



AMERICAN INSTITUTE OF FLORAL DESIGNERS
AND THE AIFD FOUNDATION PRESENT

A large, vibrant cluster of colorful dots in shades of orange, yellow, pink, and purple is positioned in the upper half of the page, creating a festive and energetic atmosphere.

Passion

WWW.AIFD.ORG

NATIONAL SYMPOSIUM

A horizontal line of small, evenly spaced orange dots spans the width of the page, separating the event title from the dates.

LAS VEGAS JUNE 28 - JULY 2 2013

DEREK WOODRUFF AIFD,CFD

SPONSORED BY **PLATINUM ELITE PARTNER**

SYNDICATE SALES



My passion for floral design has been a part of me since I was in high school. At 16 years of age, I began designing professionally and advancing my knowledge of the floral industry by studying at the Jackson Area Career Center (Jackson MI), Lansing Community College and Michigan State University (Lansing MI).

For the last twelve years, I have been honing my craft of Floral Design. It has always been important to me to continue learning and advancing in my career. A few of my accomplishments are as follows:

- CF, Certified Florist (Michigan), earned 2002
- Associates Degree, Northwestern Michigan College, earned 2009
- CFD, Certified Floral Designer, American Institute of Floral Designers, earned 2009
- AIFD, Accredited in Floral Design, American Institute of Floral Designers, earned 2010
- Published nationally for floral designs: Florist Review, OK, Professional Florist, Florist Shopper (Magazines)
- 2010 Young Person of the Year, Michigan Floral Association
- Contestant on “The Arrangement”, the world’s first floral design reality competition show on LOGO network
- 2011 Designer of the Year, Michigan Floral Association
- 2011 Chuck Bannow Award Recipient, Michigan Floral Association
- 2012 Bobbi Cup Recipient, American Institute of Floral Designers

Currently, I own Floral Underground, a floral design business I created in 2008. Owning my own business has given me an amazing amount of freedom to push my boundaries. My commitment to the industry, creativity and service set my business, Floral Underground, apart from your average florist.

SPECTACULAR-SPECTACULAR!!
SATURDAY, JUNE 29 1:15 P.M | CONCORDE

Scene 1: A Love Story Begins!

Song: Sparkling Diamonds

Story: Welcome to the Moulin Rouge! A beautiful place of dazzling dancers, where you will be swept away by your most forbidden desires and where it is always acceptable to give yourself over to temptation! Our entertainment is hot, but the floral designs are hotter! Watch as the girls create a beautiful centerpiece on stage by transforming their hair adornments into a beautiful fountain of flowers suitable for the streets of Paris!

How we did it:

The headpieces are designed in Syndicate's Venus Bouquet Holder Ultra using different kinds of pale pink flowers and variegated foliage accented beautifully with Syndicate's Creative Coils and Glitter Stems. The arrangements are then placed securely into the hair of the dancers, though are easily removable to be placed into the floral fountain. The fountain is constructed of Syndicate's Grande Estate Footed Glass Vases and clear Diamond Gems, which are lit from inside the vase.

Featured Syndicate Sales Product:

Venus Bouquet Holder Ultra
Fleur De Lis, Windsor and
Mia Grand Estate Footed Glass Vases
Diamond Gems
Silver and Pink Glitter Stems
Silver and Pink Creative Coils

Important principles/elements of
Floral Design and design techniques used:

Color scheme: Monochromatic

Principle/element: Balance (Both physical and visual)



Scene 2: From Beginning to End.

Song: Elephant Love Medley

Story: This duet showcases the evolution of love in a relationship through flowers! From the giving of a flower on the first date to the corsage and boutonniere worn during the first dance, onto a proposal on one knee at dinner showcasing a striking table arrangement and finishing with a walk down the aisle carrying a beautiful bridal bouquet. Eligible bachelorettes can try and catch the toss bouquet!

How we did it:

A street florist was composed of buckets of floral from the workroom creating a lovely display for the procurement of that one, perfect flower. The corsage and boutonniere for the first dance were designed magnetically for quick and easy application during a song. The table arrangement was designed in a beautiful footed glass vase giving it a feel of elegance and sophistication. The bridal bouquet was designed in a Venus Bouquet Holder Ultra used to hold even the thickest stems. The toss bouquet was designed for fun photographs using lots of floral and ribbon for big show. Arrangements and wearable flowers have been accented with Syndicate's Creative Coils and Glitter Stems.

Featured Syndicate Sales Product:

Venus Bouquet Holder Ultra
Monroe Grand Estate Footed Glass Vase
Silver Glitter Stems
Silver Creative Coils

Important principles/elements of
Floral Design and design techniques used:

Color scheme: Achromatic

Design Technique: Gluing (Wearable Flowers)

Scene 3: The Can Can.

Song: Because we Can

Story: What is an evening at the Moulin Rouge OR a love story in Paris without can can dancers? Purely for fun and entertainment, our dancers are adorned with floral petal shedding can can dresses! You just can't go wrong with high kicks, twirls, cartwheels, splits all while petals are flying!

How we did it:

We removed petals from Carnations and Roses and stuffed them into pockets within the crinoline can can dresses that were left open. When the girls shake their dresses while dancing, the petals simply fall out. Costumes have been accented using Syndicate's Creative Coils and Glitter Stems.

Featured Syndicate Sales Product:

Creative Coils
Glitter Stems

Important principles/elements of
Floral Design and design techniques used:
Color scheme: Primary Triadic and Secondary Triadic

Scene 4: A Racy, Runway Stack-tacular!

Song: Lady Marmalade

Story: Our models strut the runway sporting the latest fashion in Syndicate's Stackables, cleverly disguised as floral headpieces. After striking a pose, the pieces are stacked on the stage to create a stunning arch de triumph of red flowers!

How we did it:

Stackables were created by Syndicate to create large-scale floral designs that could be easily dismantled and transported. They also fit snugly on the head.

This way, they can be carried with ease worn as fashion AND stacked to create beautiful towers of fresh flowers! Costumes have been accented using Syndicate's Creative Coils and Glitter Stems.

Featured Syndicate Sales Product:

Stackables
Red Glitter Stems
Red Creative Coils

Important principles/elements of
Floral Design and design techniques used:
Color scheme: Monochromatic
Principle/element: Balance (Both physical and visual)

Scene 5: The Floral Tango

Song: El Tango Roxanne

Story: Nothing shows more passion between two people than a tango. This act comes together to showcase the romance, passion and power symbolized by the red Rose.

The red Rose is featured in this dance as dramatic composite flowers showing the beauty of each petal used.

How we did it:

Composite red Roses were created using the petals from multiple red Roses. They were constructed on ribbon bolt backings, attached with cold floral adhesive. The petals are layered and overlapping and a large rose is placed in the center to complete the design. The back is finished using a few petals upside down to hide the mechanics. Costumes have been accented using Syndicate's Creative Coils and Glitter Stems.

Featured Syndicate Sales Product:

Red Creative Coils
Red Glitter Stems

Important principles/elements of
Floral Design and design techniques used:

Color scheme: Monochromatic
Design Technique: Layering and Gluing

Scene 6: The Grand Finale!

Song: Hindi Sad Diamonds /
Dancing Jodi / Bollywood Mash up

Story: Our tale comes to a climax as the grand finale unfolds.

We saved the best for last: floral adorned costumes and masks. This interpretive dance represents the conflict and the passion between our two lovers and the unaccepting world around them. Will love win and they will wind up together forever? Or "in the end will someone die"?

How we did it:

The Wings of Isis have been adorned at the top, where the arms carry the wings using multiple techniques – primarily gluing and wiring. Decorative masks are adorned with flowers by cold adhesive. Petals and flowers have been attached to dresses using cold adhesive and spray tack. Collar and mask combinations have been created using seeds, petals and foliage applied with cold adhesive and spray tack. Costumes have been accented using Syndicate's Creative Coils and Glitter Stems.

Featured Syndicate Sales Product:

Creative Coils
Glitter Stems

Important principles/elements of
Floral Design and design techniques used:

Color scheme: Analogous
Design Technique: Layering and Gluing





RON MULRAY AIFD, CFD

SPONSORED BY **DIAMOND ELITE PARTNERS**

FITZ DESIGN AND

NORCAL/CALIFORNIA ASSOCIATION

OF FLOWER GROWERS AND SHIPPERS

Ron Mulray AFID has been an active member of the floral industry for over 30 years. Ron has proven his commitment to AFID, since his induction in 1997 by volunteering in many capacities including the Philadelphia Flower Show since its inception was chairman in 2002 and the 2009 Show Bella Italy winning best in show and five people's choice awards.

He has presented several programs at national and southern symposium. And in Boston, MA, (Body flower buffet) where he raised over \$6000.00 for SAIFD Chapters

In 2012 Ron was honored with SPECIAL AWARD OF DEDICATION by the AIFD Board of Directors for his years of contributions, support and dedication to AIFD.

Ron also served on the Northeast Regional Chapter Board as president, secretary, treasurer, and served on the National Membership Committee of AFID. Ron is currently the PHS (Pennsylvania Horticultural Society) Liaison to the Northeast Regional Chapter Board, AIFD Foundation Trustee, AIFD National board and is on the PHS Philadelphia Flower Show Executive Committee. For the past 26 years he has owned Philadelphia Flower Co. in Philadelphia, PA.



WHAT HAPPENS IN VEGAS STAYS IN VEGAS

SATURDAY, JUNE 29 5:30 P.M | CONCORDE



Ron Mulray
12030 Alberta Drive
Philadelphia, PA 19154
Philadelphia Flower Co.
12343 Academy Road
Philadelphia, PA 19154
(215) 632-6270 / Fax: (215) 632-9280
Email: ronmulray@aol.com
1997 12/05

Ron Mulray AIFD, Philadelphia Flower Co., Philadelphia, PA

Ron is currently sitting on the AIFD National Board as the North East Regional Chapter Representative. He has been an active member of the floral industry and has proven his commitment to AIFD by volunteering in many capacities including the Philadelphia Flower Show since its inception. During the 2009 National Symposium in Boston, he headed the Body Flower Buffet and raised over \$6000.00 for SAIFD Chapters. In 2012 Ron was honored with the "Special Award of Dedication" as presented by the AIFD Board of Directors for his years of contributions, support and dedication to AIFD and its role in the Philadelphia Flower Show. He served on the North East Regional Chapter Board as president, secretary, and treasurer, and has also served on the National Membership Committee of AIFD. Ron is currently the PHS Liaison to the Northeast Regional Chapter Board, AIFD Foundation Trustee, and is on the PHS Philadelphia Flower Show Executive Committee.

ORDER OF THE SHOW

#1 HOW I DREAM



#2 GREEN



#3 WEDDING ROUNDS



#4 MR + MRS FITZ



#5 WEDDING FANS



#6 SOLO CUPS



#7 WEDDING CASCA DING



#8 VOO DO QUEEN



#9 WEDDING TRANSFORMATION



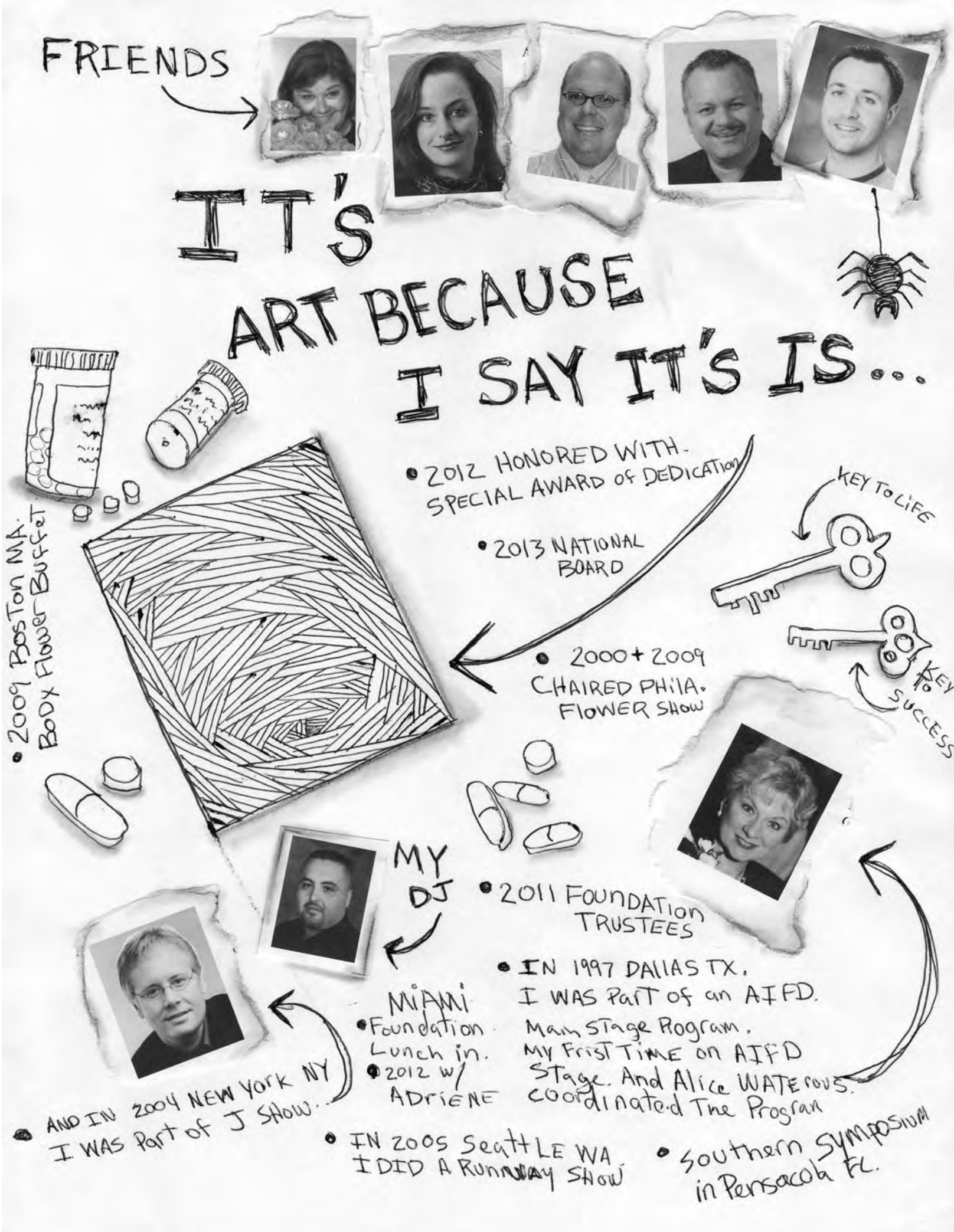
#10 THE PICTURE



DREAM DREAM* DREAM* DREAM* DREAM*
 ALWAYS BE YOUR SELF UNLESS YOU CAN BE A UNICORN
 THEN ALWAYS BE A UNICORN
 BE BIGGER THEN YOUR FEARS
 LET YOUR FAITH BE BIGGER THEN YOUR FEARS
 I'D PREFER IT TO BE FABULOUS!
 I'M SURE EVERYTHING WILL BE OK BUT I'D PREFER IT TO BE FABULOUS!
 FEAR CHEAT YOU OUT OF YOUR DREAMS
 DON'T LET FEAR CHEAT YOU OUT OF YOUR DREAMS
 KEEP CALM AND ARRANGE FLOWERS
 WHAT EVER YOU ARE, YOU ARE BE PROUD OF IT
 BE PROUD OF IT

TAKE
 WHAT YOU
 NEED
 NOT WHAT
 YOU WANT

- | | | | | | | | | | | | | |
|------|------|-----|------------|---------|---------|-------|----------|---------|-------|--------|-------|--------|
| HOPE | LOVE | GOD | CONFIDENCE | SUCCESS | PASSION | MONEY | KINDNESS | RESPECT | FAITH | ESTEEM | HONOR | WEALTH |
|------|------|-----|------------|---------|---------|-------|----------|---------|-------|--------|-------|--------|



LIZ SEIJI AIFD, CFD

SPONSORED BY **BRONZE ELITE PARTNER**

BURTON+BURTON



Raised in Hawaii, Elizabeth is the owner of her full-service flower shop Edelweiss Flower Boutique which specializes in Asian/European High-Style creations in Santa Monica, CA for 20+ years. Her unique design style is pre-dominantly European High Style, yet she interlaces her own Japanese and Hawaiian influences into her work.

A Certified Master Florist, she was inducted into the American Institute of Floral Designers (AIFD), the premiere national organization of top American floral designers. While her design work has taken her to Asia and across the country, her work has appeared on CNN, in Teen Magazine, and she is periodically profiled in floral industry design guides and magazines such as Flowers & and the Teleflora: Your Dream Wedding-A Flower Guide and in the New Teleflora Selection Guide. Believing competition to sharpen her skills and artistry, Elizabeth's floral design competition experience has been varied since the mid 1990's, as she has competed at the national and international level. A winning competitor of several design competitions throughout California, she was the winner of the 1998 International Carik Cup. At the 2002 AIFD National Symposium she was privileged to present and to receive a standing ovation for "Aloha: Hawaiian Waves - The Aloha Lei Spirit", her presentation on the art and culture of Hawaii through its flowers. Believing that educating the public in floral design is a necessary calling, she formerly served as an instructor in floral design through an ROP community service of Santa Monica College, as well as providing lectures and demonstrations at various events, local garden club shows and gala fundraisers such as Bouquet To Art 2005, for the San Francisco Fine Arts Museums. She's also traveled abroad, having taught classes in Asia on Hawaiian-inspired designs with her unique fusion of European High Style techniques, and Japanese sensibility.

She currently serves as a judge in local floral design competitions and has also served as a new product designer and consultant for the international Silk/Dried flower industry, requiring work in China and other parts of Asia. A former AIFD National Board Member, and as a former National Chair for for AIFD's national educational show for florists and the general public entitled "AIFD Across America," she's managed local regions which put on professional educational floral event shows throughout the country. She also serves her local area as the past president of the Teleflora LA-Coastal Counties Unit, which provides networking and educational services to florists in Southern California

LE RENDEZ-VOUS WELCOMING RECEPTION

SATURDAY, JUNE 29 6:30 P.M. |
PARIS FOYER AND RIVOLI A

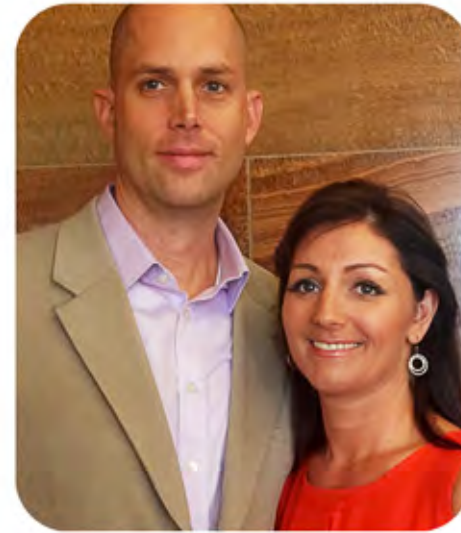
Le Rendez-Vous

It's a warm summer evening with twilight fast approaching the 7th arrondissement, arguably Paris' most expensive and iconic district. Before us is the parc Champ du Mars, a rectangular stretch of green grass parkland, with the Eiffel Tower proudly standing in the distance. On any night and in particularly on weekends, we can encounter hundreds of couples picnicking on the green grassy expanse, enjoying cheese, fruit and wine, as musicians entertain, all eagerly awaiting the sunset and the lighting of "La Tour Eiffel". (Smart couples know that with a little cheese from a Fromagerie, deli cuts from the local Charcuterie, and bread from the corner Boulangerie along with a bottle of one's favorite bubbly is the most affordable date in town!) The air is tense...as all await the lighting...and when lit, clapping erupts once "la Belle Tour" is resplendent in its evening majesty.



Come...let's gather what is left of our picnic and walk to the edge of the park. Hmm....It's around here somewhere--search for it--search for that little place where we can all meet again, through the arch where dreams come true...Le Rendez-Vous.

There it is, only viewable to those with love in their hearts. As we walk through the lit arch we are transformed from picnickers to hipsters, past a modern interpreted tree-lined path—"trees" with hanging burgundy shaded flowers with tufts of green and jewels, emphasizing the City of Lights. Winding down, it guides us to our hangout...the bar and lounge at Le Rendez-Vous. Have a seat, sip the Pernod or Champagne, taste the Martini...swing to sounds of world-inspired lounge music...for we are in "Belle Paris," the City of Lights, for lovers!



LORRAINE COOPER AIFD, CFD, PFCI
ALEX JACKSON AIFD, CFD, PFCI

SPONSORED BY **GOLD ELITE PARTNER**
DESIGN MASTER COLOR TOOL, INC.

Lorraine started designing flowers in her native Scotland at the age of fifteen, where she worked in a flower shop and garden centre.

She relocated to the United States eighteen years ago and for the past twelve years she has flourished as the owner of Brady's Floral Gallery, located in the prestigious five-star Phoenician Resort in Scottsdale AZ, where she specializes in weddings and corporate events.

Lorraine has a degree in Floristry and Horticulture from Langside College in Glasgow, Scotland and was awarded a silver medal at the RHS Chelsea Flower Show in London. Her floral designs have been featured during Presidential Inaugurations and she is currently a member of the Design Team for the Society of American Florists. Lorraine is a proud member of the National Diploma of the Society of Floristry (NDSF) and was inducted into AIFD in 2004, where she has served on the membership committee and currently is the President-Elect of the Southwest region of AIFD

Alex started working in a retail flower shop at age 17 by cleaning buckets, processing flowers and delivering bouquets. He manages the retail operations for 9 locations of Phoenix Flower Shops in Scottsdale, Arizona and is the hard goods buyer for Downs Wholesale Florist

Alex was inducted into the American Institute of Floral Designers (AIFD) in 2006 and serves as Past-President of the Southwest region. He was inducted into the Professional Floral Communicator's International (PFCI) in 2010 and has been on the SAF (Society of American Florists) Convention Design Team since 2007. His design work has been featured at the Academy Awards in Los Angeles. Alex is a proud member of the Teleflora Education Specialists team.

Alex graduated from Grand Canyon University in Phoenix with a bachelor's degree in secondary education.

CACTUS AND KILTS
SUNDAY, JUNE 30 8:15 A.M | CONCORDE

Cactus and Kilts

Lorraine Cooper, AAF, AIFD, PFCI, NDSF

Alex Jackson, AAF, AIFD, PFCI

Welcome to the great American Southwest and to beautiful Las Vegas for *Passion!!* All of us have made a journey to arrive here together to celebrate artistry, beauty, design, flora and fauna and to reconnect with old friends and to make new friends.

Cactus and Kilts is a part of the story of Lorraine Cooper and Alex Jackson and our life experiences, rich cultural histories and journey of discovery through friendship. It would seem that being born 4,960.074 miles apart from each other would hinder any kind of similarity and connection. However, we found a multitude of connections existed between each of us and our cultures. Conversations about our personal history connected us in many more ways than we could have possibly dreamed. Thousands of years of known history and culture exist in Glasgow, Scotland while the discovered history of Arizona only extends back a few hundred years. Yet, we were able to deepen our friendship through these discoveries.

Friend: a person attached to another by feelings of affection or personal regard

I was born in Glasgow where it is green and lush and the North Sea and Atlantic Ocean touch the shores. The tablescape I am showing is reminiscent of the wild grasses, heather and mosses native to my homeland.



I was born in a part of Arizona that is a dry, hot desert. The tablescape I am showing reminds me of the sands of the desert with the hardy drought tolerant cacti and tree branches along with the incredible sunsets that are so typical in the desert.



In all cultures throughout time, family groups have used a variety of identifying markers to signify their unity and togetherness. A coat of arms is an iconic symbol that has been a long used symbol of a family group and refers to the owner's life, location, family and achievements. These identifiers were used by family clans in battle and in peace to mark territory and to identify members of each family group. Here is an example of a Welsh version of the Jackson coat of arms.





Several Native American tribes have called Arizona home for thousands of years although much of their history has been lost through time. The dream catcher is an iconic symbol that has been used by Native Americans for generations. Dream catchers are one of the most fascinating traditions of Native Americans. The traditional dream catcher was intended to protect the sleeping individual from negative dreams, while letting positive dreams through. The positive dreams would slip through the dream catcher, and glide down the feathers to the sleeping person below. The negative dreams would get caught up in the web, and expire when the first rays of the sun struck them. One element of Native American dream catcher relates to the tradition of the hoop. Some Native Americans of North America held the hoop in the highest esteem, because it symbolized strength and unity.

The architecture of Frank Lloyd Wright can be seen all over Arizona. To Wright, architecture was not just about buildings, it was about nourishing the lives of those sheltered within them. What were needed were environments to inspire and offer repose to the inhabitants. He called his architecture “organic” and described it as that “great living creative spirit which from generation to generation, from age to age, proceeds, persists, creates, according to the nature of man and his circumstances as they both change.” He believed architecture must stand as a unified whole, grow from and be a blessing to the landscape, all parts relating and contributing to the final unity, whether furnishings, plantings, or works of art.



Charles Rennie Mackintosh was a Scottish architect, designer, water colorist and artist and a contemporary of Frank Lloyd Wright. Mackintosh’s designs can be seen all over Glasgow. His work showed restraint and economy of means rather than ostentatious accumulation, simple forms and natural materials rather than elaboration and artifice, and the use of texture and light and shadow rather than pattern and ornament. Mackintosh took his inspiration from his Scottish upbringing and blended them with the flourish of Art Nouveau and the simplicity of Japanese forms. He is most noted for his unique stained glass art and for developing a particular style of font that is commonly used today.



ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÂÃÄÅËÎÏÐ
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 1234567890(\$£.,!?)

As we all gather in Las Vegas sharing our *Passion*, reconnecting with old friends and making new friends, let us remember to take this *Passion* back to our respective homes and businesses. Robert Burns is widely regarded as the national poet of Scotland many of us are familiar with a poem attributed to his composition– we sing it is we ring in the New Year – “Auld Lang Syne”. The words ‘Auld Lang Syne’ literally translates from old Scottish dialect meaning ‘Old Long Ago’ and is about love and friendship in times past. The lyrics in the song “Auld Lang Syne” referring to ‘We’ll take a Cup of Kindness yet’ relate to a drink shared by men and women to symbolize friendship. As we celebrate our *Passion* may you be reminded of your time gone by here in Las Vegas and the friends, artistry, beauty, design and flowers that surround us all.

Should auld acquaintance be forgot and never brought to mind?
 Should auld acquaintance be forgot and auld lang syne!

For auld lang syne, my dear, For auld lang syne.
 We’ll take a cup o’ kindness yet, For auld lang syne.

And surely you’ll buy your pint cup and surely I’ll buy mine!
 And we’ll take a cup o’ kindness yet, for auld lang syne.

For auld lang syne, my dear, For auld lang syne.
 We’ll take a cup o’ kindness yet, For auld lang syne.

Should auld acquaintance be forgot and never brought to mind?
 Should auld acquaintance be forgot and auld lang syne!



SVENJA BROTZ AIFD,CFD
KATHARINA STUART AIFD,CFD
SPONSORED BY **DIAMOND ELITE PARTNER**
NORCAL/ CALIFORNIA ASSOCIATION
OF FLOWER GROWERS AND SHIPPERS

A childhood spent collecting leaves, flowers, rocks, branches and foraging for mushrooms turned into a life-long passion and admiration of nature's beauty. Svenja was influenced by the lavish gardens of her mother and grandmother as well as the eclectic creations of her artist father.

An apprenticeship as a bookseller/ bookbinder was followed by various internships in the trades of her hometown in Southwest Germany. Studies of art history were enriched by extensive travels in Europe and finally found an application in floral design when Svenja and her family moved to the US in 1996.

Like many of her colleagues, Svenja was introduced to the commercial side of floral design by serendipity – a friend knew of her designs she created on a regular basis for her own house and made the connection to a local floral designer that was looking for help.

Training and certification (Svenja is a Certified California Florist as well as an accredited member of the American Institute of Floral Design) while working as a freelance designer and managing a floral retail store provided Svenja with a solid understanding of the Bay Area's floral design industry.

Svenja's work has been defined by her iconoclastic designs, pairing textural elements with soft delicate floral materials creating bold displays full of juxtapositions that enrich the eye of the beholder. Her designs reflect her thoughtful, intellectual approach and capture the Zeitgeist often before it can be titled as a trend. Her work could be seen as a floral discourse that is always in motion.

Chestnut & Vine was founded in 2006 and is based on Svenja's intriguing design ideas as well as her commitment to excellent customer care and service. C&V soon emerged as highly popular event and wedding floral design enterprise and has been growing ever since. Chestnut & Vine has been featured in various flower shows and exhibitions, such as Macy's Annual Flower show and Bouquets To Art.

Katharina Stuart AIFD, CFD, CCF has been working as a floral designer for 25 years both in Europe and the US. After serving an apprenticeship as a floral designer in Zurich, Switzerland she worked in floral design in her home country for several years before moving to the San Francisco Bay Area in 1998.

From her first job selling flowers at a bucket shop she moved on quickly to become the lead designer at the local florist and a freelance designer. In 2007 she decided that it was time to start her own business Katharina Stuart Floral Art and Design. She specializes in designing flowers and décor for weddings and events.

Katharina started competing in 2004 and won the California State Floral Association's Top Ten Design Competition in 2005 and competed in the Sylvia Cup in 2006 and was the runner up in 2007. Katharina Stuart became a California Certified Florist CCF in 2006 and was accredited into the American Institute of Floral Designers AIFD in 2008. She has served on the board of the California State Floral Association and is currently on the California Certified Florist Committee.

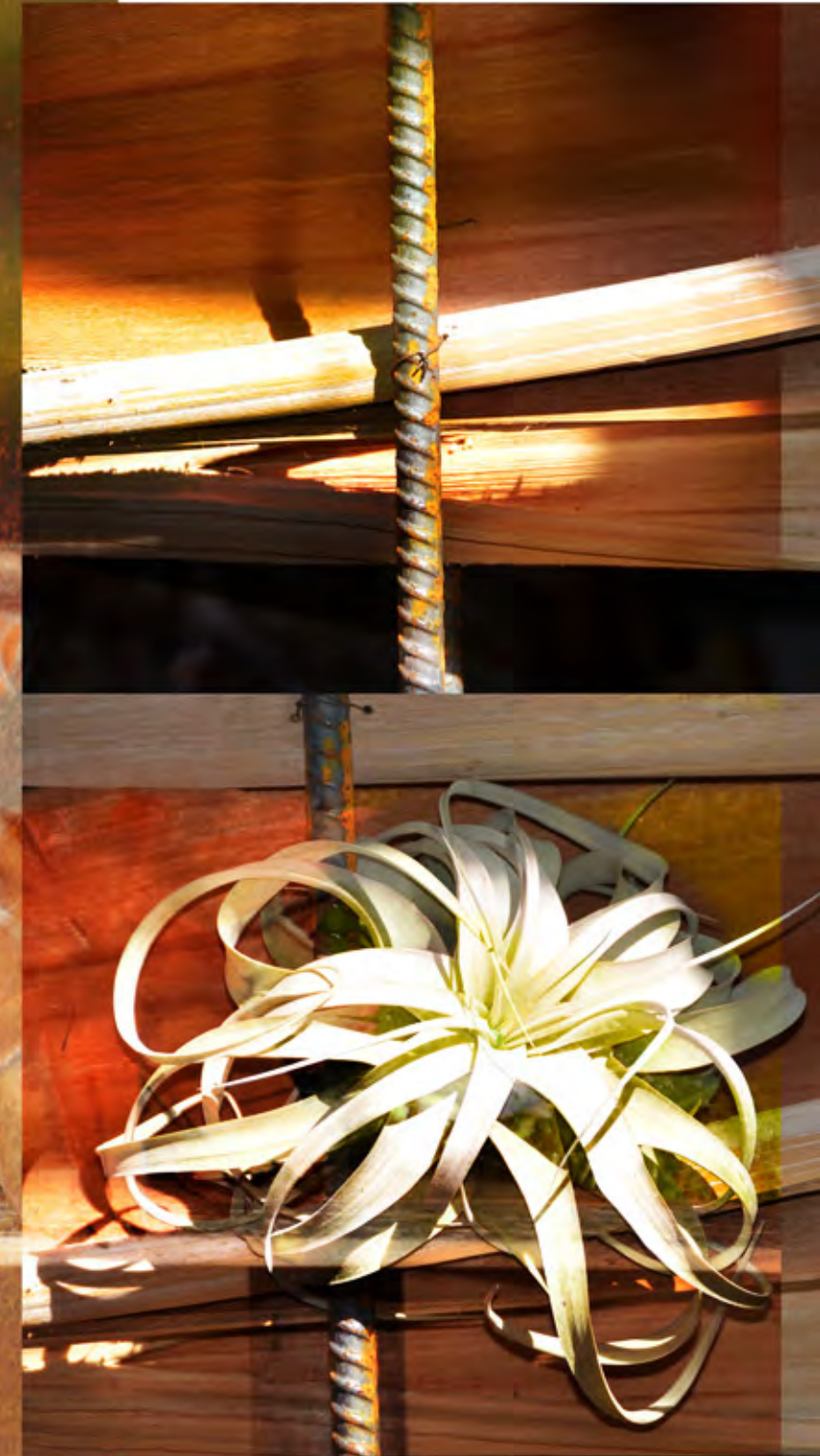
GOT PASSION
SUNDAY, JUNE 30 9:45 A.M | CONCORDE

**GOT PASSION?
GOT FLOWERS?
GOT CREATIVITY?
AND...
GOT CUSTOMERS?**

Come and join us for a completely stunning and innovate session ! We love what we do and always strive to find new applications for our floral designs outside the regular retail and event design areas. The question is : how will you be able to market them? We invite you to take a look and share some of our passion for outside the box floral designs! We will present you with design concepts based on 3 different businesses and design needs. Follow us as we take you from an ultra-modern, cutting edged office , over a whimsical shabby chic-vintage retail operation to a refined-urban rustic restaurant !

The installations are based on custom designed props that will help elevate your florals to being part of the interior design , if not the trademark décor !

**GOT PASSION...
GOT FLOWERS...
GOT CREATIVITY...
AND...
GOT CUSTOMERS?
YES, YOU DO!**









KENNETH SNAUWAERT AIFD,CFD

ASSISTED BY LEANNE KESLER AIFD, CFD, PFCI

SPONSORED BY **BRONZE ELITE PARTNERS**

FED EX | FLORAL DESIGN INSTITUTE

AND **SAN DIEGO FLORAL SUPPLY**

Kenneth Snauwaert AIFD has over 40 years experience in the floral design industry. Kenneth is an award winning orchid grower. He attributes his love of growing orchids to the love and passion of the art of floral design. He has spent most of his career working in retail as both owner and manager of several floral shops. Currently he is a floral supervisor at the world renowned Bellagio Resort in Las Vegas, Nevada where he enjoys the challenge of hotel floral visuals and displays.

Inducted into AIFD in 2008, his creative force fuels his passion for floral design. His talent has been showcased in many floral design shows and workshops. Currently, he serves as president elect of the Southwest Region of AIFD.

His commitment to education is exemplified in his role as student advisor for the Elaine Wynn student chapter at College of Southern Nevada (CSN). Kenneth also serves both as part-time faculty and chair of the Floral Advisory Board at CSN.

Kenneth lives in Las Vegas with his two Maltese dogs Skyler and Kirby

ORCHID OBSESSION
SUNDAY, JUNE 30 11:15 A.M | CONCORDE

MY OBSESSION...



Botanists estimate that there are approximately thirty-five thousand species of orchids worldwide. While most of these species are found in the tropical climate zones, several thrive within the Arctic Circle while others flourish in the intense heat of the Nevada Mojave Desert.

Both the real and imagined qualities of the orchid have found their way into the folklore of many cultures. They have been used as a source of food, medicines, religious charms, perfumes, aphrodisiacs and flavorings; vanilla being the most widespread use. In many parts of the world, they are thought to cure fever, arthritis, dysentery, cough, headaches and wounds.

THE ORCHID IN LORE AND LEGEND

There is no doubt that the Chinese were the first to cultivate orchids. They certainly were the first to integrate orchid into their medical system. Confucius (551-479BC) referred to the orchid as the “King of Fragrant Plant.” Chinese writings indicate that they symbolized many things such as: retirement, friendship, perfection, numerous progeny, all things feminine, noble and elegant.’ Some of these thoughts were echoed in Europe and Japan.

Japanese folklore attributes the orchid with powers of fertility. According to popular legend, the Emperor’s wife, in hopes of overcoming sterility, inhaled the perfume of Cymbidium ensifolium and gave birth to not one but eventually thirteen children! The Samurai grew Neofinetia falcata, the merchants grew Cymbidiums and the peasants grew Bletilla.

Even the ancient Greeks established a connection between human fertility and the orchid. The Greeks drew from word for testicle, orchis when naming the flower with a root tuber bulb of similar shape. It was, in fact, the ancient Greek philosopher Theophrastus, (372-286 BC) who actually named the orchids from the Greek word orchis; since the underground tubers of many European terrestrial orchids resembled a pair of testicles. Certainly these resemblances led to the orchid tubers being used to heal diseases of the testicles and to stimulate lust. Moreover, if given to men as whole fat tubers, these were supposed to produce male offspring and if the shriveled old tubers were given to women, it produced female children. In Greek mythology, Orchis was the son of a nymph and a satyr. During a celebratory feast for Bacchus, Orchis committed the sacrilege of attempting to rape a priestess, resulting in being torn apart by wild beasts then metamorphosing into a slender and modest plant. (13Ma)

William Turner in the First Herbal (1568) gave four main herbal uses of orchids including the treatment of gastritis. Orchids presumably Salep (the dried ground starchy tubers of various orchids used for food and formally as drugs), were dispensed in London in Oliver Crom-



MY PASSION...

well’s time, and before the introduction of coffee hot drinks of Salep were sold in stalls in the streets of London. (Joshi, 2012)

The most famous orchid by product is vanilla. The species Vanilla planifolia was introduced into Europe by the Spanish in 1510 and brought to popularity in the UK when the Marquis of Blandford introduced it in 1800. Unlike Salep, Vanilla can be farmed. The Aztecs had several uses for vanilla but today its medicinal uses are confined to relieving nausea and improving food intake for patients receiving chemotherapy. It is also used as a diagnostic aroma for Alzheimer’s disease, loss of the sense of smell being an early manifestation of this disease. Vanilla pompona was also used to flavor tobacco in Cuba (Joshi, 2012).

MY FASCINATION WITH THE ORCHID HAS DIRECTED MY PATH.





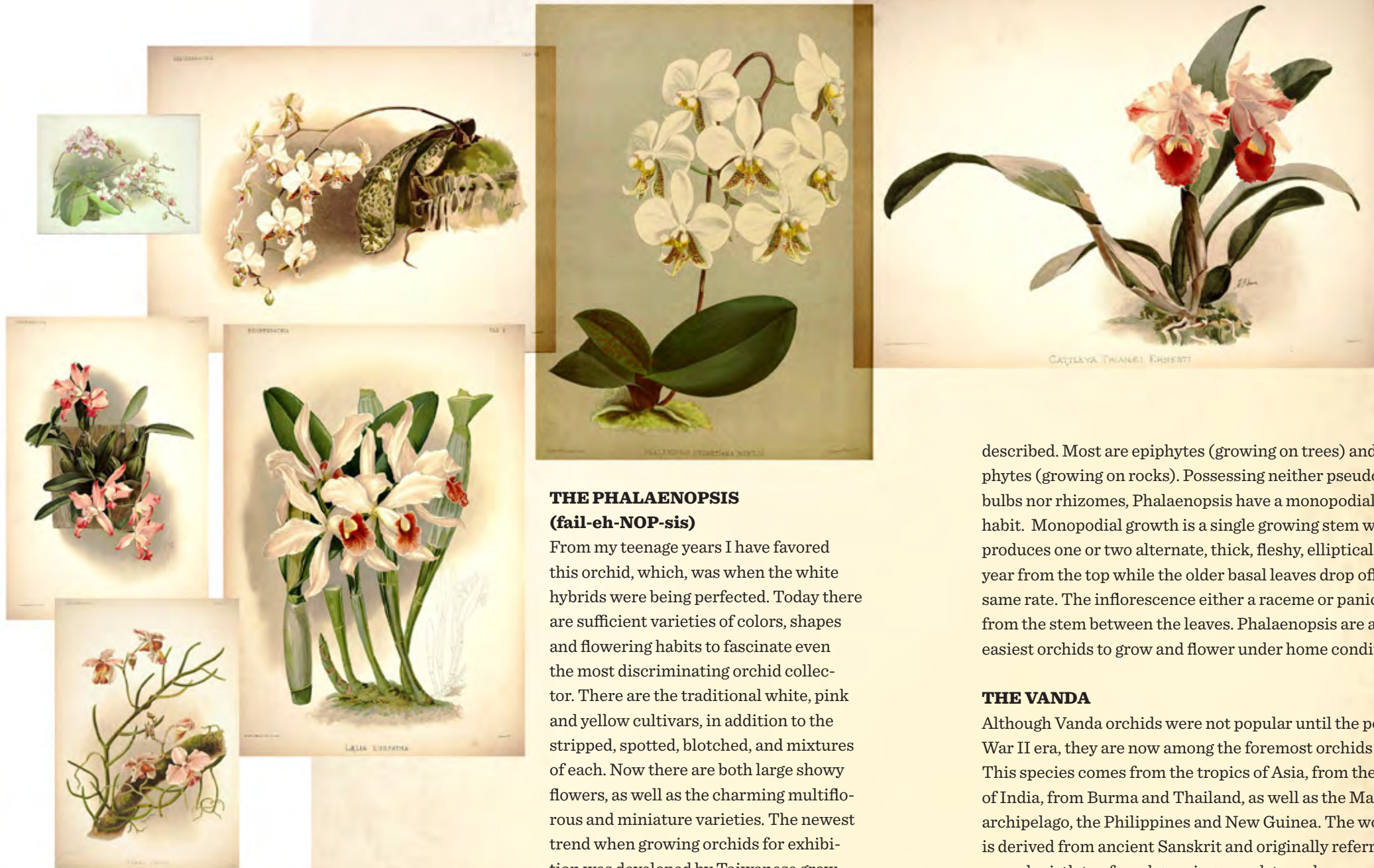
THE CATTLEYA (KAT-lee-a)

Some species of orchid were discovered accidentally, such as the Cattleya orchid. The initial introduction of the Cattleya plant to European botanists occurred in 1818 botanist William Swainson was collecting mosses and lichens in Brazil. He needed a thick-leaved material to bound the collection he was shipping to William Cattley in Europe. A sturdy plant did the trick and off it went with the Swainson collection. When the plant material arrived, William Cattley, an eminent horticulturist, realized that the odd plant was something unusual and, instead of throwing it away, he kept it for study and identification! William Cattley's diligence paid off when the orchid was named after him. Most people picture the large Cattleya hybrids whenever they think or speak of orchids. Because of their color, size and fragrance, the Cattleya dominated the corsage market for decades. It is a genus of over one hundred species are found from Costa Rica to tropical South America. Species range in size from the six inches tall Cattleya luteola to over five feet Cattleya guttata. The Cattleya is a sympodial orchid, which means that it grows pseudobulbs along a central horizontal rhizome.

THE PAPHIOPEDILUM (paf-ee-oh-PED-i-lum)

The Paphiopedilums are among the most widely cultivated and hybridized of orchid genera. Every now and then spectacular new species are discovered. For example, the Paphiopedilum (armeniaceum) was discovered in 1979 and described in 1982. Growers were amazed by the extraordinary beauty of its golden flowers. In addition, growers have bred thousands of interspecific hybrids. Paphiopedilum are sometimes called Lady Slipper Orchid. The genus comprises some 80 accepted taxa including several natural hybrids. The genus is native to Indo Malaysia (South China, Southeast Asia and the Pacific Islands) and India. This orchid species is sometimes confused with its terrestrial cousin Cypripedium. Cypripedium is a genus of its own with 47 species of hardy, lady slipper orchids native to temperate and colder regions of the northern hemisphere. Some Cypripedium grows in the tundra regions of Alaska and Siberia, which is an unusually cold habitat for orchids. They can withstand extreme cold, growing under the snow and blooming when the snow melts. But, in the wild most have become rare and close to extinction, due to an ever shrinking natural habitat and over collection. Common names include slipper orchid, lady's slipper, and moccasin flower.





THE PHALAEOPSIS (fail-eh-NOP-sis)

From my teenage years I have favored this orchid, which, was when the white hybrids were being perfected. Today there are sufficient varieties of colors, shapes and flowering habits to fascinate even the most discriminating orchid collector. There are the traditional white, pink and yellow cultivars, in addition to the stripped, spotted, blotched, and mixtures of each. Now there are both large showy flowers, as well as the charming multiflorous and miniature varieties. The newest trend when growing orchids for exhibition was developed by Taiwanese growers. This new exhibition growing style is referred to as “waterfall”.

Phalaenopsis species are found in Asia, the Philippines, New Guinea and even parts of Australia. The unique structure of the genus immediately distinguishes it from others. Its name means resembling a moth (Greek, phaluna meaning moth and opsis meaning resembling) and they do resemble tropical moths. The first member appeared around 1750. Since then approximately fifty species have been

described. Most are epiphytes (growing on trees) and lithophytes (growing on rocks). Possessing neither pseudo-bulbs nor rhizomes, Phalaenopsis have a monopodial growth habit. Monopodial growth is a single growing stem which produces one or two alternate, thick, fleshy, elliptical leaves a year from the top while the older basal leaves drop off at the same rate. The inflorescence either a raceme or panicle appears from the stem between the leaves. Phalaenopsis are among the easiest orchids to grow and flower under home conditions.

THE VANDA

Although Vanda orchids were not popular until the post-World War II era, they are now among the foremost orchids cultivated. This species comes from the tropics of Asia, from the high lands of India, from Burma and Thailand, as well as the Malayan archipelago, the Philippines and New Guinea. The word Vanda is derived from ancient Sanskrit and originally referred to the sacred mistletoe found growing on oak trees known as Vandaca. The term was adopted for this orchid species by Sir William Jones in 1795.

This genus is one of the five most horticulturally important orchid genera and has some of the most magnificent flowers to be found in the entire orchid family. This has contributed much to the work of hybridizers producing flowers for the cut flower market. Vanda orchids have been bred with their miniature cousin Ascocentrum, reducing the size making them suitable for home culture. Vanda Coerulea is one of the few botanical orchids which can produce varieties with blue flowers, a property much desired. The family is made up of mostly warm and sun loving orchids with monopodial growth habit.

LINKS

For more information go to my website
<http://orchidpassion.info/>

American Orchid Society
<http://aos.org/default.aspx?id=1>

International Phalaenopsis Alliance
<http://www.phal.org/journal.htm>

Orchid Digest Corp
<http://www.orchiddigest.com/>

Royal Horticulture Society
(International register of orchid hybrids)
<http://www.rhs.org.uk/>

RF Orchids- Homestead, FL
<http://rforchids.com/>

Hilverda-DeBoer
<http://hilverdadeboer.com/>

Anco pure Vandas
<http://www.vanda-by-anco.nl/87/Anco-pure-Vanda-Vanda-de-juweel-onder-de-orchideen-anco>

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DEBBI BARRETT-HOLT AIFD,CFD

SPONSORED BY **GOLD ELITE PARTNERS**

GREEN POINT NURSERY

AND **HAWAIIAN TROPICAL FLOWER COUNCIL**

Born and raised in Hawaii, Debbi has been in the floral industry for over thirty years. She currently owns Floral Network LLC located at the Pacific Guardian Center in the prestigious business district of downtown Honolulu, where her focus is on corporate accounts, special events and weddings.

Debbi studied under Bill Hixon, Phillip Rulloda and Hitomi Gilliam. She met many of her floral friends through the Benz School of Design at the University of Texas A & M, Hitomi's Canyon Beach Workshop and the Michigan Floral Association's annual conference where she gave a workshop on leis, tropical arrangements, Hawaiian culture, hula and music. But it was also at this conference where she and her husband, Keaulana, first met James Hynd Jr. and artist Jacque Guiffre who have become their dearest of friends.

A trained hula dancer under the late Ma'iki Aiu Lake, Debbi also continues her training in Sogetsu. One of the highlights of her career was to design the State of Hawaii's most recent Governor's inauguration and gala event. However, her greatest accomplishments are her children Brandi Namahoe and Lt Kahaku Barrett and blessed with 22 month old granddaughter Sanoe Kaoleiokuwahine Namahoe and pet dog Zoey.

“PULSE OF PARADISE” LUNCHEON
SUNDAY, JUNE 30 12:00 NOON | CHAMPAGNE

My goal was to create an atmosphere of the Hawaiian Islands that would beckon you with the spirit of “aloha”. With AIFD designers residing on different islands, an island rendezvous filled with exotic tropicals was created to introduce you to each island. With our island sponsors Green Point Nursery and the Hawaiian Tropical Flower Council we say “*Aloha and E Como Mai*” ...Come and experience the “Pulse of Paradise”!

EXPLORE HAWAII THROUGH T
THE PULSE OF PARADISE



CINDY ANDERSON AIFD,CFD, PFCI

SPONSORED BY **DIAMOND ELITE PARTNER**

SMITHERS-OASIS

Cindy is currently living in Colorado Springs, Colorado. She started her floral training during her junior year of high school in San Antonio, Texas and continues to work in the floral business today as a Freelance Designer and Educator. Though not formally trained, she places a high value on the mentorship she received from florists in Texas, New York, Colorado, and Nevada while working in this industry. She has also trained with floral designers in Europe.

Cindy traveled with her spouse who served in the Armed Forces and they spent seven years abroad. That travel allowed her to work overseas and exposed her to floral design techniques used in Europe and Asia. She has worked in many flower shops across the nation and has over 30 years of retail and event floral experience. Cindy was inducted into American Institute of Floral Designers (AIFD) in 2004, and Professional Floral Communicators International, (PFCI) in Sept 2011. She is currently a member of Floral Association of the Rockies.

Cindy has worked with prestigious designers across the country and has designed for numerous educational programs, wholesale open houses, co-presented “California Natural” at AIFD’s 2011 Symposium, and presented a wedding luncheon at AIFD’s 2009 Symposium. She has given programs such as “Weddings: From Consultation to Completion”, Competition Workshop, “What to Expect and How to Live Through it”, “Not Your Grandmothers Centerpiece, How to work with Permanent Botanicals”. She has been sought out to design for many high profile events, and has been published in national magazines. She is currently working as a freelance designer and remains active presenting design programs and teaching design workshops for Floral Association of the Rockies.

Cindy has competed in several national and local competitions. She placed first in Society of American Florist’s Sylvia Cup in 2009, second in 2011 and 2005, first in Floral Association of the Rockies’ Bridal Bouquet Competition in 2009, 2010 and 2011, and first in Colorado Retail Florists Association’s Colorado Cup Competition in 2008 and Floral Association of the Rockies’ Rocky Mountain Cup in 2012

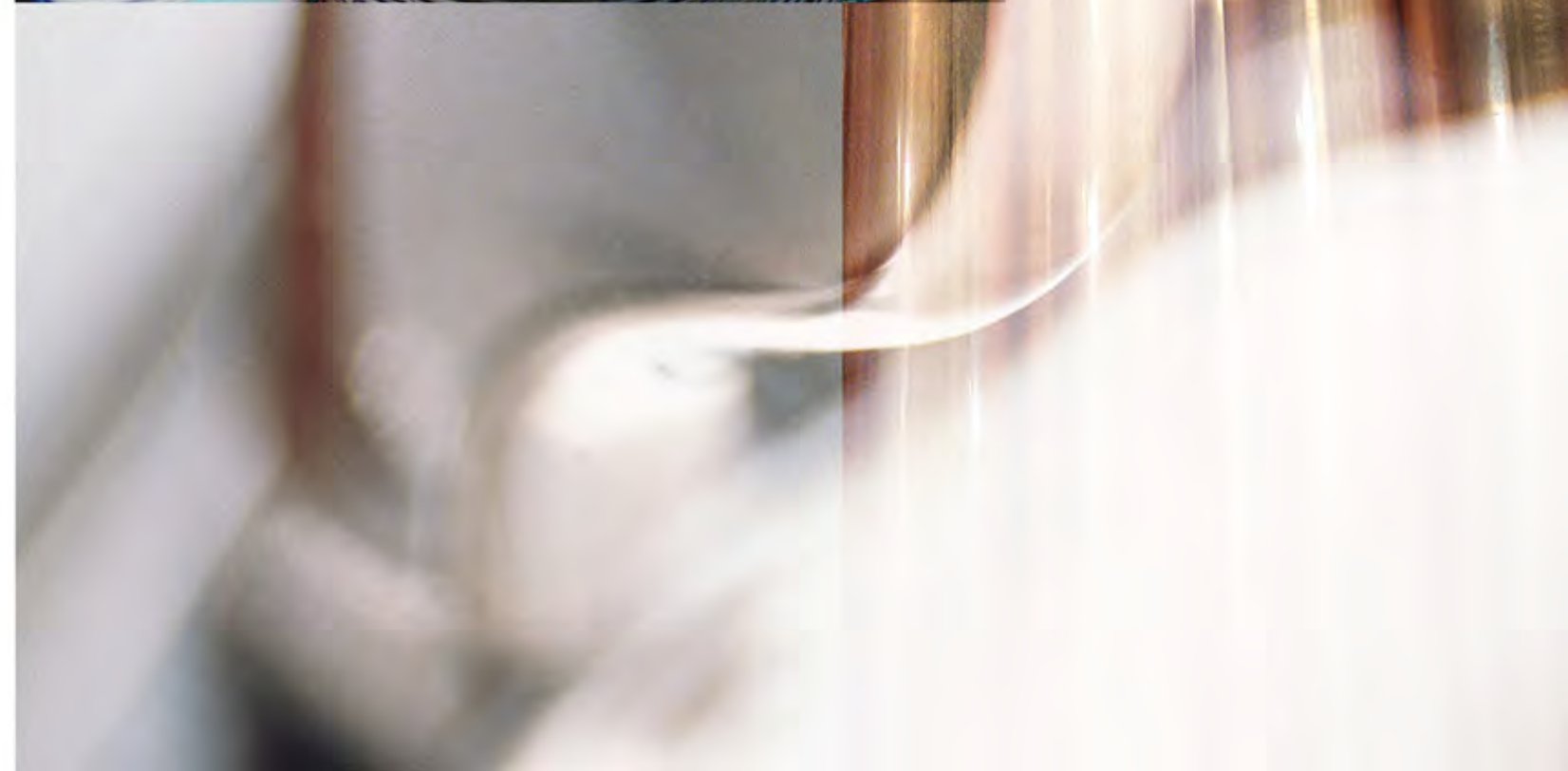
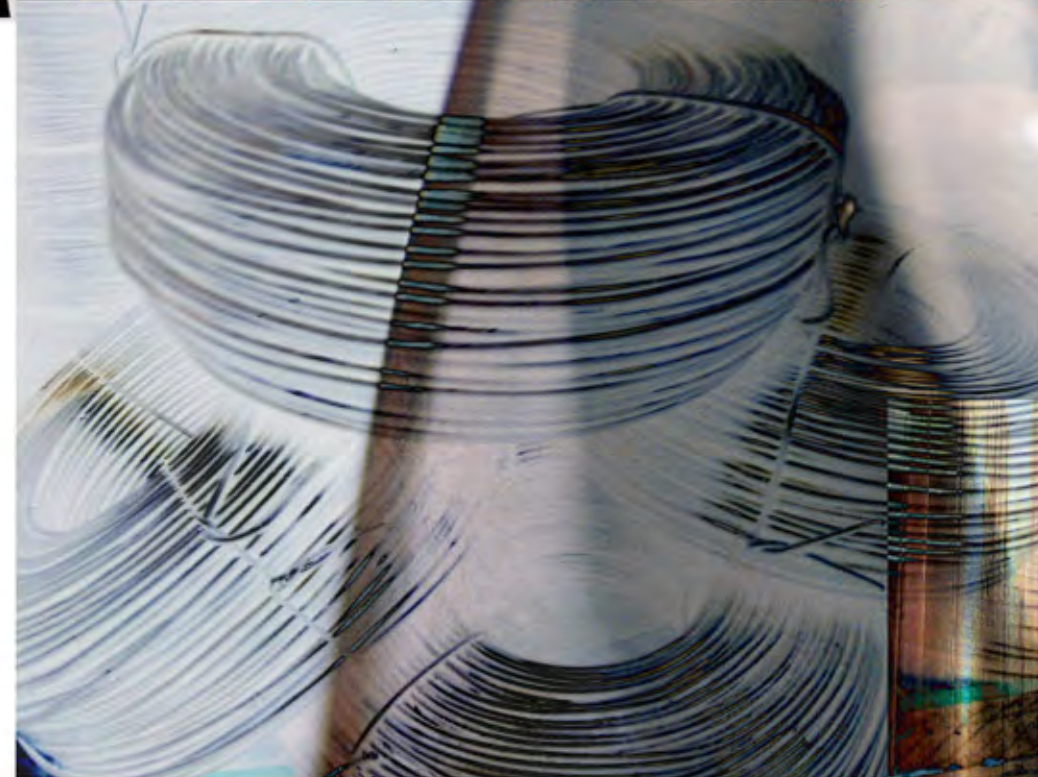


TOOL BELT DIVA

SUNDAY, JUNE 30 1:30 P.M | CONCORDE

TOOL BELT DIVA

“Tool Belt Diva”, that title conjures up all sorts of images. Who isn’t a Diva at some part of their career! Where the tool belt comes in is the important part. Every industry, including our own, is in a constant state of renewal and revision. The foundation of our knowledge is our beginning steps into our industry. Whether this knowledge comes from schooling, work experience, or just casual hobby practice in our own homes, it all has value. This foundation becomes fuller and firmer with all of our years of work experience. We add to this foundation of knowledge by furthering our education and updating our skills and techniques. We do this by attending workshops, programs, symposia, etc. This foundation of knowledge is our metaphorical “Tool Belt”. In it we place more than physical tools. Every time we have the opportunity to work with another designer is an opportunity to add tools to our tool belt. The “Tools” we place in our tool belts are design tips, techniques, new or old mechanics that we didn’t know, methods of using new and known product. Every time we attend a program we have the opportunity to learn something new. When we reach out for knowledge we will usually find it and bring back a new “Tool” for our tool belt. We are only as good as the “Tools” we have to rely on in our tool belts. Education is paramount for us to remain relevant to our industry. With our client’s needs becoming more and more diverse in this age of global information, we must keep up. That means diversifying our look and showing our art. Our clients can now look at anything from around the globe and they do. Our styles need to be flexible enough to meet their needs. To do this we must diversify our product and give them something new to look at.



We have a plethora of hard goods available to us from our industry and our industry partners, and we love that. However, diversifying ourselves may take us out of the wholesaler and into our local home stores for new inspiration. All of us have had to make that last minute run to our local home store for supplies before setting up that big event or wedding. There are things there that we just can't live without, and are not supplied by our wholesalers. Any designer can take an arrangement and put it atop a lovely vase for a centerpiece, and all of us have done it more times that we can count. But when the design calls for a little more creativity, we rely on the tools in our tool belt and look for new ways to deliver.



After several years of attending our national symposium, sitting in the audience, reading the programs like you are now, and imagining what the program would be, I would inevitably hear the presenter say, "you can get this at your local home store", or "go to your local home store for...". So, I thought to myself, why not start at the local home store. That is how "Tool Belt Diva" was born. Whether it is the "orange" one, or the "blue" one, or the locally owned "red" one, they all have inspiration to give. The "blue" store's motto is "Never Stop Improving", and isn't that what we're all about. This is why we attend symposium in the first place.

We are always looking for new forms of inspiration. We get it from art, architecture, agriculture, media, nature, it is all around us. We designers find our own inspiration in something that speaks to us. For me that is structures. I find strength in structure and look to present a larger impact with a smaller amount of product. I respond to things that have movement and rhythm or a powerful impact. I want to create things that give you that "pull the car over" moment. But, I also want to give you that "why didn't I think of that" moment.

I am a "hands on" tool belt kind of girl. If I can see how to make it, I will do it myself. If I wasn't a Floral Designer, I would be an Interior Designer, and I have been my own. I am quite at home in our local home stores and get a lot of inspiration from them. I have quite a few tool belts. So, let me show you what inspires me. We'll use many different types of building materials in ways that will make you think twice the next time you pass them by.

I hope that you will realize by the end of this program that education is the most powerful "Tool" in our tool belts. I enjoy teaching in this industry

and I feel responsible to do so. Part of our oath as AIFD's is to educate future generations of professional floral designers, it is also our responsibility to learn. There is a Chinese proverb that says "To teach is to learn", and I learn something every time I attend from students and designers. If you take anything away from this program I wish it to be this:

"Learn from those who can teach you, then teach those who can learn from you". It is our responsibility.



give them something new to look at.



ARAIK GALSTYAN

TRANSLATION BY AZHENY ZDEB AIFD, CFD

SPONSORED BY **PLATINUM ELITE PARTNER**

FTD

Araik Galstyan is a Russian floral designer, a founder and principal of his floral design school, and an owner of downtown Moscow flower boutiques and a flower magazine. Araik participated in numerous floral championships, shows, demos and exhibitions in Russia, CIS and all over the world. In 2007, he took part in the Europa Cup of Floristry in Slovenia as a repre-sentative of Armenia. In 2010, he participated in the 13th Interflora World Cup and won the People’s Choice Award of Dutch Creations Company. In 2011, he won the People’s Choice Award again, being a competitor for the Europa Cup of Floristry in Czech Republic. Araik was also an of-ficial floral designer for the Sotheby’s Moscow branch, Moscow Millionaires Fair, Moscow International Festi-vals of Performance Art ‘Traditions and modern times’, and so on. He holds master classes and searches for new ideas and techniques in floral art. His motto as an artist is to capture the transient beauty of flowers in a design.

INNOVATIVE APPROACHES
TO INTERIOR DECORATION
SUNDAY, JUNE 30 3:00 P.M. | CONCORDE

Araik Galstyan

FLORAL DESIGN SCHOOL

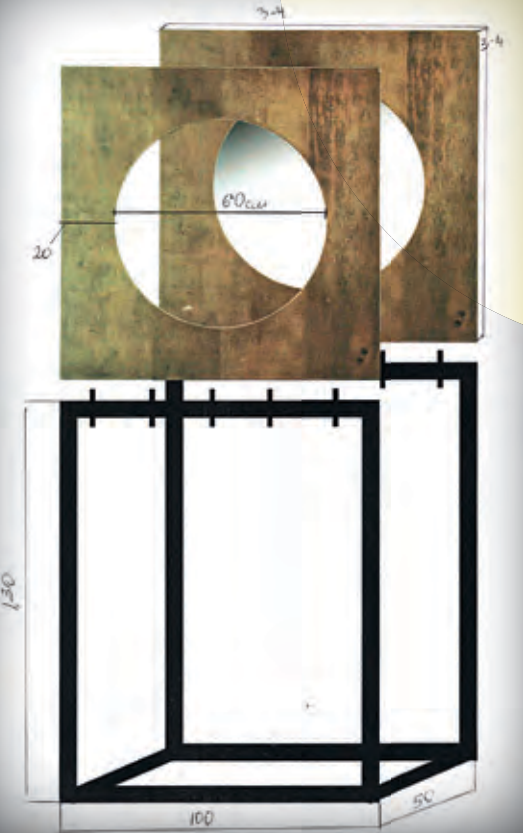
WWW.ARAIKGALSTYAN.COM

Innovative Approaches to Interior Decoration

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Araik Galstyan
FLORAL DESIGN SCHOOL
WWW.ARAIKGALSTYAN.COM

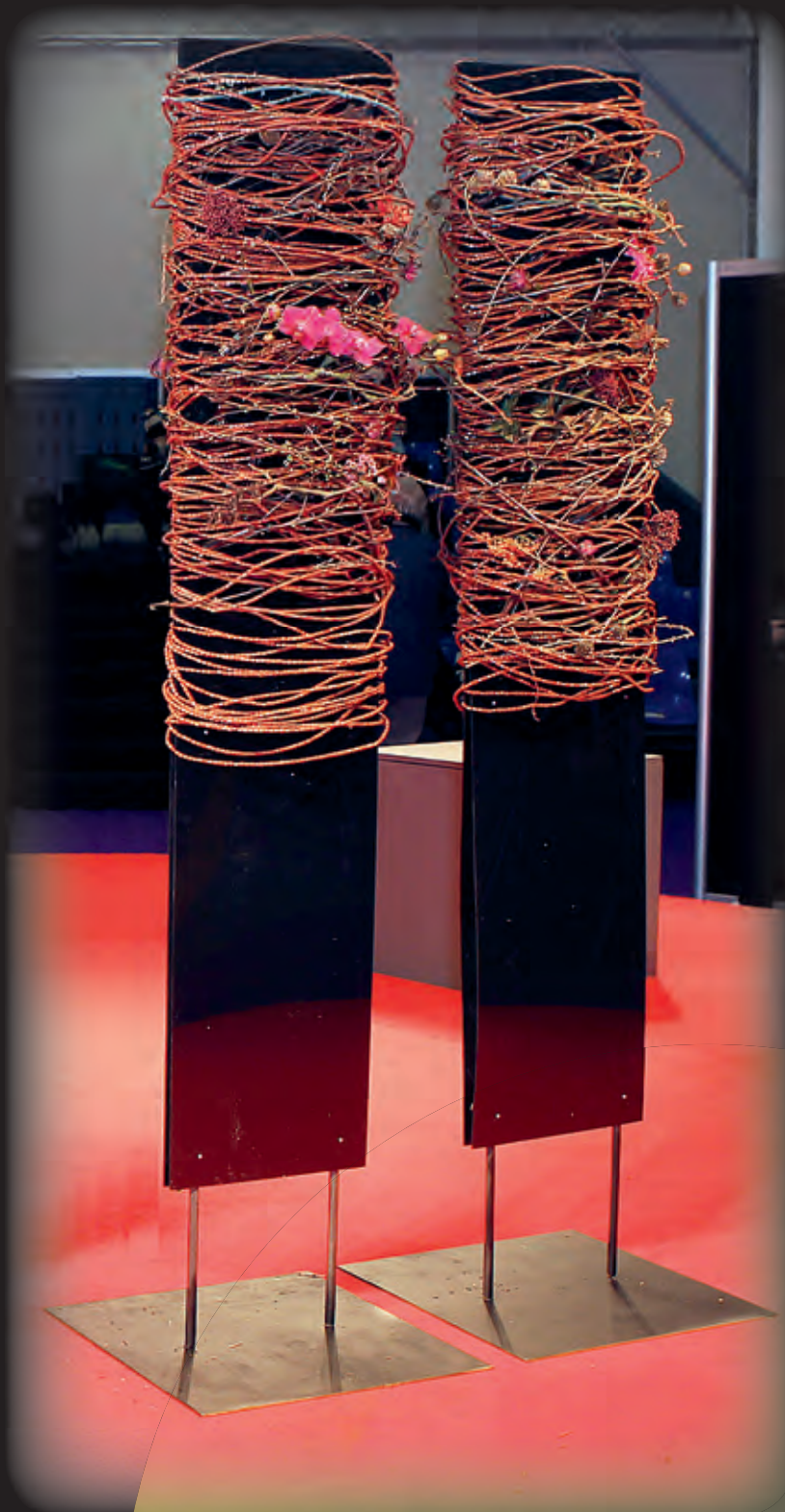


Why did I give such a name to my program?

The fact is I have several flower shops in Moscow now. And it's my personal observation that our customers most often order an interior decoration of large rooms, such as halls of hotels, restaurants or business centres, villas. In this respect, my choice to call the program "Innovative Approaches to Interior Decorations" is made not by chance at all. Moreover, this subarea of floral design has always been of great interest to me, because interior decoration work is able to give a lot of possibilities for creating, makes you invent new techniques and apply offbeat floral materials. Innovations can surely be a part of any floral design, but interior designs allow florists to use their imagination in full measure. For example, in one part of a hall you can place a small original composition and in the other one is set a huge hanging object..

Why do I present this program?

Because I want to share my ideas, concepts, vision and the used solutions with my colleagues and friends. Nowadays, I'm sure, any creative exchange of information and experience, especially at the event like this, will be a guarantee of successful creative development. Programs with an innovative component inside are usually much needed in the world and arouse a great interest. At every turn we see that designers and architects search for and apply something not used before. Just such projects, whatever field of activity they may belong to, can be exclusive, unique and, as a result, needed.



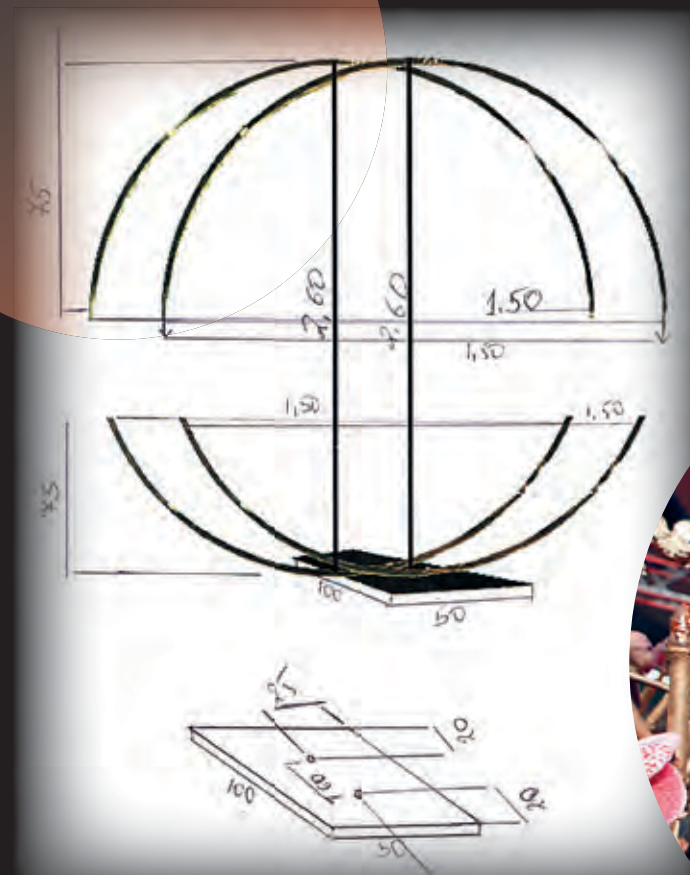
Anrak Galst'yan

FLORAL DESIGN SCHOOL
WWW.ANRAKGALST'YAN.COM



An idea is the heart of any floral project, any program

I would like to tell you how the idea of these turning circles came to me. Taking into account that the program name is the "Innovative Approaches to Interior Decoration", I had to figure out first what kind of interior my designs will be the most suitable for. In most cases hotels, restaurants, business centres, and villas have their own original and unique style, which is impossible to ignore. The theme of the Symposium, the "Passion", dictated its limitation on my vision also. The style which I consider to be the closest to me and harmoniously combining with modern interiors is Art Deco. Trying to put these things – the theme and the style – into one, I have envisioned something luxurious, with original geometry and bright specks, expressing play of emotions. What geometrical shape is symbolical of eternity, fullness, and completeness? It's definitely a circle. Well, just in that moment there appeared in my mind the form, color and movement I would tried to express in my designs then.



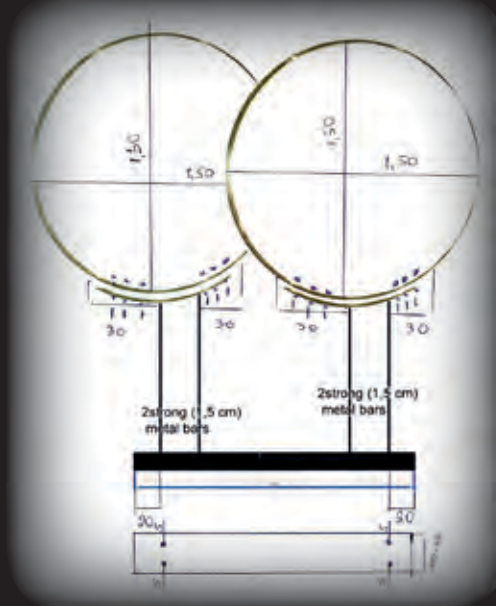
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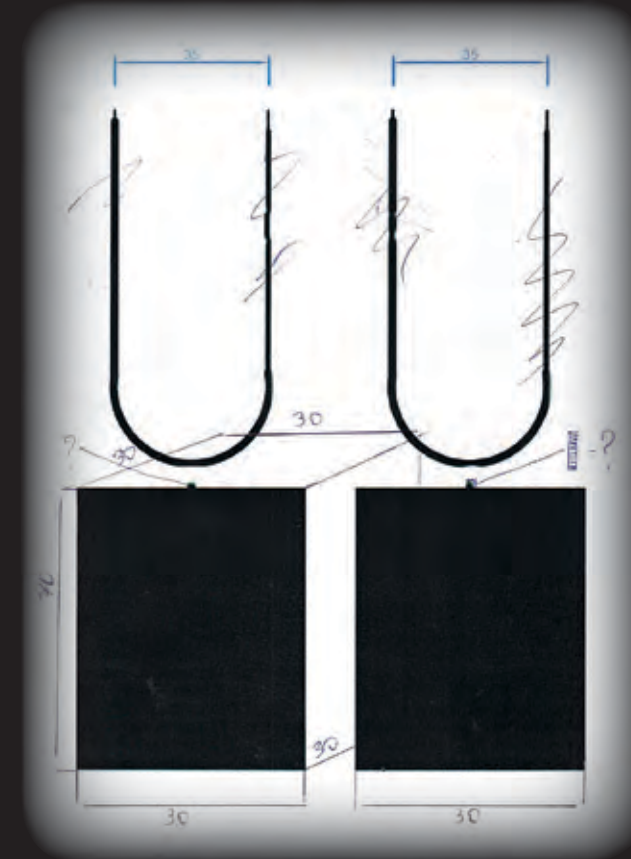




Creation is always autobiographical. Whatever a person creates, it will always have an imprint of his individuality. By nature, I am passionate and startling – that had to be surely reflected in my program. How did I put these things into my work? By choosing particular flowers and color gamma. Using bright and sunny flowers, I intended to show kindness, generosity and exuberant positive emotions. And the flowers being not very expensive and elegant would only emphasise and brighten up a luxurious Art Deco interior.



Araik Galstyan
FLORAL DESIGN SCHOOL
www.araikgalstyan.com



What is a technique for the design?

Usually, this question is the most difficult and has no unequivocal answer. But in the given project I saw clearly from the very beginning that a technique of putting flowers into water would be the best one. I think it's really a harmonious part of the project as from the point of view of the total concept so from the point of functionality. Water will definitely allow to built a real oasis of life among a luxurious interior of glass and marble having its beauty and freshness for a long time, that is very important, for example, in a huge halls of a hotel or a business centre where the stream of people almost never stops. However, in this age of technologies and innovations it's difficult to manage without working with artificial components. As a supplementary technique, I used the way of putting and fixing the flowers to self-adhesive synthetic material, whereby the flowers would have the best appearance for twenty-four hours.

I was often asked where I would place my bouquets, compositions, constructions, etc. I would like to tell you the very design is mainly for interiors demanding something modern and complex but at the same time functional, able to be transformed without extra efforts and costs. This is just the purpose I set while working at my designs.

My works can be used separately as self-sufficient objects, but if there is a need to change something in the given interior, they are able to be easily brought into one. As a result, you will have a new and original object with no extra costs.

ARAIK GALSTYAN FLORAL DESIGN HOUSE
Moscow Russia www.araikgalstyan.ru
ARAIK GALSTYAN MOSCOW INTERNATIONAL FLORAL DESIGN SCHOOL
www.araikgalstyan.com
<https://www.facebook.com/ARAIKGALSTYANMOSCOWSCHOOL>

ЖУРНАЛ "ЦВЕТЫ WORLD" / MAGAZINE "FLOWERS WORLD"
<http://world-floral.com/> <http://world-floral.ru/>
<https://www.facebook.com/CvetyWorldAraikGalstyan> (New Project)

Araik Galstyan
FLORAL DESIGN SCHOOL
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CATHY BRUNK AIFD, CFD TIFFANY HAMMOND AIFD, CFD

SPONSORED BY **GOLD ELITE PARTNER**

NATURE'S FLOWERS

AND **SILVER ELITE PARTNER**

UCI AND **CONNIE DUGLIN**

Celebrating my 37th year in the floral industry, I am blessed to have had so many opportunities in my career. Starting out in retail, then moving onto wholesale, teaching, mass market, visual specialist, freelance and stage designer. Being selected to be on the Presidential Inaugural team was a true highlight as well as working with Fiesta Floats for the Rose Bowl Parade. Also, designing for the Minnesota Governor Inaugural's, governor's residence, celebrity clients and traveling the world sharing my passion for design and everything that is the floral industry!

I am currently working with RJKramer Designs in Saint Paul Minnesota and Archibald Flowers in Rancho Cucamonga California. I love going to California at the holidays because I always manage to go to Disneyland and see dear friends that live on the west coast.

I have been a proud member of AIFD since 2000 and I am truly honored to be part of the Passion team. It will be a joy to work along with Tiffany Hammond to create a beautiful atmosphere for all of the award recipients and the inductees. We are both excited to bring the "Rat Pack" feel back to Vegas !!

Tiffany Hammond has been in the floral industry for 21 years. She began her career working in retail floral shops. Since 1996, she has been working at Forever Floral in Coon Rapids, Minnesota. Starting out, she assisted customers and watered plants, moving into a design position after completing her diploma as a Professional Florist from Hennepin Technical College in Brooklyn Park, Minnesota. In 2000 Tiffany got the opportunity to teach floral classes part-time at Hennepin Technical College. She graduated with a Bachelors degree in Business Administration in 2001 from Metropolitan State University (St. Paul, MN). In 2006 she became the director of the Floral Design program. Tiffany truly loves teaching floral design at HTC and dedicates herself to her students. In 2011 she was nominated as an Outstanding Educator in the Minnesota State Colleges and Universities system.

Tiffany has shared her talents by presenting design programs at local wholesalers and schools in the Twin Cities area. She is quite active in the industry as board member and convention chair for Minnesota State Florist's Association. In July of 2012 Tiffany was inducted as an accredited member of AIFD. I am looking forward to creating a spectacular event!

**A PLACE IN THE SUN
AWARDS/INDUCTION
DINNER + DANCE CELEBRATION**
SUNDAY, JUNE 30 8:00 P.M | CONCORDE

The location of this year's symposium immediately inspired us; "Classic Vegas" seemed the perfect path to explore. The Rat Pack and The Sands were a cornerstone of 1960's Las Vegas. The tagline of the casino - *A Place in the Sun* - gives the perfect theme for a night to celebrate the AIFD Inductees and award recipients.

The color palette is inspired by the decade and is also hugely popular today. Vibrant oranges contrasted with turquoise create a dynamic color harmony. Gold and glass vessels are the perfect touch to bring in the elegance inspired by classic Vegas. Our sponsor, UCI carries an extensive line of fantastic containers to convey our theme of glamour throughout the dinner event. Nature's Flowers grows varieties that perfectly complement our design styles and theme of the evening. The options available through Connie Duglin Specialty Linens add an extra touch of style to the overall setting.

Many of the flowers grown by Nature's Flowers are wonderful to use for large statement pieces. Perfect to showcase on stands embellished with elegant Las Vegas inspired logos on the ceremony stage. The idea for the stage decor is to have it ornamented with vibrant flowers that really speak.

Our theme and color palette are inspired by the sophistication and fashion of Classic Vegas. Yet we will integrate modern products and techniques within our designs. We will create a fabulous setting for an evening designed to celebrate the AIFD class of 2013 and their "*Place in the Sun*".



TOMAS DE BRUYNE

SPONSORED BY **DIAMOND ELITE PARTNER**

ACCENT DECOR

AND **BRONZE ELITE PARTNER**

REINERI

Tomas De Bruyne, Belgian floral designer, has his own consulting company and is a member of Life3, a company created as a collaboration between Tomas and two other renowned florists, Per Benjamin from Sweden and Max van de Sluis from the Netherlands.

Tomas’ work is about giving soul to nature, in particular to flowers. He looks for ways to visualize and make tangible the mystery of beauty. His original style and personal passion for everything that is beautiful makes his creations extraordinary. He gives nature a voice and lets her speak through his hands.

He has vast experience in creating, starting with a design, and daring to be innovative. He shows what imagination can make possible, not only in his works of art but also in the application. Flower arrangements are more to Tomas than making art with flowers. It is Design that deserves a broad public and new surroundings.

Tomas’ creations have embellished many national and international events in more than 40 countries worldwide. These creations show us how Tomas’ positive attitude toward life is the basis and motor of his creative power for his extensive, successful work. It is no wonder that he has enriched not only his own life, but also that many others.

Tomas is a judge at national and international floral competitions. He gives seminars, lectures and demonstrations all over the world as has realized many prestigious projects worldwide, such as decorating big trade fairs, high-brow events, luxury parties and fashion shows.

He has also contributes to various flower arrangement publications and published many floral art books on his own as well as with Life3. These books have become a reference within the floral world and as used as official educational books in floral schools.

Tomas De Bruyne is a floral designer who reached the top by winning multiple national and international awards in Floral Design. Holder of the “Fleur Cup Belgium” in 1998 and Belgian Champion 2001, he won 5th place in the World Championship in 2002 and won the award for Best Technical Work at the World cup.

THE SEDUCTION OF PASSION
MONDAY, JULY 1 8:00 A.M | CONCORDE



I ntroduction

Over the many years I have worked with flowers and natural materials, I have developed and grown into a different person. Flowers do that with people. They throw you inside yourself to what really matters.

Nature is the most sincere form of life, showing sheer beauty in all its simplicity and honesty. It is unavoidable when working so intensely and closely with nature not to be swept off your feet and lose yourself in the intricate pattern of what real beauty can accomplish. Unintentionally, your perspective of life changes and adapts itself towards more in-depth feelings and emotions.

The thin layer of lacquer that normally covers our lives and our society slowly starts to disintegrate in the face of what nature has to offer.

There is a steady tendency for all of us to want to be in closer proximity with things that are real. Never before has there been more interest in alternative medicine, in alternative forms of belief, in back-to-nature holidays, where you can be one with nature and the universe, and draw upon this strength.

Travelling to other continents, experiencing and learning from other people's ancient cultures and history has brought me an understanding of my own tiny existence on this wonderful planet.

As a floral designer, I feel privileged to be able to spend a large amount of my time working with nature and to let myself be inspired by it.

My urge for creating cannot be quenched, and will remain as long as I feel I am able to touch people in their hearts and souls by the creations I make.

I do hope I can touch yours at this AIFD Symposium in Las Vegas.

Tomas De Bruyne

Passion for flowers is what we all share, we seduce the people around us with the beauty of nature through our communication, through our flowers.



WHO IS **Tomas De Bruyne**

Tomas De Bruyne, Belgian floral designer, has his own consulting company and is a member of Life3, a company created as a collaboration between Tomas and two other renowned florists, Per Benjamin from Sweden and Max van de Sluis from the Netherlands.

Tomas' work is all about giving soul to nature, in particular to flowers. He looks for ways to visualise and make tangible the mystery of beauty. His original style and personal urge for everything that is beautiful make his creations extraordinary. He gives nature a voice and lets her speak through his hands.

He has vast experience in creating, starting with a design, and daring to be innovative. He shows what imagination can make possible, not only in his works of art but also in their application. Flower arrangement is more to Tomas De Bruyne than art with flowers. It is design that deserves a broad public and new surroundings.

Tomas' creations have embellished many national and international events in more than 40 countries worldwide. These creations show us how Tomas' positive attitude to life is the basis and motor of his creative power for his extensive, successful work. It is no wonder that he has enriched not only his own life, but also that of many others.

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W Passion is a gift of the spirit combined with all the experiences we have lived. It endows each of us with the power to live and communicate with unlimited enthusiasm. Passion is most evident when the mind, body and spirit work together to create, develop and articulate, to manifest our feelings, ideas and most sacred values.

Passion for me is like the scent of a flower. Scent is not to take or to hold but it takes us to another level. Passion gives me the ability to forget time, my ego and myself which can only prove that real design comes from the heart.

It is passion that brings you to a level of skill, to a level of accomplishment, able to charge your designs with an emotional value for flowers, this is what we all do.

W Flowers are able to speak and seduce for themselves, without any need for words. As I get older, I realize that flowers do talk, do communicate with us. However, it is up to us to allow this, to listen, see and absorb their magic.

Seduction, passion, focalize

During this presentation, I want to focus on the dimensions of beauty in the world of flowers: their colors and combinations, forms and shapes, textures, and so much more.

In the presentation, I will share my knowledge and view of our profession. It will be a combination of sharing my passion for flowers and welcoming you to my universe of design.



When attempting to answer the question of what passion means to me, other questions surfaced. There is much more to passion than love and strong emotional feelings between people. Passion for things, events and ideas. What does it mean when one has a passion for something? What can we be passionate about? What separates people with passion from those without passion? Do we all have the ability to be passionate and simply channel it differently? Is passion always positive or can passion be negative? Is there a link between passion and purpose?

Passion enables us to overcome obstacles (both real and imaginary) and to see the world as a place of infinite potential. The passionate spirit looks at every occurrence and discovers the inner energy, that hidden power within us that we use when achieving goals far beyond our imagination! When we see who we truly can be, who we should be and what we will be.

When passion is mentioned it is not merely a theoretical word but more a 'do' word. The passion drives us to continue being who we are and doing what we do. This is the very same passion that Per, Max and I at Life3 feel for our profession - this intriguing, inspiring and most beautiful of professions! The same passion that we share with so many colleagues. The emotion between our urge to create and to express through flowers. The passion that makes us strive further. Even at times when this wonderful profession of ours is not a dance of just roses... but also with thorns. Days of hard work in less than enjoyable conditions; cold, long hours, backpains and sore fingers, not to mention low wages! But all that is forgotten every time we touch a flower, when we start the process of creating, whether it be an everyday bouquet or a competition piece, this flame of passion is alight and we tend to forget all the rest. And even if we do remember, we know it's all worth it!

Sadly, we see today a problem on the horizon: less energy and passion being put into the profession. There are so many other things competing for the passion of creative people today, in an age when « everything is possible ». There are so many outlets to channel creativity and passion. We need to make our voices heard and show the endless possibilities available to us and focus less on the potential problems. We need to find young and passionate people to maintain our profession. This is up to us who work in the industry today. Let's show the passion to the future florists!

Our task as performers nowadays goes beyond doing our own private one-man show. It is about sharing knowledge, insight and information, all wrapped up in an entertaining way. It is about opening possibilities to you, our audience, so you can develop your own style and personality.

Passion is a gift of the spirit combined with the experiences we have lived. It endows each of us with the power to live and communicate with everlasting enthusiasm. Passion is most evident when the mind, body and spirit work together to create, develop and articulate or to manifest our feelings, ideas and most sacred values.

To summarize, my passion is the main ingredient in my profession. It gives me the energy to move forwards, on good days as well as bad days. Passion can transform the negative into positive, it enables me to forget time, my ego, myself and it favours designing from the heart.

Color is all around us and different colors affect our mood and emotions differently. Through being passionate about flowers and using their many different colors, we can reach the heart of our audience more easily. The challenge for me is to work with different colors whilst staying within the range of no more than 20 degrees from each side on the color wheel.

Some of my designs can start from the shape of a vase or a container. The passionate quest to search for the right flower to achieve balance and harmony brings me positive energy. This is the same process when starting with a beautiful flower and then finding the right container.

" To work is to charge things you fashion with the breath of your own spirit, giving nature a voice, and let her speak through your hands "
Kahlil Gibran

Sometimes it is exciting to start working on a structure, to see step by step how you build it to an end. When you are passionate, you will search to find exactly the right flowers and colours for the structures. I believe that, when colors and flowers make up a design and when passion is added to it, this results not just in a meeting of various units but becomes a true unification of elements.

To me, flowers are emotions and harmony, profundity and contemplation! Working with flowers is like painting with music. The art of painting, the power of music and the creativity of flower arranging, together express some of the deepest emotions in a tangible and audio-visual way. The universal language of art, and more specifically the art of flower arranging, has the power to make indefinable feelings more explicit and becomes a barometer of our time.

Looking to the future and what it will bring qua trends, colors, and techniques, what the consumers' needs will be and how to implement those in our designs without losing respect for our own style, that is the recurring challenge.

When I design in a passionate way, I subconsciously reflect on myself and my identity through my designs. How I feel, how I see materials, colors, art, etc.. Some materials, flowers and certain art can lighten up my creativity and become a challenge to work with. This feeds my passion to continue.

Another flow of positive energy is inspiration, and we can affect and direct this with the power of our mind. There is no doubt that one can find inspiration by looking at other art and design forms or colleagues' work. We can and will be inspired. But first of all you need a positive attitude. I feel strongly that flower design is definitely a form of art.

Passion is the energy that brings out the best of YOU. It's being who you are and doing what comes naturally, in any field of life, but preferably in the domain of flowers!

Passion is pure and an honest form of being ; it can be created and grown, but not imitated. That is why passion is so powerful in determining the authenticity of a floral designer in general, and an organization such as Life3 in particular, with our creations or services. Designs and ideas from artists and colleagues can be inspiring to others: through your own creativity, using techniques, knowledge of materials, insight and passion, you produce something different. That makes the creative world grow and become more interesting. Inspiration is of utmost importance, it is energy for our passion. This is why we make the Life3 books. We want to give energy and the possibility to others to feed and maintain their passion for flowers.

It feels great being here at this AIFD symposium stage after Palm Springs and Kansas City, among this big group of friends. Aifd symposium is an amazing meeting place of colleagues, friends and students gathering with only one purpose: to share the passion for flowers and the floral industry.

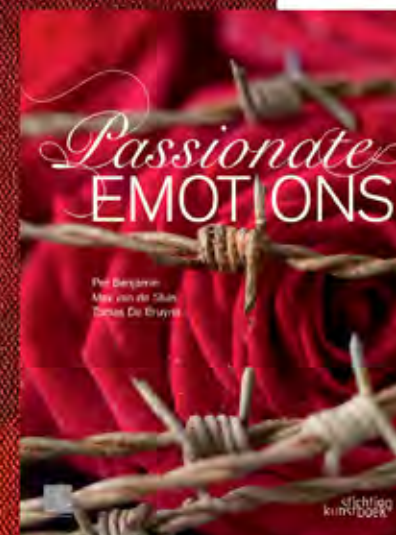
Finding and nurturing our passion is one of the best life investments one can make. It fuels your inner being, your success, it strengthens your confidence, and inspires you to grow. The difference in energy levels is huge between doing a job that is really an extension of who you are, and a job where you have to wear a mask, day in and day out. To work with flowers gives us the ability to express our passion for flowers as ourselves, as creative individuals.

Passion shapes our existence, fuels the fires of inspiration and makes the heart and mind open to changes all around us. It is energy for and from the soul, a spark that re-illuminates, gives purpose and mission for being here. It is within us all, we only need to find out how to channel it. It is ours to discover and master.

Once found, nurture it and enjoy doing what you love to do with genuine enthusiasm. So let us all find the passion in our life and live passionately.

To get the possibility to work with Hitomi Gilliam and our European Master Certificate students -who have also become good friends- as my assistants gives this symposium an extra dimension of happiness.

A big thank you to AIFD and my sponsors Accent Decor & Reineri, who are putting their trust and belief in me and the future of our métier.



After the program there will be the possibility to buy the Life3 book 'PASSIONATE EMOTIONS'.

33 x 24.5 cm
160 p.
150 illustrations
Hard Cover - English

Price : 120 \$US

Passionate Emotions

No better tool to translate the whole spectrum of life's passions and pleasures than flowers, with their stunning diversity, colors and shapes.

This beautiful album explores feelings of affection, love, tenderness, passion and romance.

All these lovely emotions result in vibrant and colorful floral designs. These are combined with Life3's unique flair to create a special mood and atmosphere by using stunning and suiting backdrops to their compositions.

All of this makes up for a book that is a true work of art and will undoubtedly stir anyone's passion and imagination.

Photo's

Kurt Dekeyzer
Colin Gilliam
Claude Smekens

Texts

Tomas De Bruyne
Hilde De Bruyne
Life3
Lucinda Sanderson

More information

TomasDeBruyneFloralDesign
www.tomasdebruyne.com
info@tomasdebruyne.com



a bundle of creativity





JIM DEMPSEY AIFD,CFD

SPONSORED BY **GOLD ELITE PARTNER**

CALIFORNIA CUT FLOWER COMMISSION

At a very early age Jim was introduced to flowers and plants through his parents love of horticulture that was nurtured in the Garden Sate of New Jersey. At the age of 4, the family moved to a 120-acre farm located in up-state NY where he had ample room and an insatiable appetite for experimenting and grow-ing an extensive variety of flowers and plants. In 1982, at the suggestion of his high school guidance counselor, Jim began working after school and on weekends at a local flower shop and greenhouse operation where he was introduced to floral design

Since then Jim has fed his passion for design by continually educating and elevating his chosen craft through many diverse pathways. In 1986 he began an 8-year career in the US Army that took him to Germany where, in his free time, he immersed himself in the study of the European de-sign aesthetic. In 1999 Jim received a Bachelors Degree in Horticulture from the State University of New York and in 2009 Jim was inducted into AIFD in Kansas City. In 2011 Jim pursued Color Design training taught by Leatrice Eiseman of the Eiseman Center for Color Information and Training on Bainbridge Island, Washington. This fundamental step in understanding the psychology of color and its impact on the consumer as well as trend fore-casting for the design and allied industries brings greater depth and breath to Jim's background.

Jim is widely sought after as a consultant to indus-try where he draws on his unique skills and abilities, resulting from having worked with a wide range of companies – from small local florists to high end special event producers, from national floral wholesale to international mass market whole-sale companies. His years of experience and his pursuit of floral history, color and design trends, as well as his breadth of knowledge in horticulture, have made him indispensable as a speaker and educator, providing much sought-after insight for those who seek a 21st century experience.

HAND|CRAFT
DESIGN TO DISTINGUISH YOURSELF
MONDAY, JULY 1 9:45 A.M | CONCORDE

HAND|*craft*

Design to Distinguish Yourself!

HAND|*craft*

LOOK BOOK A/W 2013/14

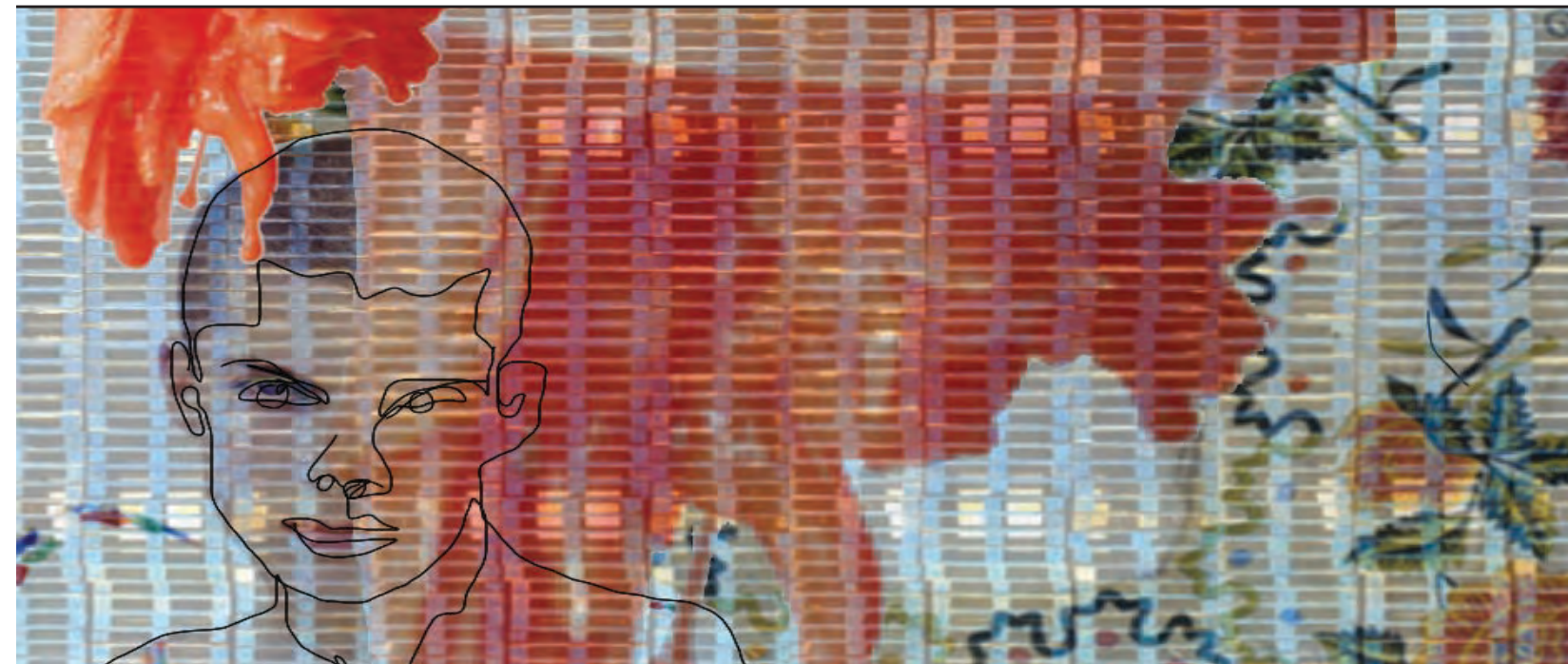


Jim Dempsey AIFD, CFD

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WOOD GRAIN



FOREST CREATURES



PANTONE 18-5624 TPX

PANTONE 19-6311 TPX

PANTONE 16-0220 TPX

PANTONE 19-0618 TPX

PANTONE 14-1036 TPX

PANTONE 15-1164 TPX

PANTONE 13-4405 TPX

PANTONE 18-1662 TPX



RUSTIC

BRASH



EXUBERANT



LARGER THAN LIFE FLORALS



MIX-MATCH



PANTONE 15-1322 TPX

PANTONE 19-3138 TPX

PANTONE 17-1547 TPX

PANTONE 16-4728 TPX

PANTONE 19-0814 TPX

PANTONE 13-0752 TPX

PANTONE 19-4007 TPX

PANTONE 13-4405 TPX

Distinguish Yourself -

Personalize -
With Handcraft!



You will go over your limits...

You will enter an age of
metamorphosis...



STANISLAW LEM; from the short story "GOLEM XIV" of
"Imaginary Magnitude", 1973.

<https://vimeo.com/50984940>

HAND|craft

Design to Distinguish Yourself!

LEHNER Wolle³

WEBEN - SPINNEN - WALKEN



I would like to thank my sponsors without whom this program would not be possible. Your generosity and support has been most appreciated!

If you have enjoyed this program, please consider supporting my sponsors by purchasing their products.

Thank you!!!



The Art of Preserving Nature



JACKIE LACEY AIFD,CFD

ASSISTED BY AIFD DESIGNERS: TED BRUEHL

BROOK RAULERSON, SANDY SCHROECK,

ANTHONY SWICK AND DONALD YIM

SPONSORED BY **PLATINUM ELITE PARTNER**

BLOOMNET AND **NAPCO**

Jackie Lacey has over thirty years of experience in the retail floral market and floral education field. His portfolio includes an extensive background in the retail floral market and wedding/event design experience. Jackie now utilizes his experience to provide education and instructional design programs, market showroom set up, private retail consulting, product development as well as design and event planning. His current position as Senior Design Analyst and Education Specialist for Floriology Institute, Design Team and Product Development Team for BloomNet and Napco, Fitz Design Team and ongoing contributor for Floriology Magazine keep him on top of market trends, current design trends, industry education and retail marketing.

Jackie has won numerous awards in floral design competitions in both multi state, national and local floral associations. Published articles have appeared on both his expertise and floral experience. His work has been published in Floriology Magazine, SAF, "Flowers &", "Modern Bride", "Inside Weddings" and many others. National Television exposure includes designing and participation for WE TV programs "Platinum Weddings" and "I Do Over" as a Celebrations.Com Floral Expert. Previous work for celebrities such as Drew Barrymore, Sandra Bullock, Meryl Streep, Diane Lane, Cheryl Ladd, Cindy Crawford and Richard Gere, Matthew McConaughey and Leonardo DiCaprio have come easily through participation with floral design on several major motion pictures.

Continuing education through numerous stage presentations for multi State Associations and national industry leaders such as Virgin Farms Direct, Smithers-Oasis, BloomNet, FTD, Fitz Design Team, Floral Strategies and John Henry Company allow Jackie to help the continued growth of the floral industry. Experience in floral design for the Tournament of Roses Parade floats, product development team for the largest Import/Export show in the world and set up and design for Gift Market showrooms only adds to the vast floral experience he can call on for every event.

He has served as a leader in numerous industry associations to include current position as AIFD National Membership Committee Vice Chairman, CFD Committee, Consumer Awareness Committee and past Southern AIFD Board of Directors. His extensive travels across the country, Hong Kong, China and Europe afford many opportunities for him to interact with designers of all levels and share this extensive background and experience to florists everywhere.

TOP THIS!!!!

MONDAY, JULY 1 11:15 A.M | CONCORDE



David Tutera

Leading wedding & Entertaing expert, David tutera is hailed as an artistic visionary whose ability, uniquely creative talents and outstanding reputation have made him a tremendous success in the lifestyle arena.

"My Fair Wedding: Unveiled" WE tv

"Embellish by David Tutera" signature jewelry

"David Tutera for Mon Cheri" wedding dress collection

"Down the Aisle in Style" wedding accessories

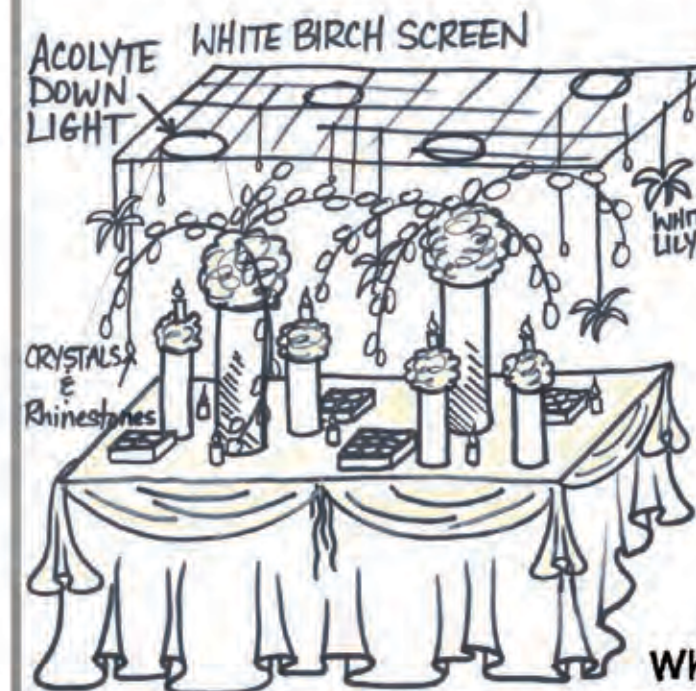
www.davidtuteraweddingplanners.com

Anthony has over twenty years in the industry and fifteen years as a retail floral shop owner. His desire to keep his design skills constantly on top of new trends and techniques not only moved him quickly from designer to shop owner but have proven to be as swiftly pushing him in his career path as an educator.

Anthony Swick AIFD, PFCI, CFD



**Lush and Elegant. Monochromatic whites and ivory
Flowers with very little greenery. White birch.**



White Wedding



*White Lily
Phalaenopsis Orchids*



White Birch Branch

White satin linens and organza overlay



Colin Cowie

Colin Cowie Lifestyle is an event planning, interior design And life style-consulting company with offices in New York And Los Angeles. Mr. Cowie is author of five books on style And entertaining. He appearsvregularly as a contributing family member on the CBS Early Show and the Oprah Winfrey Show.

www.colincowieweddings.com

Sandy lives by the mantra"educate, inspire, influence" She is passionate about introducing new products, creative mechanics and design techniques to become more innovative and profitable designers. Owner of Trend On Design.

Sandy Schroeck AIFD, PFCI, CFD



Shawn Rabideau

Founder and President of Shawn Rabideau Events& Design, A full service event production, destination, floral design and life style company that produces and desings intimate to large-scale events such as weddings, bar/bat-mitzvahs, product launches and more!

www.shawnrabideau.com

Jackie - Senior Design Analyst and Education Specialist For BloomNet. Lead instructor for Floriology Institute. Napco product developement and design team. Creations by Fitz Design team member. Chairman of the AIFD National Membership Committee.

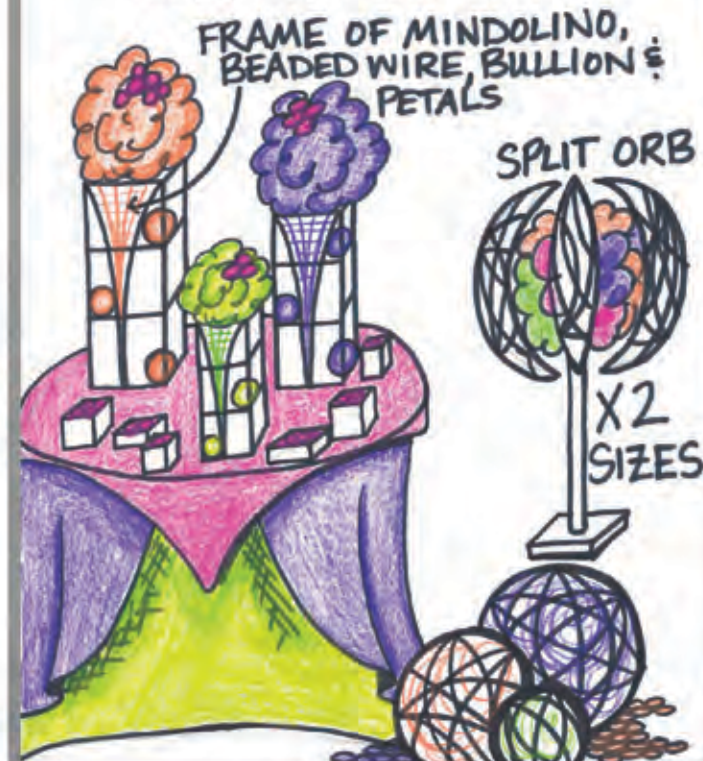
Brooke - Owner-designer at Artistic Florist, Amelia Island, FL. Second generation floral designer. Team member of Design 358. Team Floral Member.

Jackie Lacey AIFD, PFCI, CFD

Brooke Raulerson AIFD, CFD



Young and colorful. Appropriate for Any party or celebration.



Celebration of Color



Grapevine Orbs

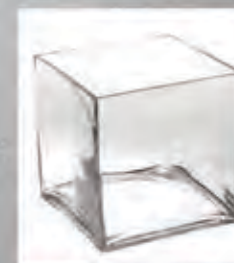


Roses

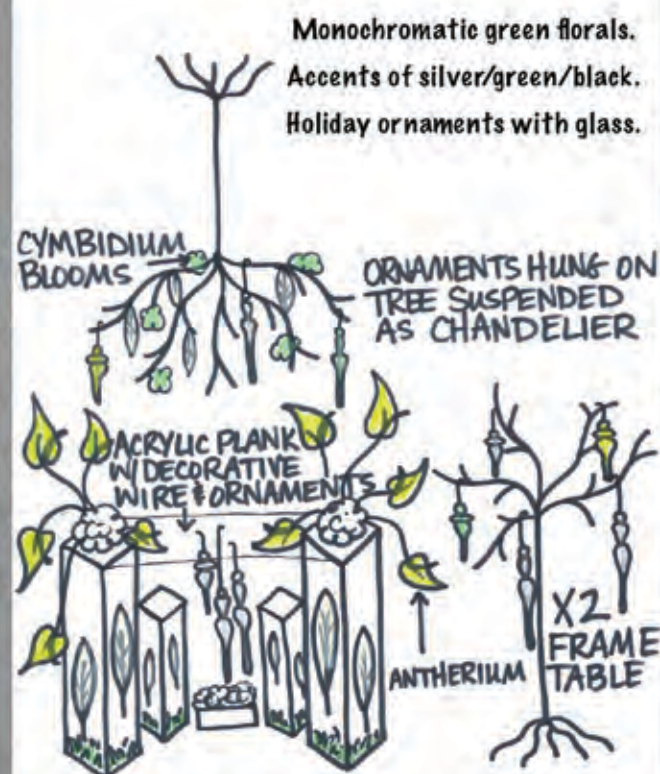
Orchids

Armatures

Colorful Lamour satin linens



Holiday Celebration



Cymbidium Orchids
Anthurium



Mercury Glass

Fresh green linens with filagree overlay



CHRIS NORWOOD AIFD,CFD
KELLY MARBLE AIFD, CFD
KEVIN COBLE AIFD, CFD

SPONSORED BY

AIFD DIAMOND ELITE PARTNER

AIFD FOUNDATION

AND **GOLD ELITE PARTNER**

CALIFORNIA CUT FLOWER COMMISSION

This enjoyable lunch will be followed by a live auction of Parisian masks and paintings by members of AIFD.

This fundraiser will benefit the AIFD Foundation and be coordinated by the incomparable Ron Mulray. Whether you partake in the lunch or not, you won't want to miss this exciting fashion show! Masks you purchase here can be worn to the Leadership Gala. This unforgettable auction will also include one-of-a-kind original works of art created by some of AIFD's to designers.

“STROLLING THE GARDENS OF VERSAILLES” LUNCHEON

SUNDAY, JULY 1 12:00 NOON | CHAMPAGNE



BRAD SCHMIDT AIFD,CFD

SPONSORED BY **DIAMOND ELITE PARTNER**

ACCENT DECOR

Brad has been involved with the Christmas & Floral industry since his late teens, working with several event companys in Los Angeles & NY. He traveled throughout the United States & abroad, then started up with Aldik Artificial Flower Company, which took him overseas to Asia for product development for 15 years. He has also worked with many Hollywood highenders, designing large scale weddings & decorating several homes, shops, boutiques, department stores & even casinos in Las Vegas. Brad continues to work as a freelancer for Frontgate magazine (Holidays by Design) issue & is honored to have celebrated his 4th year, as part of their elite design squad. He is also the head designer for the large importer Select Artificial and continues to grow & teach seminars as well as giving demonstrations, throughout the globe.

Brad Schmidt is a floral artist and holiday design genius. He turns the ordinary into spectacular, turns dull into brilliant and achieves it with the ease and grace of a master painter at his easel. One can stand back and watch the apparition take shape. Just ask Steven Spielberg or Denzel Washington. Or a whole list of Hollywood high-enders who've experienced Brad's magic touch with any combination of petal, leaf and stem.

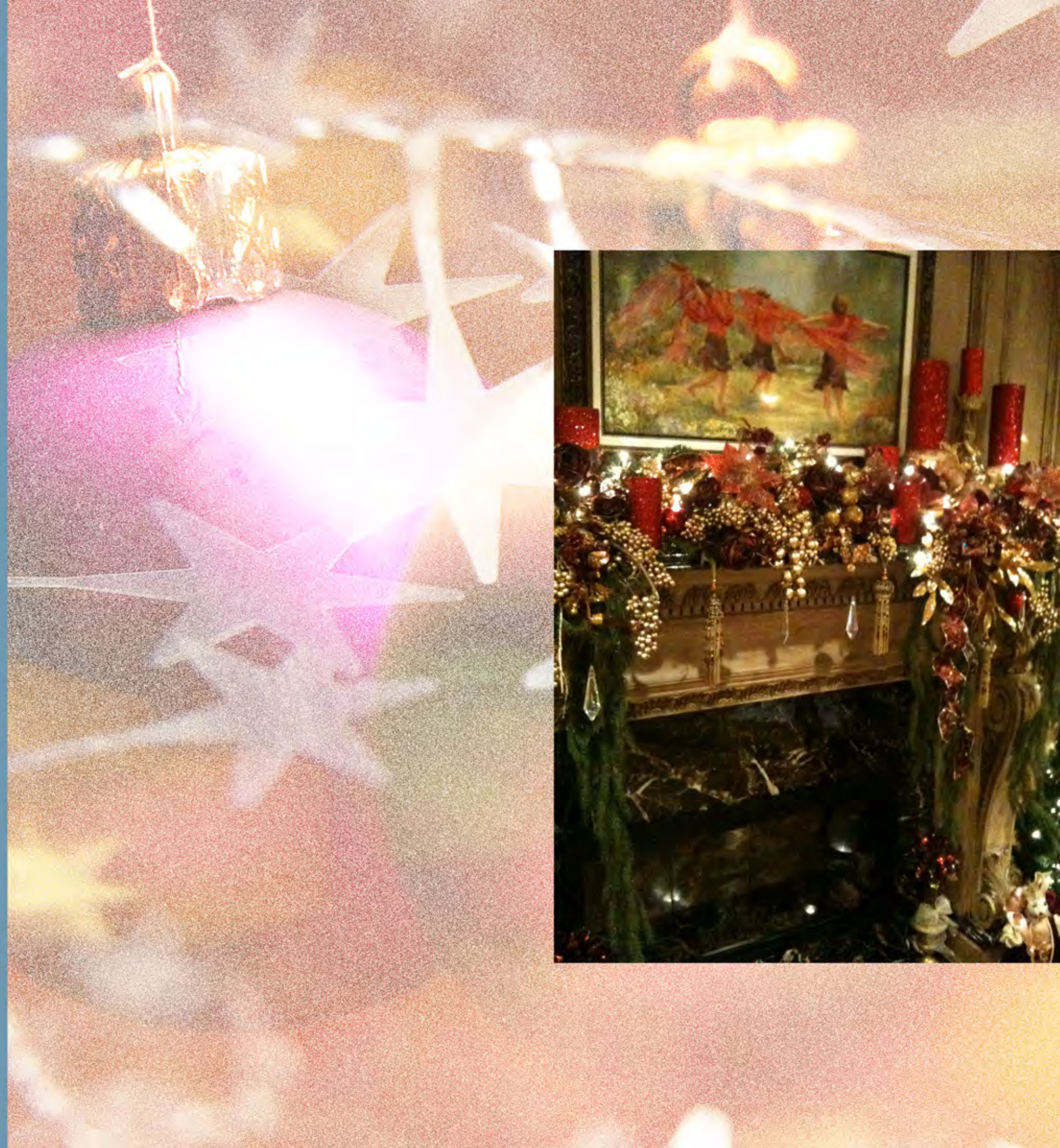
Hollywood is not the only town to recognize his genius. A leading Asian floral and decor importer regularly flies him all over the world to create the look, color and style for their holiday and Christmas lines. Brad has taken his rare talent into all aspects of decoration, creating huge floral events for award shows, corporate parties, celebrity functions, showrooms, individual residences and even floral shops.

He designs fresh and artificial product for companies in Venezuela, Rio de Janeiro, Mexico, Tokyo and an expanding number of South American countries. A recent display of Brad's work in the Dominican Republic led to a new association with Oscar De La Renta's design team. His worldwide recognition was highlighted when he was tapped by the exclusive home decor catalog Frontgate as a featured designer and cover guy with his own holiday decor collection, and he is now a part of Frontgate's elite design squad. He was the featured interior designer on HGTV's Designer's Challenge show and will appear again in the upcoming Christmas Designer's Challenge.

WINTER GARDENS

MONDAY, JULY 1 2:15 P.M | CONCORDE







YUTAKA JIMBO AIFD, CFD

TRANSLATION BY CHIZURU INOUE AIFD, CFD

SPONSORED BY **DIAMOND ELITE PARTNER**
THE AIFD FOUNDATION

Yutaka Jimbo AIFD, CFD has been involved in the floral industry for more than 40 years. His first encounter with flowers began at the age of 21, when he began working in a well known flower shop in 1970. Fresh out of college, he began as an office clerk and worked on all aspects of a floral shop except as a designer. Gradually, he began to observed the floral arrangements coming out of the design room and became attracted to the beauty of a flower. This was the beginning of his journey into a world of flowers which has changed his life forever.

Yutaka’s obsession to learn why we consider a flower beautiful was profound. He purchased all the floral design books that he could find and began to compare the designs in the photographs. Yutaka also began to study floral design and by 1973, he received his diploma as an instructor for professional floral designers. He met his wife at the flower shop where they worked and together, they opened a flower shop and expanded not only as a florist but as a floral design school by the name Shuouka Floral Design School.

Through the years, Yutaka has traveled extensively to study and worked under many famous floral artists throughout the world. Today, not only is he a board member for the Professional Floral Designer’s Examination Board, he is also on the board for many floral associations in Japan. Yutaka travels extensively throughout Japan and holds courses and seminars for professional floral designers. He holds seminars in Russia, Taiwan, China and Korea and throughout Asia. Every 2 years since 2003, Yutaka holds a “Shuouka Symposium” which is a 2 day event, with a competition and floral displays of his students throughout Asia and Japan, and has a floral demonstration with a guest designer from all over the world. His next symposium will be held in 2014. Yutaka has written and produced many floral design books, writes articles for professional floral design magazines and serves as a product development consultant for several floral supply companies.

After 40 years in this profession, Yutaka still pursues the philosophical meaning of a beautiful flower. He has come to a conclusion on the technical design aspect of the flower but, the philosophical project will be an ongoing subject for the rest of his life.

THE KABUKI

MONDAY, JULY 1 3:45 P.M | CONCORDE

THE KABUKI

The ancient and traditional cultures of Japan have been in existence and have been nurtured by the love of art among the people throughout history. Kabuki is one of the traditional arts that have been passed down from about 400 years ago.

"To know the Japanese culture from Kabuki" would not be an overstatement. Through Kabuki, you can catch a glimpse of the culture, decorations, furniture, clothes and accessories of the people during that era. As the story unfolds, you will re-encounter the historical figures; learn about the period and the seasonal events and festivals of that era.

Kabuki has a variety of repertoire and a world extraordinaire. The Kabuki has its own unique approach to representation, and one of their famous characters is the Oiran.

During the Edo Period, the Official government of Edo gave permission to three red-light districts that were located in Shimabara, Kyoto, Shinmachi, Osaka and the famous Yoshiwara, Edo (the now Tokyo). The Oiran were considered the "finest and most beautiful flower in the red-light district". The Oiran carried beauty and elegance; intellectually, they were highly educated and were very artistically inclined. (The clients were of royalty and the aristocrats of the era where they were able to converse political subjects as well as in the business world. Artistically, they were able to play all musical instruments, sang, danced beautifully and were able to serve the traditional tea ceremony).

It was the passion and desire of a commoner to have a glimpse of an Oiran when she paraded down the street as it was known as the "Oiran Douchu". She had a special walk, where she twisted her feet with each step she took. Her costumes were luxurious and elaborate where no commoners would ever be able to wear; her hair was neatly dressed elaborately with hair ornaments made from the tortoise shell called "Bekkou". The beauty and intelligence of the Oiran was of envy and respect from everyone.

In the luxurious world of Kabuki, the Oiran is elaborately expressed by the beauty and gorgeousness of its character.

This program expresses the elegant and luxurious world of the Kabuki through the "Oiran" by creating Modern Designs using the beauty of the flowers. Sit back and enjoy the world of "Miyabi", the elegant and the gorgeous where we will take you back into another time and dimension; enjoy the mysteriousness of the designs created by the magical hands of Yutaka Jimbo.

花魁 OIRAN

A BRIEF HISTORY OF THE "OIRAN"

The "Oiran" was known as the "Flower of the Red Light District" during the Edo Period. The Oiran were entertainers, and many became celebrities of their times. Among the



several thousand courtesans, only a handful was able to become an "Oiran". The word *oiran* comes from the Japanese phrase *oira no tokoro no nēsan* which translates into "my elder sister." It came from the little girls called Kamuro (Oiran helpers) who used to call them "elder sister".

There were strict rules to meet an Oiran. You had to go through 3 meetings (modern day interview). The first meeting was the Oiran sat far away from the customer and observed; she hardly ever spoke and the customer had to show his wealth by calling as much entertainers and geisha. The second meeting was similar, this time the Oiran spoke a few words.

The third meeting was when the customer received a tray and chopsticks engraved with his name. At this point, it was a sign that he was accepted and he had to give a gift of money.

There was a saying when you want to visit an Oiran, people put the Japanese character of (price and castle) which meant that in order to pay for an "Oiran" it would have cost as much as building a castle. One visit in today's price would have been 500,000 yen, or approximately \$50,000 (you also had to pay for her entourage, which probably totaled to about \$100,000 in today's price, and that was for just one evening of entertainment and dinner). She served only the royalty and the aristocrats as her customers.

To become an "Oiran", the young girls, called Kamuro (starting from the age of 7 or 8) were chosen to assist the "sisters" or the Oiran. These gifted girls received the highest education, learned all musical instruments, calligraphy and the classics, tea ceremony,

poetry, go (Japanese chess). The "Oiran" was considered to have 'beauty', 'education', 'artistic accomplishments' and 'penmanship' (calligraphy and writing). Unless she had those qualifications, she could not become an "Oiran". In other words, she was highly educated and was able to carry a witty and intelligent conversation with scholars and politicians of her time.

The procession of the "Oiran" paraded down the red light district wearing an elaborate and gorgeous kimono. There were about 10 people who assisted the "Oiran" during her procession. Among her entourage were the 2 Kamuro's, young men (Wakashu), one who carried an emblem printed lantern with her family crest and another holding a large umbrella to cover her from the sun. Her hair is embellished with expensive hair ornaments and her outer kimono has luxurious embroidery design with an elaborately decorated wide front obi (an elaborate brocaded sash) tied in front. She was envied and popular to be seen by all. Her beautiful kimonos were the fashion trend for the young ladies of the time and were considered a fashion leader in today's world.

During the procession, the "Oiran" wears a 20 centimeters (7.9 inches) tall clogs called the 3 tooth geta (looking sideways, it has 3 heels). The black lacquered wooden geta was extremely heavy and was difficult to walk normally. Therefore, she walked by sliding the clogs sideways as if writing the character 八 (8) as she walked. It took 3 years to master this walk.

With this history in mind, a contemporary design for the "Oiran" was created with elaborate flowers to express the magnificence of her beauty and presence.

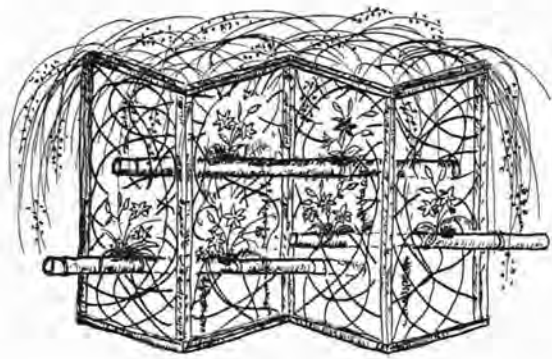
D-3 竹 TAKE (BAMBOO) ; JAPAN AND ITS RELATION TO BAMBOO



The bamboo is an essential material for a traditional Japanese style arrangement.

Bamboo is a fast growing plant that is used quite often in Japan. There are customs and manners with the use of bamboo; such as the custom to use bamboo to wish for a child's healthy growth. It was thought that the straightforward growth of the bamboo without any refraction or curve symbolizes the spirit and the soul of the Japanese. Bamboos are easily handled and a wide variety of bamboo crafts are used in our daily lives, such as colanders, cooking utensils, various household ware, interior of a Japanese style house and furniture. The large thick bamboo are cut into round pieces and can be used as a container or vase and is used in floral designs quite often.

D-2 屏風 BYOUBU (FOLDING SCREEN)

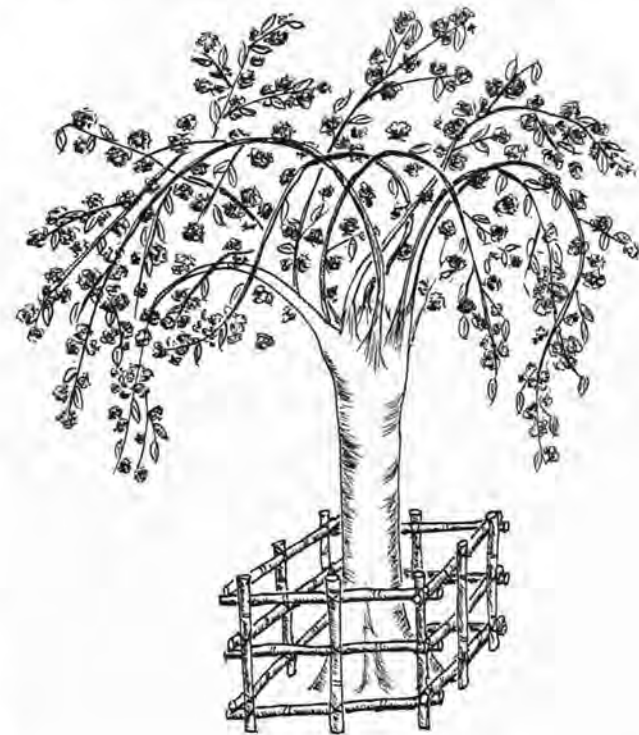


In a formal Japanese tatami (straw mat) room, there is always a folding screen. This screen is used as a partition to separate a room as well as to screen out things that you do not want people to see. In many temples and traditional Japanese mansions, there are some stunning and gorgeous paintings on the folding screens. A luxurious folding screen would be stunning on a large stage. I have constructed a folding screen by using bamboo and weeping willow and created a floral art piece by designing a "flower art" for the screen.

D-1 桜 SAKURA (CHERRY BLOSSOM TREES) AND YOSHIWARA

Large Sakura (cherry blossom trees) were planted in the Edo Yoshiwara red light district. For the Japanese, cherry blossoms play an important part in their lives. When the cherry blossoms bloom, people would go out to enjoy viewing the cherry blossoms and its scenery, often making it a day under the cherry tree and have a picnic as we call the "Cherry Viewing" season. Cherry Blossoms are also quite popular in Kabuki, and there is a popular program called the "1,000 Cherry Trees of Yoshitsune". The Sakura or Cherry Blossom represents the beauty of Japan.

The Sakura (cherry blossoms) itself brings beauty and I would like to convey this image to give a stunning look on stage. The Cherry blossom flower also symbolizes the sense of comfort and the healing of the soul. I would recommend standing under the Sakura to anyone who comes across this magical flower.



B-1 BOUQUET FOR THE OIRAN

Originally, the Oiran would not hold anything in her hands. However, what went through my mind was "if she was to carry a bouquet, what kind of bouquet would match her?" Wearing a beautiful long sleeved kimono (called furisode), the bouquet must be as elaborate and gorgeous.

I emphasized the image of "Wa" or the Essence of Japan. I used layers of Japanese rice paper and cut out the center creating a box lantern. Inside this box will be flowers flowing out to compliment the elegant and brocaded kimono.

B-2 扇子 SENSU (JAPANESE FOLDING FAN)

The Sensu (folding fan) is an essential accessory for a kimono. The Japanese folding fan has a very delicate structure. By constructing several layers of the fan builds strength and gives the design a solid and interesting structure which then can be used as a bouquet. Since it is difficult to add a floral foam on top of the fan (made out of rice paper or Washi), preserved flowers were used in place of fresh.



B-3 水引 MIZUHIKI (DECORATIVE CORD)

Mizuhiki is an ancient Japanese technique of rolling traditional rice paper called 和紙 "washi" to create a cord. The foundation of this design was created by using the mizuhiki and aligning it around the base to the height of 3 centimeters (12 inches high) and creating with the mizuhiki on top to create change. Flowers were arranged on top of strings of mizuhiki was attached to flow leaf accessories attached to give sparkle design.



height of 3
a circular motion
movement and
the foundation and
out with fashionable
and light on the

**B-4 和 WA (THE "ESSENCE OF JAPAN")
AND 傘 KASA (UMBRELLA)**

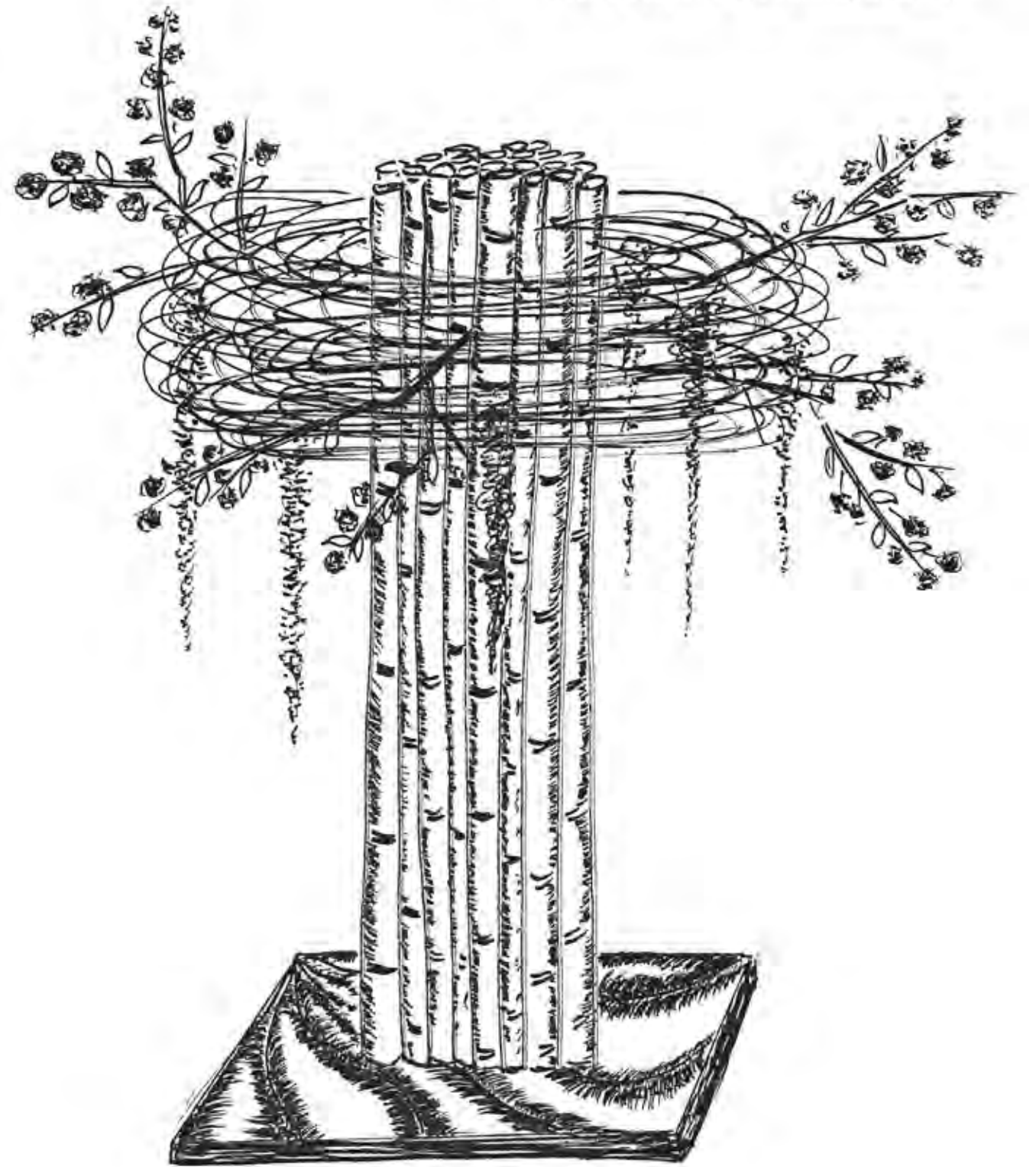
When the word "Wa" or the meaning "Essence of Japan", a large red umbrella is often represented. A floral decoration was created for the procession of the Oiran. Traditionally, a young man called "Wakashu" would walk behind the Oiran carrying a large red umbrella to protect her from the sun. Designing with floral materials elegantly flowing down the umbrella enhances the beauty of the Oiran.



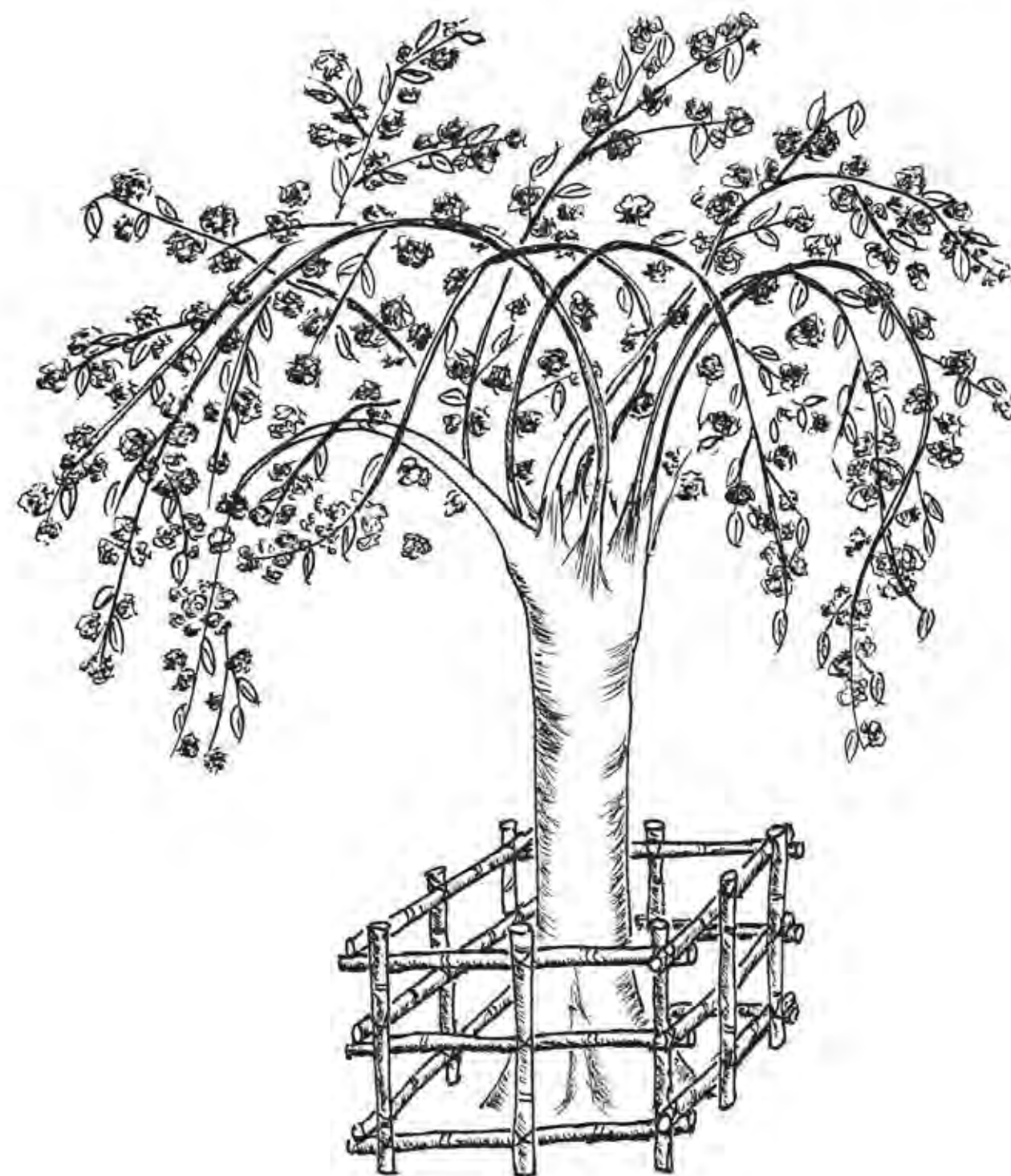
花魁 OIRAN 2



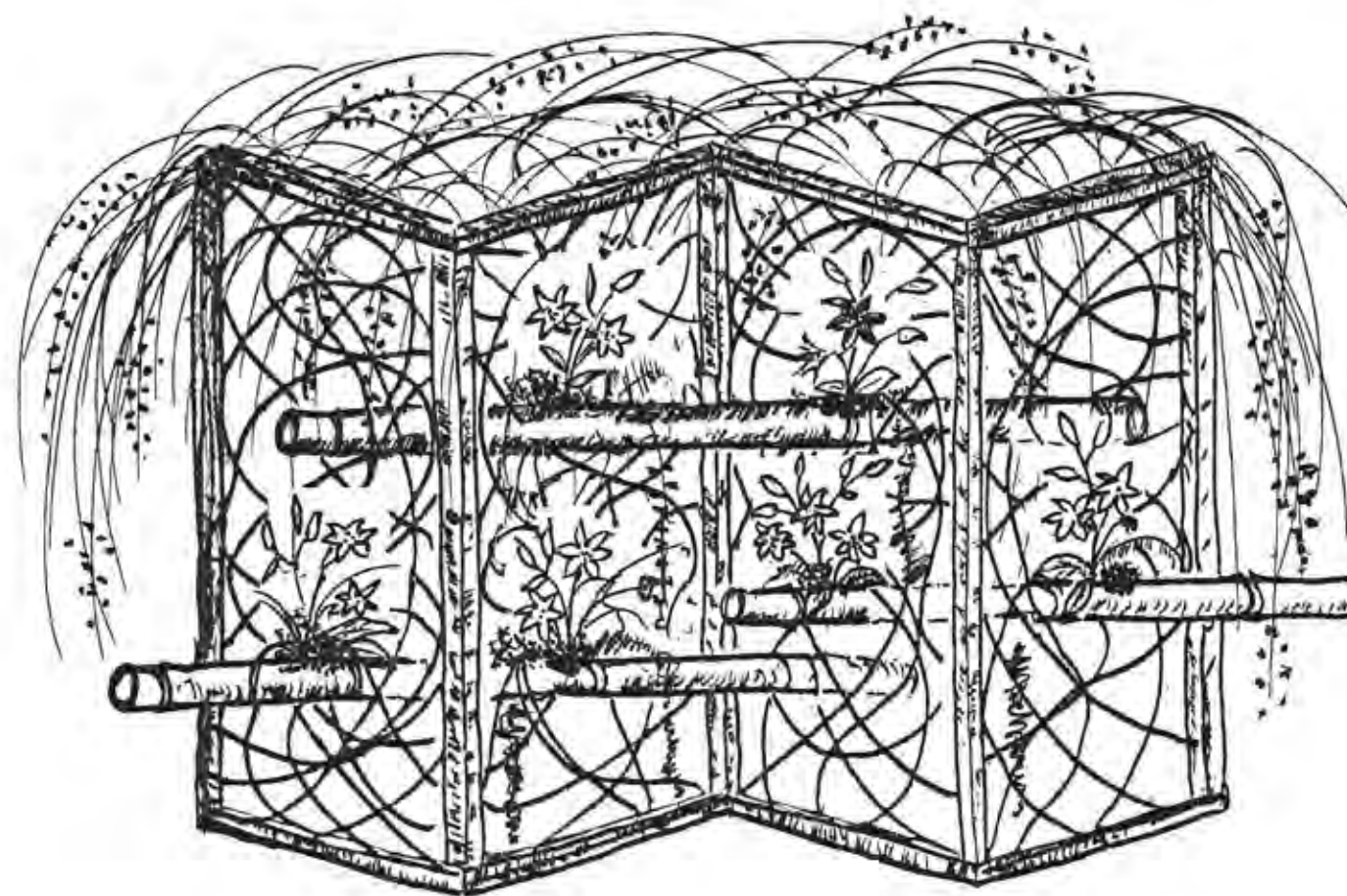
D-3 竹 TAKE (BAMBOO)
JAPAN AND ITS RELATION TO BAMBOO



D-1 桜 SAKURA(CHERRY BLOSSOM TREES) AND
YOSHIWARA



D-2 屏風 BYOUBU (FOLDING SCREEN)



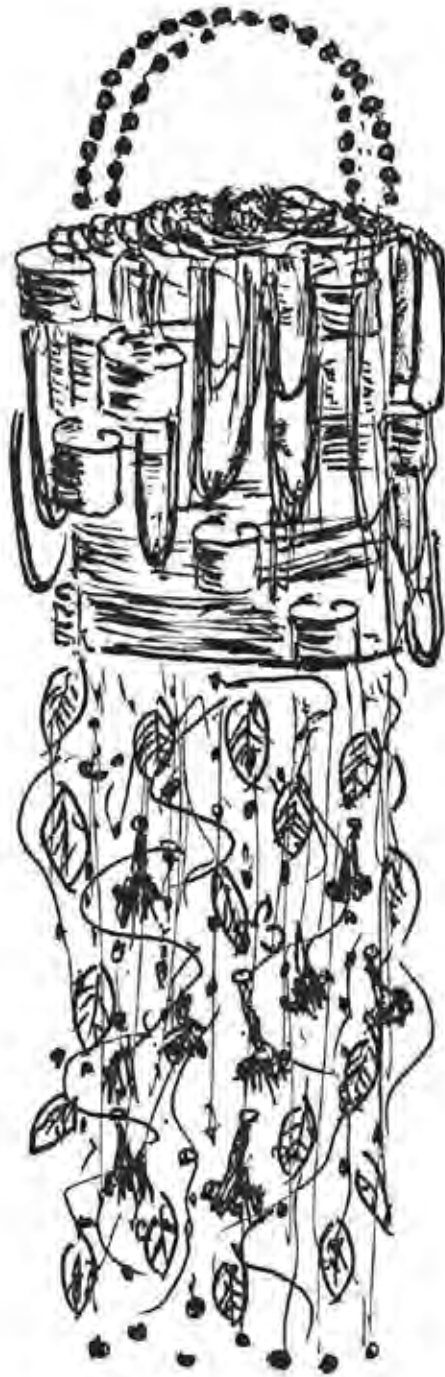
B-1 BOUQUET FOR THE OIRAN



B-2 扇子 SENSU (JAPANESE FOLDING FAN)



B-3 水引 MIZUHIKI (DECORATIVE CORD)





JOYCE MASON-MONHEIM AIFD,CFD, PFCI

ASSISTED BY AIFD DESIGNERS: MELANIE BURNETT
GAIL CHRONISTER, KATHERINE DAVIES
CATHY GRIM, DIANE GONZALEZ
IKUKO HASHIMOTO, PATTI KLAWANS
SHARON KANTOR, CLAIRE ORTLOFF
AND ANN PECKHAM

SPONSORED BY **SILVER ELITE PARTNER**
BAISCH & SKINNER

Joyce was inducted in 1994 and has been very active in AIFD for the past 19 years. Joyce has been a member of the Membership Committee for over 12 years and currently is the Membership Chairperson and sits on the AIFD Executive Board. Joyce participates with the Certified Evaluator Committee and Laureate Committee and is part of the International Task Force. She has been the Chairperson for the Education Committee and assisted in the production of the AIFD On-Line Education. She has presented at two National Symposiums and will be presenting this year in Las Vegas. She has served on the South West Regional Board and was President from 2003-2004. Being a part of the AIFD family has been one of the greatest joys in her 38 years in the floral industry.

SAVAGE BOTANICALS
TUESDAY, JULY 2 9:00 A.M | CONCORDE

SAVAGE BOTANICALS

With JOYCE MASON-MONHEIM AIFD CFD
and the AIFD Women of Arizona
Sponsored by Baisch and Skinner

Art is interpreted in many mediums, from paints to pencils, clay to wood, even jewelry to fashion. One of the most influential artists in the fashion realm was **Alexander McQueen.**

Since his untimely death Alexander's company and partners continue to dress some of the most powerful women of the world including the outrageous fashion of Lady Gaga to the sophistication of Kate, the Duchess of Cambridge.

The **Result** of this influence has inspired the interpretation and inspirations of some of his selected gowns. We have the great opportunity in this presentation to allow his influences to be transformed by permanent floral botanicals and floral products. Each wearable art piece will be accompanied and accessorized with a fresh botanical companion art.

Alexander is known for showing emotional power and raw **Energy**, as well as the romantic but determinedly contemporary nature of the collections. Integral to the McQueen culture is the juxtaposition between contrasting elements: fragility and strength, tradition and modernity, fluidity and severity.

Con - trast (noun) - A principle of art, contrast refers to the arrangement of opposite elements (light vs. dark colors, rough vs. smooth textures, large vs. small shapes, etc.) in a piece so as to create visual interest, excitement and drama.
v., -trast-ed, -trast-ing, -trasts.

The Principle of design, **Contrast** is to set in opposition to show or emphasize differences. Showing these differences side by side compares the visual effects, especially a strong dissimilarity between entities or objects being compared. Contrast puts elements into opposition to show or emphasize differences. It makes objects distinguishable from one another. An artist can employ contrast as a tool, to direct the viewer's attention to a particular point of interest within the composition.



Within the **Principles of Design** themselves contrast can be obvious, from symmetry to asymmetry or more disguised with proportional contrasts in a design. This can vary according to the volume, weight and size differences in components of any floral composition.

There are material contrasts related to floral design, floral materials such as fresh flowers and plant materials to non-floral materials such as decorative wire and containers. This can relate to the basics of natural verses artificial, fresh materials verses permanent botanical. The use of these natural and artificial materials together can be contrastive and harmonious.

Contrast is the use of **Opposing Elements** of design, such as color, form, line and texture in proximity producing an intensified effect in a work of art. It can be as simple as the light and shadowed areas of the image or as complex as the psychological effect. In the color spectrum, white and black provide the greatest degree of contrast being seconded with complementary colors that also provide high contrast with one another. Red and green, orange and blue are basic complimentary color examples. A reoccurring example of contrast is:

red berries standing in vivid contrast against the snow.

Artistic floral design contains multitudes of contrasts besides color pertaining to the elements in the composition. Form contrasts can be circular to triangular. Textural contrasts of smooth to course. Line contrasts are observed in the difference between radial stem placements verses a parallel stem placement, dynamic line verses static line.

Even in the observation of **Design Styles** we see the obvious differences in design characteristics. The difference between formal linear design and a vegetative design is easily observed. The use of line and space verses the true vegetative design with seasonal, topographical and climatic effects.

The emotional effect we have in our floral art evokes feelings and effects. What we strive for in the end in the emotional outcome, do we want calm and serene? Do you want to create excitement and festivities?

The **Psychological Effect** of contrast allows the phenomenon of two different but related stimuli presented closely together in a space and/or time, the perception to be more different than what they really are.

This is a conceptual separation or distinction. **Alexander McQueen** followed this very narrow line between sanity and insanity. A line that when crossed permits of no return or typically result in irrevocable commitment.

Nature

SYMBIOSIS SERENITY

Created Ikuko Hashimoto AIFD CFD

The quiet serenity of the forest floor disguises the sinister activities within. Mosses and lichens become symbiotic, growing and thriving on other living materials. The water lettuce appears like soft leaf rosette floating on the surface but actually creates dense death mats, suffocating the life of fish and other plant materials.



ESSENCE OF WARRIOR

Created by Sharon Kantor AIFD CFD

The guardians of the underbrush protect and defend the life of the forest floor. Creating that protective layer of branches, thorns and berries to allow the flora grow and thrive beneath them. Life creates and takes away, at times you can smell the fear.



AUTUMNAL RUINATION

Created by Melanie Burnett AIFD CFD

Towering high above the understory is the canopy. Full of life, absorbing the energy to fulfill life's promise. Mother Nature turns her back, diminished of light and her cold breath causes the life to cease and the bareness of the branches to stand tall.



HARNESSING CULTURE

Created by Patti Klawans AIFD CFD

The subjection of man-made to natural evokes tension and restraint. The luster of the pearl demands value, admiration and refinement. The symbolism of man in control of nature is amusing.



INDUSTRIAL

MECHANICAL MERINGUE

Created by Ann Peckham AIFD CFD

The fabrication of metals, bolts and gears juxtaposed against the softness of yards and yards of tulle creates the truth that "behind every beautiful thing, there's some kind of pain" (Bob Dylan).



TENDRILLAR FUSION

Created by Katherine Gonzalez AIFD CFD

The influence of the Spanish culture allows for flamboyant drama. Combining the heat of brilliant colors of alloy to the mix takes it to a whole new level of intensity.



INSECTA AWAKENING

Created by Diane Gonzalez AIFD CFD



The majestic flight of the Monarch's yearly migration is magnificent. But orange is the true sign of danger. Their beauty is only skin deep, beyond that is poison.



RAVENNA'S SENSITIVITY

Created by Claire Ortloff
AIFD CFD

Magnolias expose their soft velvety flesh on the underside of their leaves. The surface of feathers tickles your nose. Then comes along darkness that shreds and destroys.

SURRENDERED VERTEX

Created by Cathy Grim AIFD CFD

The softness of lace cannot diminish the destruction of life. Through the decay and ingestion, all that is left is the skeleton of bones and antlers.



BREATHING

HORTENSIA ADDICTION

Created by Gail Chronister AIFD CFD



As matter decays in the soil the toxicity levels increase and the development of acid creates luscious color palettes of pinks to blues. The textural qualities of hydrangea blooms display their turgid features and shows their dependency on water. Without it they wither and die.

A VERY SPECIAL THANK YOU TO THE FOLLOWING:

Especially

Gail Chronister AIFD CFD

Sharon McGukin AIFD CFD

Along with

Tracy Vestor

Christie Cothrun

Cindy Dodds

Christine Price

Patty Hunter

Janice Ortloff

Gerhard Monheim

McKenna Monheim

Lauren Monheim

Steve Frye

All of the incredible Arizona AIFD Designers

When they say "it takes a village to raise your family", it also takes a village to create a symposium program. I want to thank everyone who assisted, supported and held my hand during the preparation and production of "Savage Botanicals".

I am forever in your debt!

Joyce





SHARON SACKS

SPONSORED BY **DIAMOND + PLATINUM**
ELITE PARTNERS

Sharon Sacks, internationally sought after event planner and lifestyle guru, understands the importance of life’s precious moments. As president and founder of the Los Angeles-based event production company, Sacks Productions, Sharon dedicates herself to making each and every event a work of art. For more than 25 years, Sharon has created some of the most famous and memorable events for clients worldwide.

With an eye for perfection and a creative sensibility, Sharon orchestrates and choreographs extraordinary events for the world’s most elite clients. From Hollywood velvet-roped glamour to the intense excitement of World Cup Soccer in Paris, Japan and Germany, no stage is ever too far or too grand for Sharon and her talented team. She has traveled the globe, gracefully coordinating large-scale events from The Entertainment Industry Foundation’s Revlon Run/Walk for Women in Los Angeles and New York which plays host to more than 100,000 participants collectively each year, to more intimate celebrations including celebrity weddings and private parties.

Rockers and royalty alike have entrusted and engaged Sharon Sacks with their most precious memories. Sharon has worked on behalf of President Clinton, President Bush, Al Gore, Prince Andrew, Khloe Kardashian and Lamar Odom, Kim Kardashian and Kris Humphries, Lily Aldridge and Caleb Followill, Vanessa Minnillo and Nick Lachey, Jennifer Lopez, Norman Lear, Alan Horn, the Jenner Family, the Olsen twins, Madonna, Ben Affleck, Katherine Kallinis (DC Cupcakes) and Ben Berman, Keyshia Cole and Daniel Gibson, Pierce Brosnan, Denzel Washington, Rob Thomas, and Rebecca Romijn, in addition to many other luminaries.

The brilliance of Sharon’s designs lies in her unique ability to consistently showcase her client’s individual style, while maintaining her commitment to perfection and elegant glamour. Sharon is environmentally conscious and always endeavors to utilize materials that emphasize an important concern for the environment: from recycled paper invitations, biodegradable water bottles, to even the use of Hybrid cars for transportation. As an international trend-setter for entertaining, she is often sought after for television commentary and is the go-to Hollywood event planner. Sharon frequently appears on shows including Entertainment Tonight, The Insider, EXTRA, TV Guide, Access Hollywood, 20/20, Good Morning America, TLC, Bravo, and E!TV.

A true visionary, Sharon’s designs for living have become the benchmarks of a growing industry. Her creative panache and exceptional brilliance have led top publications such as Harper’s Bazaar, Vogue, The Knot, People, and The New York Times to recognize Sharon Sacks as one of the most respected event planners in the world today.

WEDDING TRENDS
FOR THE FUTURE
TUESDAY, JULY 2 10:45 A.M | CONCORDE



(1) Incorporating tried and true flowers with the unexpected succulents. Don't be afraid to try something that hasn't been done before. Nothing is wrong, only new. A fresh take on boutonnières.



(2) Taking wonderfully elegant table settings and incorporating unpredictable and mixed mediums only enhance the table.

The majority of my information will be devoted to motivation and how to deal effectively with one's clients. One of the underlying themes throughout all our productions is, "Every event is a piece of art and we are all the artists". Of utmost importance is tapping into the five senses, sight, scent, smell, sound, and taste. Always asks the question, "What inspires each of you to create your most beautiful bouquets?"
Sharon Sacks motto: "Make sure that your work is about your client's dreams, not yours."



(3) Vessels high and low in multiples create an enormous and impactful visual effect. Luminosity, candle lights play with intensely soft and whimsically lit flower arrangements.



(4) Incorporating something as simple as a Baby's Breath in volume offers an opportunity to enhance table settings in the most unexpected way. This is a growing trend and something that has taken us all by surprise as the Baby's Breath has never been thought of as terribly effective. However, in this setting with Mercury glass could be described only as dream like.



(5) Another vintage retro element that is trending is working with high and low multiple arrangements in varied sizes down the middle of the table contemporizes and recreates, what's old is new again. Each of these examples illustrates why the flowers and the bouquets we make are so integral to an event. I am often asked if I have any secrets to share of my own success, and I will share one of my most important thoughts - make sure your work is about your client's dream and not your dream. Sharon truly believes flowers are the final colors to the canvas in any event setting design



JULIE REED AIFD,CFD

SPONSORED BY **GOLD ELITE PARTNER**

MAYESH WHOLESALE FLORIST

Julie learned the art of flower arranging in the United Kingdom and took 1st place in a design competition.

Arriving in the United States in 1985, Julie began working as a floral designer on high profile events such as The Emmys, Golden Globe Awards, Fox Movie Studios, Walt Disney Productions, NBC Studios, Warner Brothers and as part of 17 award-winning Rose Parade floats for Phoenix Decorating Company. She has also helped to coordinate \$Million events for MGM Grand and the Mirage Hotel in Las Vegas. She also coordinated the grand opening of the Bellagio Atrium.

Resuming her career in 1995 after starting a family, Julie completed the Vocational Teachers Credential at Cal State, Long Beach, and thus enabling her employment to utilize her teaching skills through Garden Grove Unified and Coastline Regional Occupational Floral Design programs.

Julie moved to Las Vegas in 2005, opened Julie Reed Events, and continuing to work successfully with many satisfied clients. In 2008, she purchased The Las Vegas School of Floral Design so she could help educate the designers of tomorrow. Her passion will always be the art of floral design.

ILLUSION
TUESDAY, JULY 2 1:00 P.M | CONCORDE

**This program is about Events
and how we rework a room to
create an Illusion.
The magic that happens when
a room is transformed.**

Perfection is an Illusion . We strive for
Perfection but you know that the room
is never perfect.

We have to fix flowers upon arrival be-
cause something always gets damaged.
Many things go wrong and we always
put them right ,or should I say "Make it
Happen.."

How many times do you say that in a
day. " Make it Happen" the show must
go on. We sure are showman - each and
everyone one of us.

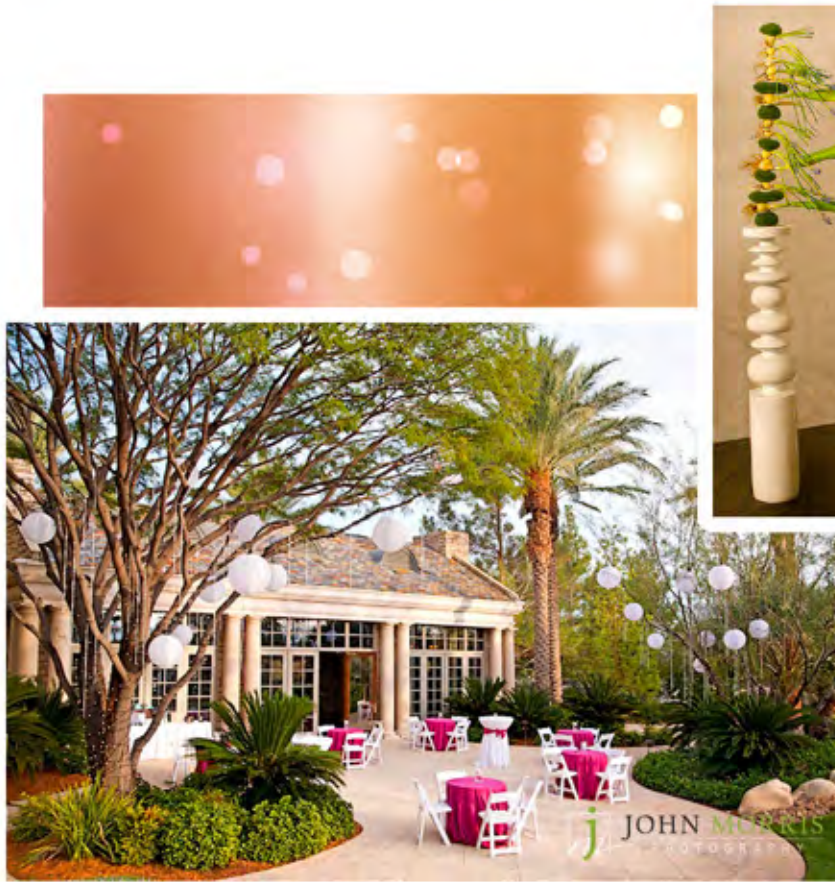
The PASSION we have has designers to
create the transformation.

The Feeling of comfort. Guests want to
feel comfortable, enjoy good food and
have fun.

There's always going to be something in
a room your client does not like.
Don't draw attention to it.

Scale must always be considered: Or
The Illusion of scale.

For example you would not use a bud
vase for the center piece on a 6ft round
table. But don't just look at the table top
look at the entire room. We all see such
wonderful elaborate idea's for a room
that our clients budgets don't allow for,
but we must use our knowledge to edu-
cate the client.



Show them that spending the same money that they would spend on a bud vase would be best spent on a larger piece to create the impact and wow factor.

But remember don't make the piece on the table uncomfortable for the guest sitting at the table.

Or the elaborate wow factor be a fire hazard or burden to all other staff involved the the entire event.

We Florists love to say, "It's all about the flowers" But its not. It's about the entire event.

Creating architecture in a room is also very exciting and an Illusion. Many Venues don't allow you to attach anything to walls or structures. Building something that can be portable is always a great idea. And a great rental that brings back revenue over and over again.

Fabric treatments fall under this category. Adding romance and architecture to break up the starkness of a room. Or soften a entrance, cover an entire wall, or make the dinning room private from view while enjoying cocktails. Lighting is amazing on sheer white fabric.



Lighting can change the feeling of a room instantly. Creating the Illusion of relaxation or movement.

Colors change the feeling and mood along with the speed of the light changes.

We all know how romantic candle light feels, the warmth of the color and flickering movement creates a sense of calm.

With todays technology in lighting we can create the mood to get the guest up one on there feet dancing. With the remotely controlled lights,your clients can have a selection of slow changing colors that can be warm and cosy during dinner. To fast paced color changing lights, to have a disco dancing effect to get them on there feet and having a good time.

All prograded and remotey controlled by the DJ or Band leader. Globe designs create many forms of interest and Illusions.

MC (master of ceremonies) - we all know how important this job is. The event must have a good flow and movement for guest's to sense the mood to enjoy the event.

LIGHTING



When a room feels heavy we can create an Illusion of transparency/translucency by using glass or lucite, vases, tables and chairs. Good idea when there's allot of furniture in a room has it creates a sense of space. Or when the room already feels heavy due to wooden beam's or concrete.

I hope you enjoy my program.

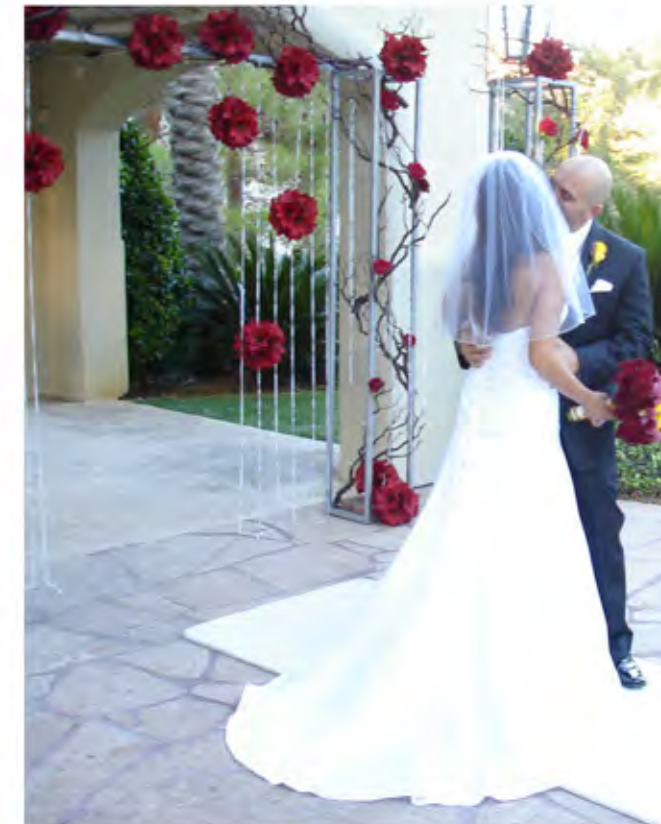
Delighted to have found my PASSION in life! I took a little of what I enjoy.

Hope I helped you to see using the Art of Illusion will help you find your Passion.

Enjoy what you do each day has much has I do.

Thank you.

Julie Reed AIFD.



Giant Dry Ice Bubble Experiment

<http://www.youtube.com/watch?v=8tHOVVgGkpk>

How to Make Glass Disappear

http://www.youtube.com/watch?v=anJuZdL_vsw



GERRY TOH AIFD,CFD

SPONSORED BY **PLATINUM ELITE PARTNER**

TELEFLORA

AND **DIAMOND ELITE PARTNER**

SMITHERS-OASIS

Gerard Toh is passionate about flowers and is equally passionate about sharing his love of design. He owned three stores over the course of 25 years. In his wide-ranging career, he has grown his craft throughout the floral industry.

He won the California State Designer of the Year when he started competing and became active in the floral community, participating in associations like the California State Floral Association, Teleflora's Los Angeles Coastal Counties Unit and director at large of the American Institute of Floral Designers.

As a freelance designer and consultant, Gerry's jobs have been as diverse as Art Director for a national magazine, and creative director for a silk flower manufacturer in China.

From designing the official cars of the rose parade and being a consultant for the opening of the Aria and city center in Las Vegas, his unique jobs have contributed to the development of the insightful and creative twists in his designs. He dreams of traveling the world, visiting all the gardens and flower shops someday and living out his life motto, "Always take life in small steps and enjoy every little miracle along the way"

LOVE AND PASSION
JEWEL OF THE AISLE
TUESDAY, JULY 2 2:30 P.M | CONCORDE



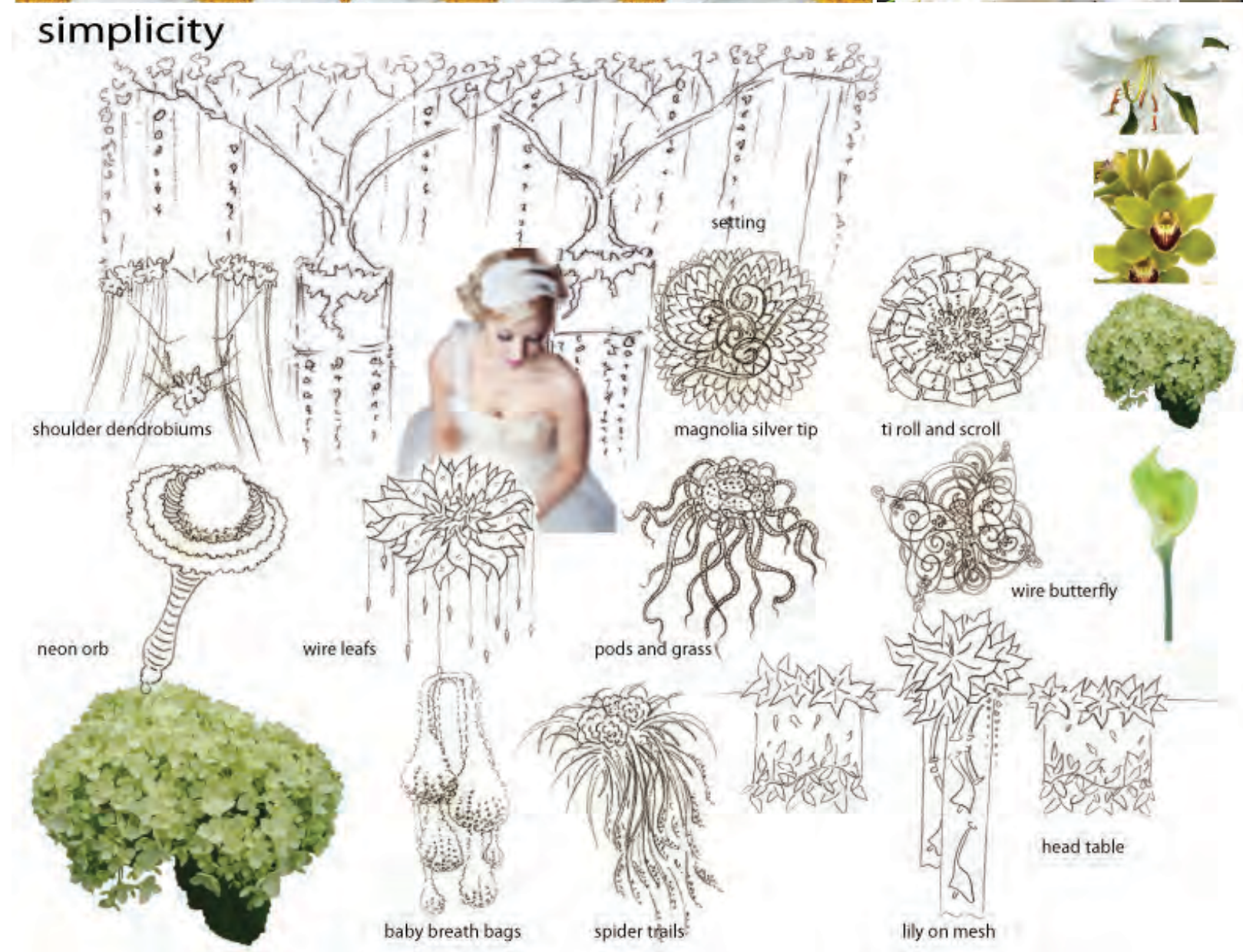
*I*n times past, women used to carry various aromatic herbs and spices, they believed would ward off evil. They were especially vigilant when it involved an important event such as their wedding. Time worn Greek and Roman customs prescript garlands for the bride and groom which symbolized new life, hope and fertility. Queen Victoria changed the concept to flowers when she married Prince Albert. There were still edible flowers in the bouquet though. For example, dill in the bouquet would be used later for the banquet. In those times, flowers each carried a meaning and the composition of the bouquet would depend on the prevailing traditions of the families and the underlying meaning that the bride and groom wanted to share with each other. Today, flowers are chosen more for the color and textural mix. It became more about the theme of the event. Without the constraints of meaning and tradition, the artistic factor became paramount in the design of all floral in the event. The Bridal bouquet is still the crucial element and remains the main focus from planning stage to the walk down the aisle for the bride.

For this program, my journey as a floral artist is to design a series of bridal bouquets revolving around 4 ideas conveyed by a bride in the planning of wedding flowers. How much? – a question asked in awe when one's budget is smaller than the quote Too much! – a comment to dictate a simpler and less elaborate styling Very much – a command to take the flowers to the top in elegance and decadence Much more – an endeavor to take the artistry of the bouquet over the edge. In line with my motto of promoting floristry as an art form, I would like to create bouquets that reflect a meld of European and Asian influences with an injection of American sensibility.



The Economy Wedding





Rapture

Soaring over the edge



what is

Passion to me

symposium 2013 las vegas



It is my wonderful insane compulsive love of flowers and the art of floral design

AIFD is the connection to my family of friends who are just as obsessive about this beautiful and delicate expression of nature

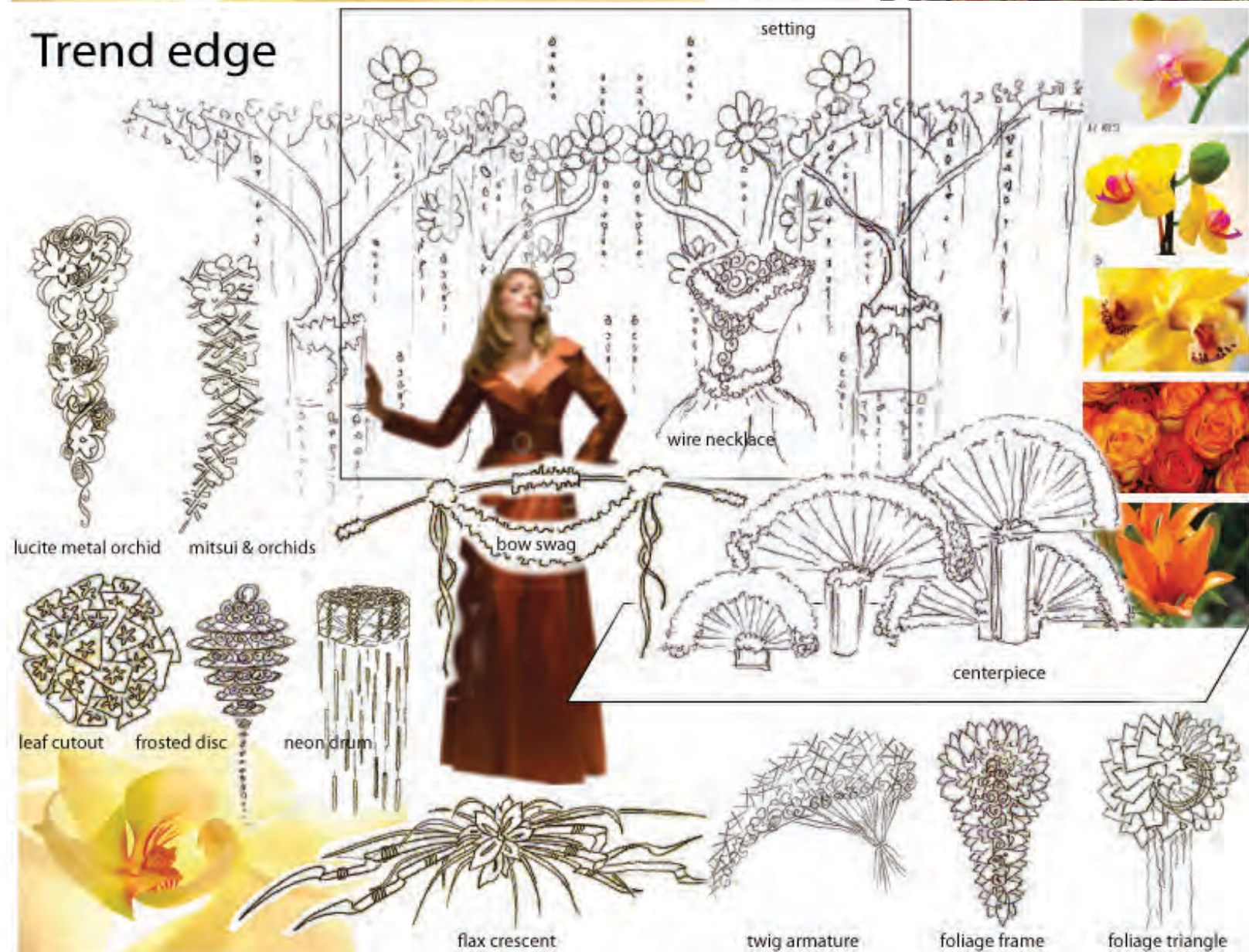
I am proud to be a member of AIFD. It allows me to associate with equally passionate artists who work in this medium
gerard ton, aifd, cfd, ccf

With Gratitude
Rich Salvaggio, AIFD
Michael Gray

Dedicated to
my mentor
Rocky Pollitz AIFD

In memory of
Joseph Arias

Trend edge





KARYN BROOKE AIFD,CFD JAMES MILLER AIFD, CFD

SPONSORED BY **DIAMOND ELITE PARTNER**

FITZ DESIGN

FLOWERS **GOLD ELITE PARTNER**

QUEENS/BENCHMMARK

LINENS **SILVER ELITE PARTNER**

CONNIE DUGLIN

Karen Brooke, president of Sidelines Custom Floral Designs in Kansas City, Missouri, has spent the last 29 years nurturing a business dedicated to creativity and customer service. Named as Small Business of the Year by the Chamber of Commerce, Sidelines has also been featured in Florists' Review magazine and many local publications. The demanding pace of the business doesn't keep her from community affairs. She serves as President of the Martin City Business and Community Association which produces a yearly St. Patrick's Day Parade complete with 75 floats and 20,000 + spectators. She volun

Karyn has been a member of AIFD since 1992 and is currently serving on the AIFD Foundation Board. Having previously served as the Partner's Chairperson for two years, 2011-2012, she is also regional past President of South Central Region. She is honored to be a part of the formation of a new SAIFD Chapter at the University of Missouri in Columbia, MO as the promotion of the floral industry is a high priority for her.

James Miller AIFD, CFD is the Vice President of Sales & Marketing at Sidelines Custom Floral Design in Kansas City MO. James was the Visual Editor of Florists' Review, the floral industry's oldest and only independent magazine. He was with the magazine for 10 years and was responsible for its floral images. His career in the industry began 25 years ago working in a flowers shop in high school. James graduated with an associates degree in Retail Floriculture and a Bachelor's in Horticulture. He was inducted into the American Institute of Floral Design in 2003.

James' designs have been featured in Florists' Review and PFD and three books; Florists' Review Design School (2003), Florists' Review Weddings 2 (2003), and Florists' Review Christmas Traditions (2004). He was also the creative coordinator for 101 Great Displays (2005), and the photo stylist for 101 Silk & Dried Designs (2005), Nature Takes Over: The Designs of Bill Harper (2009) Winning Bouquet Combinations (2006), Flower Arranging (2007) and Ribbons and Flowers (2008), Flowers For The Table, (2010) Flower Styling (2011), Wedding Bouquets (2011), Sympathy Flowers Tributes for Modern Memorials (2011)

**“VOILA! A MASQUERADE
A VERSAILLES” LEADERSHIP GALA**
TUESDAY, JULY 2 7:15 P.M | CHAMPAGNE

“BOULE DE MASQUE DANS VERSAILLES”

Leadership Gala Masked Ball in Versailles

Creating a magical evening for Ann Jordan AIFD, a woman we love both and admire, has been our common goal throughout this process and all the while keeping in mind that the Leadership Gala honors all who have walked before her. Thanking Ann for her leadership and dedication began with the incredible room chosen for the Gala. Creating a style that reminded us of Ann, gracious and feminine and adding the charming parisian influence of a masked ball guided us to this evening as we celebrate the glamour of Paris. This year you are invited to grab your mask and enjoy the cocktail hour inside the Champagne ballroom.

Without our sponsors this evening would be impossible.

Our sincerest thanks to: Diamond Elite Partners Fitz Design and Smithers Oasis, Gold Elite Partner The Queen's Flowers, and Silver Elite Partner Connie Duglin Linen.

Karyn Brooke AIFD and James Miller AIFD