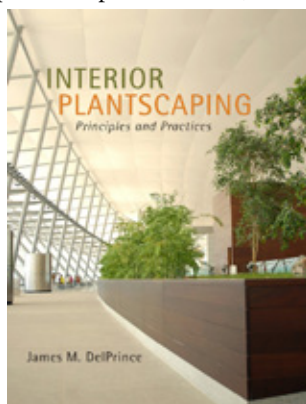
Bill Schaffer AIFD, CFD, PFCI and **Kristine Kratt AIFD, CFD, PFCI** also have a book coming out in April, *Taking the Flower Show Home: Award Winning Designs from Concept to Completion*. In this book they share an exclusive behind-the-scenes look at their creative process and offer detailed, helpful steps to assist the reader in creating their own designs at home. They've selected six



of their stunning award-winning installations to thoroughly analyze, taking the reader from the moment of conception, with original sketches and drafts, to the insertion of the final stem in the finished design. In this extensively and beautifully photographed

compendium, these veteran flower show exhibitors reveal the excitement and challenge of realizing large scale artistic visions and the "think fast" moments of resourcefulness that they demand. More information is available at www.schafferdesigns.com/SchafferDesigns.com/Blog/Blog.html.

James M. DelPrince, Ph.D., AIFD, CFD, PFCI, a professor at Mississippi State University, recently had a textbook published titled *"Interior Plantscaping: Principles and Practices."* "The textbook is written from the standpoints of plant science, business and plants as a design element within the interior," DelPrince said. "In the past, our method of teaching interior plantscaping focused on the production of plants in the greenhouse, with propagation, plant physiology, watering, fertilizing and light levels being the only topics. Today, we have a very different focus: on the client who ultimately purchases and uses these plants, and on related services that can be offered." Read more at <http://msucare.com/news/print/agnews/an12/121206textbook.html>.



State Associations Continue to Award Symposium Registrations

Both the Florida State Florists' Association and the Kentucky Florists Association advised AIFD of their winners of a complimentary general registration to attend the 2013 AIFD National Symposium "Passion" in Las Vegas, June 28 -

July 2. The gifts were given by AIFD to help state associations raise funds to support their floral design education programs.



Florida's winner is **Rodney Canady** (pictured top, left with **Russ Barley AIFD, CFD**) and Kentucky's winner is **Tammy Gibson CFD** of Belmar Flower Shop in Louisville, Ky. (pictured bottom, right with **Celeste Mackey**, president of the Kentucky Florists Association.)



Congratulations to both winners!

AIFD Association Liaisons Still Needed

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, Connecticut, Louisiana, 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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By Any Other Name - The garden-style rose trends up as a cut flower

By Talmage McLaurin AIFD, CFD

From a classification standpoint, the rose kingdom can be a bit confusing. With many different systems used worldwide and no specific one deemed the official, even the experts don't agree.

To keep it simple, let's go with the American Rose Society's

three main types: species, old garden and modern. Species roses, or wild roses, are the original ancestors of all other roses and are found only in the northern hemisphere. Secondly, old garden roses are those that were cultivated and classified prior to 1867 and characterized by their annual summer blossoming and distinctive fragrance. Thirdly, there is the modern rose classification, the newest group, which is the result of crossbreeding of the common polyanthus and the tea rose, forming what we commonly recognize as the hybrid tea rose (It also includes grandifloras and floribundas.)

Wildly popular as garden plantings, this classification also yields the bulk of the varieties that are grown as commercial cut flowers. This group distinguishes itself by blooming more than once per season, needing warmer climates and—in a quest for uniformity and longevity—losing fragrance.

When **David Austin** found great success with his self-termed "English Rose" in the 1960s, he was actually trying to combine the forms and fragrances of old roses with the repeat-flowering of modern roses. And though he was not the first breeder to introduce these cultivars, he was, by far, the most successful. So when you hear the name he used, English rose, as a general term, the reference is to the emerging modern rose crossed with old garden rose species which are the resulting grand efforts of Mr. Austin as well as many other breeders from around the world. The term we've adopted garden-style rose seems to be a bit more broad-based including the efforts of such legendary breeders like **Melliand** of France and **Rosen Tantau** of Germany.

Apart from the distinctive look of the new garden-style rose, second-generation grower, Janet Louie, of Green Valley Floral

in Salinas, Calif., (the exclusive grower of David Austin roses in the United States) believes that garden roses produced as cut flowers must have a fragrance. She relates: "They've actually bred the fragrance out of roses, and it's for logical and practical

reasons so that they can last longer and ship better and so there's more of them in the world, but I think if we can capitalize on the fragrance aspect, we can probably bring the romance back into the rose." Ms. Louie goes on to say it is that the distinctive shapes, ranging from the flat-headed, wavy petaled formations to the deep-cupped bulbous shapes make garden-style roses instantly attractive to the discriminating buyer.

The challenge at hand is to produce the distinctive garden rose look and fragrance

while at the same time improving the flowers' vase life. **Jose Azout**, of Alexandra Farms, located in fertile savannah of Bogota, Colombia, has tested more than 500 rose varieties in last five years, yet he has chosen to grow only 45 to 50 cultivars. His goal is to produce these new garden-style roses so that they

are not as delicate or expensive. The resulting stem can now be used in everyday vase work, giving the retailer "a great competitive advantage and differentiation." Mr. Azout states, "Florists are using them like they are using hydrangeas or gerberas. It's a delicate flower, but it gives florists a great tool to have in their tool box by which they can offer arrangements that look different from other retailers."

Breeders and growers continue to expand the selection and improve

the vase life of these specialty cuts. These roses' reputation for fading fast is based in fact, and retailers and consumers should be aware of the trade-off between one type of rose and the next. However, expect the garden rose trend only to gain in popularity, as the availability begins to keep up with the rising demand for these heady blossoms and as more and more varieties look like and smell like roses cut right from the garden.



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MARCH

10-14

5-Day Sympathy of Today
with Jackie Lacey, AIFD, PFCI, CFD

15

Webinar
Corsage Boot Camp: Proms,
Weddings and more

APRIL

7-9

3-Day Modern Twist on Everyday
Design with Donald Yim, AIFD

16

Webinar
Mother's Day Boot Camp 3.0

MAY

19-23

5-Day Competition/Certification and
Portfolio Skills with Jackie Lacey, AIFD,
PFCI, CFD

21

Webinar
Fresh, New Design with Judith
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What's Going On?

AIFD Chapter Reports

North Central Chapter

Loann Burke AIFD, CFD, PFCI

We had a whirlwind weekend of education and fellowship at our January chapter meeting in Chicago. Once again we partnered with the Merchandise Mart in Chicago and presented some fabulous programs for our members and all market attendees. This year, an all North Central presentation team delighted and inspired the crowds. **Kevin Ylvisaker AIFD, CFD, PFCI** entertained and educated us with a phenomenal presentation on the 2013 color trends. **Carolyn Kurek AIFD, CFD** took us on a journey through the evolution of floral design. **Jacque SirLouis** from Smithers Oasis gave us insight on real time wedding planning with the next generation bride. A dynamic trio of incredible ladies closed the chapter meeting weekend. **Laura Parker AIFD, CFD, Alice Waterous AIFD, CFD, PFCI**, and **Bobbi Ecker-Blatchford AIFD, CFD, PFCI** taught us how to respond to the challenges we all face in today's business climate. What an incredible weekend!

North Central also held its second annual Bobbi Cup design competition. Six designers competed in the live surprise package design competition. Market guest and North Central members were entertained and educated as **Bobbi Ecker-Blatchford AIFD, CFD, PFCI** and **Laura Parker AIFD, CFD** commentated the competition. **Carolyn Minutillo AIFD, CFD** won the 2013 competition and received \$500 and a crystal bowl trophy. Bobbi made the formal presentation to the winner at the chapter dinner held that evening.

As we move forward into 2013, we look forward to North Central's return to the Chicago Flower and Garden Show this March. Under the leadership of Sue Vanderhulst AIFD, CFD, **Stacey Carlton AIFD, CFD** and **Bobbi Ecker-Blatchford AIFD, CFD, PFCI**, the return to the show is bound to be a success. We'll be teaching 18 classes over the course of the nine day show. In addition, twelve designers will be creating an art gallery style display as they interpret new and classic works of art. The Chicago Flower and Garden Show is also hosting its first Iron Vase Competition where designers will compete in a live surprise package design-off on the main show floor.

We're moving full steam ahead into 2013 and look forward to another great year in North Central.

South Central Chapter

Lou Lynne Moss AIFD, CFD, PFCI

Marketing efforts are in full swing for our Second Annual Wedding Sell-O-Bration, an Education and Awareness Event to be held April 7 with a Wedding Boot Camp-Hands on Workshop on Monday, April 8 following our day long design

show and interactive business session. Plan to make this two day event and register early, space is limited. Hosted by Baisch & Skinner at the Linda Kay Learning Center in St. Louis, Mo. For more information contact **Frankie Peltiere AIFD, CFD** at frankie@festiveatmospheres.com or call 314-740-0338. Spread the word throughout South Central as well as our neighbors in North Central AIFD Chapters. An affordable price of \$35 for Sunday and for the 2 days-\$175.00.

We invite all AIFD members and florists of the industry to support this great opportunity to network and see the latest trends and styles for your upcoming bridal business in 2013.

I know planning for the upcoming Symposium is going strong. Make your plans early to attend Las Vegas "Passion." We are all in this together. Inspiration & education are foremost on our minds in order to be successful in this day and age!

North East Chapter

Lisa Greene AIFD, CFD, PFCI

As we move forward in this new year with your own personal and professional resolutions, I encourage each of you to resolve yourself to make the commitment to AIFD- get involved in Chapter activities, and attend meetings and events that our members are involved in. Only through your active participation will you continue to reap the benefits of your membership. "Passion" is going to be something special, do not miss this symposium. If you have not been to a symposium in a while make a resolution to take this one in.

Every member needs to go to aifd.org and update your member information. A benefit of membership is to have a conduit for the public to find you. If you are not there they will not see your name.

Step by step directions on how to update your contact information and post your listing on the AIFD Find a Designer tool on the website can be found at <http://aifd.org/membership/update-your-contact-info>.

We will be at the Philadelphia Flower Show, North East Floral Expo and many smaller flowers shows that members are involved in. Before we know it we will all be together in Las Vegas.

Northwest Chapter

Gerry Gregg AIFD, CFD

Plans are underway for North West Chapter Spring Program Sunday, March 17 in Portland, Ore.

Chairing the event is **Sharri Morgan AIFD, CFD**. It will be held the Floral Design Institute - **David and Leanne Kessler AIFD, CFD** studio. **Jodi Duncan AIFD, CFD** is our featured designer

sharing "profitable design trends and techniques for everyday design."

Bouquets to Art 2013, which will take place at the de Young Museum in Golden Gate Park, San Francisco, Calif. The Opening Night Gala is Monday evening, March 18, and the Exhibit ends Saturday, March 23. Many AIFD NW Region members exhibit and Board Members **Jenny Tabarracci, AIFD, CFD**, **Greg Lum AIFD, CFD**, **Emil Yanos AIFD, CFD** and **Philip Rice AIFD, CFD** will exhibit this year. Below is a small description of the Event:

Annual Flower Exhibition

Over 120 of the Bay Area's most innovative and sought after floral designers create a spectacular array of floral arrangements in the de Young Museum for Bouquets to Art 2013. In creating their arrangements, these designers pay tribute to and draw inspiration from the art in the de Young's permanent collections. Floral demonstrations by local, national and international floral designers are presented during the week.

Southwest Chapter

Lori Novak AIFD, CFD

The Passion of Flowers, the Art of the Party. is taking place March 10, National Orange Show in San Bernardino. Featuring **Chris Norwood AIFD, CFD**, **Michael Quesada AIFD, CFD** and new inductee **Deb Schwarze**. These designers will dazzle you with their Passion for flowers and create beautiful party creations. There is a hands on Passionate about Wire workshop Saturday March 9 for those that love to create and enhance with the beauty of wire. For information contact Program Chair **Derrick Vasquez AIFD, CFD** at dvasquez@nosevents.com.

Southern Chapter

David Powers AIFD, CFD

We here in the Southern Chapter are running full speed ahead with our Southern Conference in Puerto Rico. The dates are April 11-14, 2013. The Hotel Verdanza is very excited to be hosting our event. They are extending the room rate of \$139.00 to include April 9-16 in case you'd like to explore more of this beautiful Island.

Miguel Figueroa AIFD, CFD is very hard at work finalizing the plans for an exciting welcome Pirate's Party. There will be an Old San Juan tour on Thursday April 11, this is a very cool tour. It is very beautiful and full of historical information.

The designer line up, schedule and registration can be found on the AIFD website. Remember that everyone is invited to "Explore Beyond the Shore." You do not need to be a southern member or even a member of AIFD to attend this amazing educational experience.

This has proven to be an exciting year for me. I hope that everyone has a successful Valentine's and makes a boat load of money to attend Southern Conference.

Win a Free Registration to 2013 Symposium "Passion"

Do a Good Deed, Win FREE General Registration to AIFD's 2013 Symposium!

FlowerChat has teamed up the Memorial Day Flowers Foundation and AIFD to award the prize of a FREE GENERAL REGISTRATION to attend AIFD's Symposium in Las Vegas, June 28 - July 2 to one lucky winner.

Details at <http://tinyurl.com/asvx2p7>.

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AIFD Foundation Notes

2013 Symposium Student Sponsorship

The 2013 AIFD National Symposium is just around the corner and we need your help in assuring that our students from our SAIFD Chapters will be sponsored to help with their expenses to Las Vegas! Download a Student Sponsorship donation form from our website and help make a difference in the life of a student!

Regional Chapter Funds

Each year chapters can award Student Scholarships and Symposium Scholarship to applicants from their region. Support students and designers from YOUR area by donating to your region's chapter fund! Download a donation form and make sure your tax-deductible donation is designated to a specific chapter.

Southern Chapter Conference

AIFD Foundation Scholarship Winner Announced



The AIFD Foundation Board, in conjunction with the Southern Chapter, would like to congratulate Karolina Drnovska Ruberto for being awarded the Southern Chapter Conference Scholarship. This scholarship was made possible by the Southern Chapter Fund and will assist with the expenses for Karolina to attend the Southern Chapter Conference in Puerto Rico.

Congratulations Karolina!

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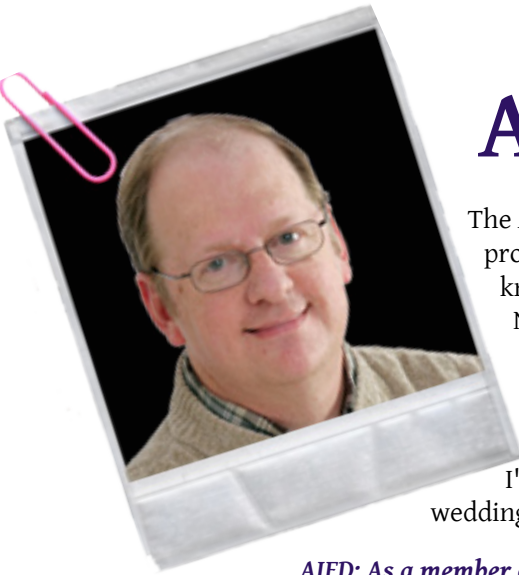
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AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. 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 Director-At-Large for the National Board **Ted Bruehl AIFD, CFD**.

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

Ted: I am the Design Manager for The Chocolate Rose in Dallas, Texas where I've held the position for 22 years. I oversee daily design work, schedule and plan all weddings and events, and fill in for my boss when he is away.

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

Ted: I serve as Director-At-Large for the National Board of AIFD. I believe in AIFD as the leader of floral education and to that end I work on the Education Committee and CFD Committee to see that we continue our mission to train and certify floral designers.

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

Ted: Firstly, I have to thank my aunt, **Ardella Loughmiller**, for that first introduction to the industry as a driver in her shop. Without her I would never have thought of a career with flowers. Secondly, I must mention **Frankie Shelton AIFD, CFD** as my first teacher in formal floral education. At the time of her class I had only done very traditional designs. She saw the spark in me and ignited it with an assignment of a bridal bouquet with Protea, Ginger, and Ti leaves. That was my initial foray into the art of floral design that lead to me to where I am today.

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

Ted: I think my most satisfying creations are casket sprays. Being able to use flowers to express a family's emotions at a difficult time is the essence of what we do.

AIFD: What issues are most important to you professionally?

Ted: As I stated before, education is the #1 concern. We must train, encourage, and mentor new members to our industry to keep it thriving. In doing this we must recognize the changes in floristry and adapt to them as a way of making it more interesting to newer generations.

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

Ted: I enjoy all the fine arts. In particular, I'm an avid fan of live theatre and subscribe to several series in Dallas. I also make time to read every day, something I've required of myself since I first learned to read in 1st grade.

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

Ted: You must seek out education and make time for it! The only way to advance yourself is to learn from others: attend programs and workshops, take online classes, visit AIFD Education Partners, read books. Floristry is a wonderful career, but you only get out of it what you put in to it.



Eun Sook Noh, AIFD's Korean liaison, organized a meeting to help AIFD get their latest membership directory and association news and information to the AIFD members in Korea.

Sixty-five members attended the meeting where plans for the 2013 Symposium "Passion" were reviewed and dues information was gone over and double checked.

This is a great way AIFD is working to overcome language barriers with international members. This meeting led to the establishment of a new program to help AIFD members in any country with 15 or more members plan a similar meeting. More details on this program will be announced shortly.

Marketing Tip: What Do We Do

By Lisa Greene AIFD, CFD, PFCI

Marketing isn't as complicated as it seems, sometimes it is as simple as "Let them know what you do." Recently, I was taking a college tour with my son and as we were waiting for the tour to start one of the other mothers asked what I did for work. My response "I am a florist" was met with the standard "Oh, what a great job" and she proceeded to ask me about how to take care of her houseplants. I don't know about you but it seems the general public thinks we do weddings and grow houseplants.

Here is another scenario: A customer is in your store and you have a beautiful fruit basket on the counter that a customer is coming by to pick up. The customer sees the basket and remarks: "I did not know you did fruit baskets?" In your mind you are thinking, "of course I do fruit baskets, what do you think I simply do wedding flowers and grow houseplants?"

The lesson to learn is customers need to be reminded of what we do. In our networking group we have regular meetings called "one-to-ones." These meetings are conducted so we all know what is new with the members and to brush up on our ability to refer each other.

Look at your business and identify your customers. You may have a walk in, wedding, website, blog readers, drive by, etc.

Create a marketing piece to educate the customer of what you can do for them in the future. If a customer picks out an orchid from the greenhouse and brings it to the counter for you to deliver, ask the question "do you like orchids?" When they say yes hand them the card you have prepared detailing your upcoming orchid classes. Create a card with services you provide for weddings, prom, birthday parties...the possibilities are endless.



Vintage Is Out, a Golden Touch Is in for 2013 Wedding Trends

Originally posted on www.flowerchat.com

Mason jars. You undoubtedly are among thousands of florists who just cringed after reading those words. Had enough of the vintage-themed, flea-market-focused wedding trend? Then I have great news for you. Expert wedding planner **Mark Kingsdorf** has released his wedding trends for 2013, and no mason jars appear on his list. In fact, he specifically points out that vintage-themed weddings, in general, are falling out of favor with current brides-to-be.

No worries whether Mark's forecasting can be trusted, either. Mark is one of only 65 Master Bridal Consultants in the world—a rare certification bestowed by the Association of Bridal Consultants. Plus, his credentials prove his expertise. So what does Mark forecast as the top trends for this year? Here's a summary of his top ten predictions:

- A Return to Elegance. This year will bring back plated dinners, soft, romantic décor in white, cream, taupe and blush and an overall elegant, sophisticated ambiance.
- Gold is HOT! Expect gold enhancements on gowns, accessories and décor: linens, chargers, floral risers and bouquets. (See photo above from Toronto's MW Flower Design for an example.)
- Take a Seat. Lounge furniture for cocktail receptions is on the rise. High-top cocktail tables are disappearing, and comfy ottomans, love seats with pillows and occasional tables are taking their place.
- Patterns. Anticipate big, bold patterns. Chevrons, circles and



stripes are all the rage.

- Lace. Lace has never gone out of style. But soft touches of lace are now being seen in linen overlays, as details on cakes and in bouquets.
- Simplicity. Simple, elegant décor is making a comeback, and "styled" accents are fading. We're seeing fewer vintage suitcases, typewriters and card catalogues.
- Have a Mint. Mint green, pale turquoise, sea foam green and pale tones of emerald in bridesmaid's dresses, linens, accents and cakes will be widely seen.
- A Little Birdie Told Me. Love birds seem to be popping up all over on invitations and cake toppers and in arrangements.
- The '20s Are Roaring. A combination of the trends mentioned—a return to elegance, soft romantic colors, art-deco patterns and gold—all combine to create a 1920's feel. Pair them with classic cocktails, canapés and an elegant seated dinner paired with wine and a big band sound, and the theme truly comes to life.

• Go Local. More couples are choosing venues that offer menus with fresh local, seasonal ingredients, locally brewed beers and spirits, and are using local, seasonal plants and flowers and local vendors to fulfill their needs.

*Source: <http://rkfdomains.org/emm/display.php?List=27&N=306>



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Sunflower photo courtesy of
Doris Gringas, A Flower Company

Calendar

2013

March 10

AIFD Southwest Chapter 2013 Conference
“The Passion of Flowers: The Art of the Party”
San Bernardino, CA

March 17

AIFD Northwest Chapter presents “New Design Trends
and Techniques for Profitable Everyday Design”
Portland, OR

March 20

AIFD North East Regional Chapter Spring Design Show
“A Fresh Look at Traditional Designs”
Paramas, NJ

April 7

SAIFD Chapter Gateway Technical College presents
Hands-On Workshop
Kenosha, WI

April 7-8

AIFD South Central Regional Fundraising, Awareness and
Educational Event “Wedding Sell – 0 –Bration and
Wedding Boot Camp” Workshop
St Louis, MO

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

American Institute of Floral Designers

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AIFD Mission Statement

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

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A Journey Well Worth It!

AIFD member **Laurie Lemek Unsworth AIFD, CFD, PFCI** and her husband **Kevin** celebrated a "winter wedding" on Dec. 30, 2012! "We wanted everything in white with crystal accents," she said. "We used 800 Hydrangea, 300 stems of spray rose 'Snowflake,' 800 stems of white rose Polo, 300 stems of white rose Eskimo, 100 white Ranunculus, 100 white Hyacinths, 80 white oriental lilies Siberia and white Mont Blanc Amaryllis. On the day of the wedding it took their families eight hours to set up and they had 14 inches of snow! Since a picture says a thousand words, let's let the photos do the talking...



1: The wedding cake was in a bed of roses and hydrangea with a snowflake crystal topper.

2&5: The stands for the table centerpieces, the sweetheart table, the entrance way and the aisle were created out of birch the couple collected after a snow storm in Oct. 2011.

3: Her handtied bouquet was a hydrangea base with 12 crystal snowflake brooches and 12 gardenias. The handle was embellished with her mother's rhinestone snowflake brooch.

4: For the cocktail hour they used 4 x 4 x 7 squares with birch, hydrangea, hyacinths and lots of floating candles for ambiance.

Photos courtesy of 2Become1 Studio.

Focal Points 26

Introducing...



AIFD Education Partners!

Twenty two floral design schools representing ten countries throughout the world have been granted the designation AIFD Education Partner. Each school has passed stringent guidelines requiring curriculum review, facility standards and of course, the faculty must include at least one AIFD Accredited Member. As Education Partners these schools have pledged to include the essential elements from the AIFD Guide to Floral Design in their teachings.

There are a wide range of programs offered by Education Partner Schools for both beginning and experienced floral designers including; Basic Floral Design, Advanced Floral Design, Advanced Design Specialty Seminars, The Business of Flowers, Entrepreneurship, and programs designed to train floral designers for Design Competition and Evaluation. Each year Education Partner Schools graduate thousands of new Professional Floral Designers.

For many aspiring floral designers, their first awareness of AIFD is often through an educational program offered by an Education Partner. Thus, the Education Partners are in the unique position of being ambassadors for the AIFD organization. If you know of someone who is considering a career as a floral designer, encourage them to seek out an AIFD Education Partner for a Professional Career Program. Floral Designers, who start their careers with a good educational background report that they are able to secure better entry level positions, receive higher wages and have greater job satisfaction.

AIFD Education Partners are an Educational Pathway for PFDE candidates and beginning in 2012, eight Education Partners accepted the additional responsibility for teaching the Hands-On Workshops offered for PFDE Pathway #5. For those already proficient in their basic design skills, AIFD Education Partners are prepared to assist in the training and preparation required for successful testing. You'll see many of the Education Partners and their graduates in Las Vegas for the 2013 AIFD Symposium "Passion."

If you know of a beginning or an experienced floral designer who could benefit from additional training, be sure and suggest one of the AIFD Education Partner Schools listed on the next page.

AIFD Thanks Its Partners

INDUSTRY PARTNERS

Accent Decor, Inc.
www.accentdecor.com

Acolyte

AIFD Foundation
www.aifdfoundation.org

Baisch & Skinner

BBJ Linen
www.bbjlinen.com

BloomNet

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California Association of Flowers Growers Shippers
www.cafigf.org

California Cut Flower Commission

Candle Artisans, Inc.

Chrysal Americas

Colombia, Land of Flowers®

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

Euflovia 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

Hawaii Tropical Flower Council

Hyper!Active Farms Inc.

Jacobson Floral Supply, Inc.

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Lion Ribbon Co.
www.lionribbon.com

Marsolais Enterprises Inc.

Maui Flower Grower's Association

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Multi Packaging Solutions

Nature's Flowers

Nova Packaging Solutions, Inc.

Over the Top-rental linens

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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

Wm. F. Puckett, Inc.

EDUCATION PARTNERS/ PATHWAY PROVIDERS

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.centerforfoalstudies.com

Southern California School of Floral Design
www.philrulloda.com

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

Teleflora Education Center
www.myteleflora.com

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

Tokyo Flower Design Center
www.hanaju.co.jp

Yola Guz AIFD School of Floral Design

ADDITIONAL PATHWAY PROVIDERS

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.org

Certified Florist (Michigan)

Certified Professional Florist (Colorado)
www.coloradoflorists.org

Georgia State Florists' Association
www.georgiastateflorist.com

Green Academy Belgium
www.greenacademybelgium.com

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

Illinois Master Florist (IMF)
www.tnsfa.org

Las Vegas School of Floral Design

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.sdfloirists.org

Texas State Florist Association
www.tsfa.org

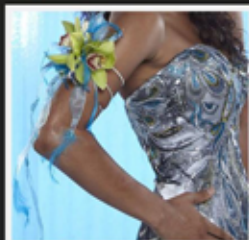
Wisconsin and Upper Michigan Florists Association
www.mumfa.org

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

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AIFD News & Notes

AIFD Job Bank

Floor Manager Wanted - Amaryllis, Inc. - Washington, D.C.

Posted 2-28-2013

Washington, D.C.'s Amaryllis, Inc. seeks a highly motivated floor manager. Responsibilities will include supervising staff in the design and delivery of orders, tracking orders and their timely delivery, ensuring sufficient floral stock, quality control and a sufficient quantity of vehicles and drivers to meet needs. Must have excellent communication and team building skills and basic computer proficiency. Please contact Kristin at k.andrews@amaryllisdesigns.com for more information.

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 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.

Communication Center

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



Feb. 22, 2013 - Last Chance to Submit Your AIFD 2013 Award Nominations

Feb. 21, 2013 - Important News from AIFD's Northwest Chapter

Feb. 19, 2013 - Looking for New AIFD Laureate Members

Feb. 15, 2013 - You Survived Valentine's Day - Reward Yourself with AIFD Symposium Registration! (only sent to prospective members)

Feb. 14, 2013 Your Valentine's Gift - AIFD Symposium Registration Now Open! (only sent to members)

Feb. 8, 2013 - AIFD Events Setting You Up for a Successful 2013!

Jan. 11, 2013 - Registration Now Open for AIFD's 2013 Southern Conference!

Jan. 7, 2013 - AIFD 2013 Award Nominations Sought

Jan. 3, 2013 - Important News from AIFD's Gold Elite Partner FNGLA

Dec. 29, 2012 - AIFD December 2012/January 2013 Focal Points is Here!

Dec. 20, 2012 - AIFD Foundation Newsletter

If you are not receiving AIFD e-mail blasts visit <http://aifd.org/membership/update-your-contact-info/> 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.

February 2013

AgriLife Today website - Feb. 25

Texas A&M University AIR program

Kishwaukee College website - Feb. 25

SAIFD featured

Goshen News - Feb. 22

AIFD members featured

PRWeb- Feb. 21

Life member Edward Silacci featured

Penn State Live - Feb. 18

AIFD named

YouTube - Feb. 15

AIFD member Joyce Mason-Monheim AIFD, CFD, PFCI, featured

January 2013

Gifts and Decorative Accessories website - Jan. 25

AIFD North Central Chapter events mentioned

San Francisco Chronicle - Jan. 24

AIFD mentioned

Journalstar.com - Jan. 23

AIFD mentioned

Miami Herald - Jan. 7

PFDE mentioned

4-traders.com - Jan. 7

PFDE mentioned

MarketWatch - Jan. 7

PFDE mentioned

The Billings Gazette - Jan. 3

AIFD member and symposium mentioned

December 2012

Akron.com - Dec. 20

AIFD member Winnie Leenaarts AIFD, CFD featured



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