

Focal Point

What Happened in Vegas, Didn't Stay in Vegas!

What happens in Vegas, stays in Vegas...except when the American Institute of Floral Designers (AIFD) and floral designers from around the world took over the strip in Las Vegas. Over 1,000 floral design artists converged in Las Vegas to see creative designs, entertaining events and inspiration like none other from June 28 - July 2 at the Paris Hotel and Casino.

"Passion" was an action-packed educational extravaganza that included high-level stage presentations from renowned floral design artists from the U.S., Belgium, Japan, and Russia, among others. The AIFD Symposium also included a welcome reception, two lunches, two celebratory dinners, a student competition, a half-day expo of floral industry suppliers and a community service project, Blooms Over Las Vegas.

Recaps of event highlights are featured in this issue along with loads of pictures! More photos of Symposium are posted to the AIFD Symposium Facebook page at www.facebook.com/AIFD.Symposium and all recap articles can be found at aifd.org/2013passion-recap/. Don't forget you can relive all of the education programs from this Symposium by buying DVDs. Details are posted at aifd.org/2013passion-recap/#dvd.

Here's what a few first time Symposium attendees had to say about the event:

Eunice Vines - This was my first symposium, it's been overwhelmingly fantastic. I'm looking forward to earning the designation!

Kimberly Johnson - This was my first AIFD show, meeting such a large group of the friendliest people around and having the opportunity to meet the designers up close and personal and having them share their ideas with us. What an awesome experience. I want to live AIFD! Thank you so much.

Beatriz Rodriguez - As a 1st time attendee, I have to say that this whole conference was my favorite moment! I arrived on Tuesday with my mentor and three other students to support my mentor as she tested for membership. Since I arrived I have volunteered as a model (twice), volunteered my time with Blooms and learned about its wonderful mission. For two years I've been hearing about this conference and I am so glad to be here!

Diane O'Brien - As a first timer, I loved everything!

Kathy Bates - My experience here has exceeded, enlightened, enhanced all my expectations of this professional group. Thank you so much. The experience was off the charts!

Nilooter Purvas - I was blessed to win the scholarship to come here, I volunteered as soon as I got here. I was fortunate to work with **Chris Norwood AIFD, CFD**. Thank God and those who make this possible for me.

Inside

AIFD Board Report - 5

Celebrate 50 Years - 8

2013 Symposium Recap - 11

2014 Southern Conference - 18

AIFD Chapter Reports - 21

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Membership Coordinator: Kelly Mesaris

AIFD Mission Statement

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



AMERICAN INSTITUTE OF FLORAL DESIGNERS

NATIONAL SYMPOSIUM

JULY 3RD - JULY 7TH

Save the Date!

2014 AIFD Symposium

“Transition Transformation”

July 3-7, 2014

(PFDE is taking place July 1)

Hilton Chicago

720 South Michigan Avenue
Chicago, IL 60605

aifd.org/2014-symposium

President's Welcome



"Share the excitement and the 'Passion' that was exchanged in Vegas. May we carry the inspiration with us until we gather again in Chicago for 'TRANSITION TRANSFORMATION.'"

WOW, what a great symposium in Vegas. One that gave us all the motivation and educational ideas that will inspire us well into the next year. I would like to thank all the volunteers that participated in making this a very successful Symposium. I would especially like to acknowledge the efforts of **Tom Simmons AIFD, CFD** and **Lori Novak AIFD, CFD**, they are who we really need to thank over and over. Their dreams to make this gathering a success came to a great conclusion with a flawless symposium. I hope that each of you will reach out to Tom and Lori and thank them for a job well done.

The start of Symposium seems like it will never come, but when it does, it moves by so very fast. I would like to share some of the early highlights that you may not have experienced, but need to know about.

To begin, I would like to acknowledge all the boards and committees that met early on. Their time was spent organizing and planning activities that will make AIFD stronger and grow over the next year. Look for great things to happen as you see what each committee and board has in store to make you a proud member of AIFD. If you ever have a question about what a committee or your board is doing please feel free to contact me at any time.

Also happening early on and for the first time, our student chapters met for a "Meet and Greet" pizza party before their competition. Thanks to Mississippi State University for underwriting this event with food and decorations. The room was full of a great energy that only young people have for this industry. Please take the time to mentor these young future florists if you are ever called on. If you're not supporting our students you're not supporting the future of our industry.

Following all our meetings we started a great four days of educational programs that enlightened and gave us all amazing and wonderful things to think about. We were shown new techniques and asked to use our creative minds like never before. If you missed our Symposium, were busy volunteering in the Flower Room, or just want to relive all the excitement you can order DVD's online now at aifd.org.

A new and useful item added to this year's Symposium was our new education book/program format. You can download all the presenters' notes from the website even if you weren't able to attend. So order the DVD's and download the education program

and you won't miss out on a single exciting program.

I hope those of you that joined us in Vegas have taken the opportunity to fill out the survey you received online. This information is so valuable to the Symposium Committee and the Board of Directors in planning the future of Symposium. YES, we listen to you and want you to give us your feedback. Everything you include on your survey is taken into serious consideration as we work to make each Symposium better, more affordable and more accessible. For those of you that could not attend, another survey was sent to you. Please know that your feedback is just as important, so please take the few minutes necessary to fill it out and return it. Let your voices be heard!

It is no secret that our partners are the backbone of each and every Symposium and without them we could not even begin to plan our Symposium. Please take every opportunity you can to thank them by purchasing product from them and letting them know you appreciate their contributions. A list of partners is in your program book and on our website.

As we get back to our jobs of creating passion for our customers, we can remember all the great lessons we were taught in Vegas. This is a time to forget that old saying "WHAT HAPPENS IN VEGAS STAYS IN VEGAS" and go out and tell our friends, co-workers, and colleagues what a great Symposium we had. Share the excitement and the passion that was exchanged during those few days in Vegas. May we carry the inspiration with us until we gather again in Chicago for "TRANSITION AND TRANSFORMATION."

All the best to each of you,

A handwritten signature in black ink that reads "John K. Kittinger AIFD, CFD".

John K. Kittinger AIFD, CFD
AIFD National President 2013-2014

Past President's Farewell

"Passion" is now a warm and wonderful memory, one filled with excitement, art and emotion. As I move in to my role as Past President of AIFD I would like to express my sincere gratitude one more time to the membership of AIFD for their support though out my journey in leadership of the institute. Special recognition to **Tom Simmons AIFD, CFD** and **Lori Novak AIFD, CFD** and to all who said "yes!" when they called for volunteers to run and work on all the committees for "Passion," the results of the volunteerism is a Symposium that will go down in AIFD history as one of the best, thank you.



To **James Miller AIFD, CFD**, **Karyn Brooke AIFD, CFD** and all those who help with "Boule de masque dans Versailles," it could not have been more perfect...stunning! **Talmage McLaurin AIFD, CFD** set the tone for what would be a humorous, rousing and quirky evening, just as I had hoped. **Kim Oldis AIFD, CFD** gave the evening's prayer, offering thanks to those who provide what sustains us all. **Jodi Duncan AIFD, CFD** and **Ron Mulray AIFD, CFD** made sure that I always had beautifully crafted flowers and grand masks.

Lisa Greene AIFD, CFD, PFCI decorated my suite, with arrangements that had such meaning and evoked memories by using product and flowers from our long journey together, reminding me of all we have done though her floral expressions. She even named her designs "Annie's Locks" for a curly wire design on a mirror and "Quilt Square Chaos" for this "want to be quilter." Thank you Lisa.

Claire Won Kang AIFD, CFD decorated the Board of Directors Luncheon with a style that was thoughtful and calming. The simplicity and grace of the table decorations were elegant, just as I had hoped. Claire has been supportive of me through out my role in leadership positions for AIFD and within the industry, I will always be grateful.

To our home office, Tom and Monica and the entire staff, the board and officers both National and Regional, and all the committee chairs and members, your leadership and commitment continues to strengthen the Institute and guide it in a positive direction. On a personal note I would like to express gratitude to **Janet Black AIFD, CFD, PFCI**, **John Kittinger AIFD, CFD** and **Suzie Kostick AIFD, CFD, PFCI** who have helped me this past year, challenges and all, they made sure that I made it through with their loving support.

With love and thanks,
Annie

Focal Points 4

Bits and Pieces

Compiled by **Suzie Kostick AIFD, CFD, PFCI** and **Molly Baldwin-Abbott**

• Having Trouble with Your Leadership Points?

AIFD requires our membership to be the leaders and the teachers of our industry. There are many ways to acquire your leadership CEU points besides what is listed on the renewal form. Some of our everyday activities can be used towards your leadership units.

Here are some suggestions:

- o Present a floral presentation to: garden clubs, employee meetings, church groups, community groups, schools and in-store workshops.
- o Write articles for your local media
- o Blogging and websites
- o Newsletters and magazines
- o Mentoring employees, PFDE participants and students

If you have any questions about your renewal please contact **Joyce Mason-Monheim AIFD, CFD** at jmmonheim@yahoo.com or your regional board members.

• Ruben Consa AIFD, CFD received his PFCI designation.

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

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

E-mail the image to **Molly Baldwin-Abbott**, AIFD director of communications at mollybaldwin@assnhqtrs.com. Please make sure it is labeled with your first and last name.

If you aren't listed in the online directory please visit aifd.org/membership/update-your-contact-info/ for step by step instructions.



Advancing the Mission of AIFD

As wonderful as the "Passion Symposium" was for all those who attended, it was also a time when AIFD leaders came together to continue their work to advance AIFD and its mission of floral design education. Twice during their stay in Las Vegas, the National Board of Directors met to deal with work-at-hand and in focusing on future opportunities.

While the second meeting of the Board was a special one called exclusively for the purpose of electing officers and passing appropriate banking resolutions, during the earlier meeting, the AIFD volunteer leaders tackled several important items.

After receiving several committee update reports, President **Ann Jordan AIFD, CFD** asked Executive Director **Tom Shaner** to review several items being addressed in the administrative office. Mr. Shaner reported on the work of the office in attempting to assist a number of requests that are received from international guests planning to attend the AIFD National Symposium who need assistance with obtaining a travel visa. He then reviewed correspondence that had been received from a delegation of floral designers from China seeking AIFD's assistance in providing design education. The matter was referred to the International Sub-Committee of the Membership Committee. He also presented reports provided by staff members and in so doing asked the members of the Board to be sure to express their appreciation to the staff for the jobs they have been doing to advance AIFD.

Treasurer **Rich Salvaggio AIFD, CFD** then reported on the financial statements and referred them to the Institute's third-party CPA for year-end review.

Mr. Salvaggio then reported on the matter of Life Membership having been referred to the Finance Committee by this Board at its meeting of March 25, 2013. Upon his review, it was moved and seconded to amend the Life Membership requirement from 30 to 35 years effective with the 2014-2015 membership year. The motion passed unanimously. The initial change to 30 years was made during a much different financial environment in the floral industry. The reversal of this change was carefully considered and approved by the Board of Directors to ensure the longevity of the entire organization. While AIFD understands that certain members were very close to achieving this benefit, it is hoped that these members will continue to remain active members in AIFD until that benefit becomes available to them at their 35 year anniversary.

Also as part of the Treasurer's report, with the recommendation of the Finance Committee, it was moved and seconded to establish a policy that each regional chapter requiring in excess of twenty (20) hours of administrative chapter services during a fiscal year, be responsible for reimbursing AIFD for additional hours of service.

Lastly, the Board considered the renewal of its contract for administrative/management services with The Joseph E. Shaner Co. The Board approved the continuance of management contract with The Joseph E. Shaner Co. for the period July 1,

2014 - June 30, 2018 at the same terms as in the previous contract.

Following the financial matters, Membership Chairperson **Joyce**

Mason-Monheim AIFD, CFD

presented her report for file and then reviewed this year's Professional Floral Design Evaluation session and the first Certified Floral Evaluator/Judge program and test. She then reviewed the status of membership renewals and presented the list of members who had never paid their 2012-2013 membership fees and reminded the Board of the Bylaws requirement that such members be resigned from membership. Having noted such, it was moved and seconded that with regret the following persons be resigned from the membership of AIFD: **Sunhyang Bang, Richard Go, Janice Jieyi He, Eun Seon Jeong, Hae-Ja Kim, Sung Eun Kim, Sung-Sook Lee, Eun Young Ok, Soon Bok Roh, Myeong-Ok Seo, Madeleine Woo, Mi Jin Yu, Helen Bitner, Mary Campbell, James Ray, Sue Shippen, Laurie Tuchto, Maurice Wynne, Constance Gooch, Jennifer Hinkhouse, Ricky King, Linda Robinette, Kevin Scott, and Donna Wehling.**

The Board also accepted with regret, the resignations of members **Emily Mays, Mark Nicholas** and **Heidi Schrott.**

The Board then moved its attention to general Symposium matters. Vice President **Tim Farrell AIFD, CFD, PFCI** reported on the process followed in seeking a volunteer to serve in the newly created position of a Symposium Liaison. He noted that only one member had expressed an interest in the position and that several concerns had been expressed as to the authority of such a person. As such, it was agreed to refer the matter back to the Symposium Committee for further consideration.

Other Symposium matters included Symposium 2014 Coordinator **Frank Feysa AIFD, CFD** presenting a report of the recommended line-up of design programs and featured designer and other plans for event which will take place at the Hilton Hotel in Chicago, July 3-7. **Marie Ackerman AIFD, CFD, PFCI**, Symposium 2015 Coordinator, reported on her early plans for the event which will take place at the Sheraton Hotel in Denver, June 30 - July 4.

As part of the 2015 Symposium, AIFD will celebrate its 50th Anniversary and as such **Janet Black AIFD, CFD, PFCI** and **Suzie Kostick AIFD, CFD, PFCI** presented the logo and suggested marketing plans for the celebration.

The Board then turned its attention to selecting a new site for the 2016 National Symposium which was originally to have been in Philadelphia but due to conflicting schedules with the host hotel needed to be relocated. Mr. Shaner reviewed his findings



of site searches including hotels in New Orleans, Nashville and Anaheim (Orange County, Calif.). A long and energetic discussion ensued in which numerous matters associated with each site were reviewed (including room rate, food and beverage minimums, meeting space logistics, site marketing opportunities, and availability of the local flower market/wholesaler). Following the discussions and reviews it was agreed to select Anaheim as the site and to ask the Executive Committee to meet there in August and in so doing to select between the Hilton and Marriott Hotels; and also to note that marketing for Anaheim should be focused on "Orange County or OC" for broader marketing appeal.

From the excitement of a host city for a dynamic Symposium, the Board then turned its attention to the organizational Bylaws. Mr. Farrell asked that **Emmett O'Dell AIFD, CFD** be able to address the Board on concerns associated with the adoption of the revised Bylaws. Mr. O'Dell offered several excellent suggestions for reorganizing the Bylaws and the manner in which this could be done. It was agreed to refer the matter to the Bylaws Committee and in so doing to suggest to incoming President Kittinger that he add Mr. O'Dell to the Bylaws Committee.

From the previous meeting, Ms. Kostick reported on the status of award recipients and moved that the names of this year's award recipients be added to the minutes of this meeting (Note: the names of the recipients are omitted from the minutes in which the decisions are made so as to avoid anyone learning of the winners in advance).

The Board then addressed an item of old business and in so doing brought from the Table a motion that a non-voting advisory position be added to the National Board and that such a position be filed by an Industry Partner Member. Such a member, who would have to be the same individual as listed in the AIFD database as the official representative of the Industry Partner, would be elected by the other Industry Partners of AIFD and would serve for a two-year term and be eligible to serve only two consecutive terms. Further, should that individual leave the employment of the Industry Partner, he/she would give up his/her advisory position on the Board and the President, in conjunction with the Industry Partners Committee, would appoint a replacement. Further, that the Industry Partner Member would be required to be a National Industry Partner (not a Regional Member), required to meet same attendance standards as those set for elected members of the Board, not be eligible to receive the travel allowance as provided by policy to elected members of the Board, and not be eligible to run for a position as an officer of the Board. During discussion, it was agreed to amend the motion to strike from it "not be eligible to receive the travel allowance as provided by policy to elected members of the Board."

Discussion on the motion as amended continued. Seeing many unanswered questions, it was moved and seconded to Table the motion as amended.

Noting that the new 2013-2014 Board would meet immediately following this meeting to elect its officers, President Jordan also reviewed the plans for future meetings of the Board and Executive Committee: Aug. 25-26, 2013 Executive Committee (Anaheim),

Oct. 27-28, 2013 Symposium Committee and Board of Directors (Denver), Jan. 27, 2014 Executive Committee (Chicago), and March 28-31, 2014 Chapter Presidents-Elect, Finance Committee, Tellers Committee, and Board of Directors (Baltimore).

AIFD is fortunate to have a dedicated cadre of volunteer leaders willing to give so much of themselves for the good of AIFD and its mission to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form.

If any member is interested in serving on the National Board, he or she should advise the new Nominations Chairperson **Ann Jordan AIFD, CFD**.

Got News???

Has something exciting happened to you, your chapter or do you know of an AIFD member who doesn't want to toot their own horn but needs to?

Have you been involved in a research or community service program that you'd like the rest of the membership to know about or get involved in?

Have you received an award or honor? Have you received a promotion or been named to a new position?

Have you or your chapter been making headlines in your local paper or favorite trade publication?

E-mail your tips, ideas, articles and images to **Molly Baldwin-Abbott**, director of communications, at mollybaldwin@assnhqtrs.com or **Suzie Kostick AIFD, CFD, PFCI**, newsletter editor, at skostick2003@yahoo.com.

AIFD and Social Media



www.facebook.com/AIFD.CFD



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



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



www.youtube.com/user/AIFDHqtrs



AIFD offers classified postings for job opportunities. There is a \$10 fee (to be paid by check) required to place a classified posting on the website and/or in an issue of AIFD Focal Points. Postings will remain online for one month. The editor will have final editing rights. Please email the classified posting to **Molly Baldwin-Abbott**, director of communications, at mollybaldwin@assnhqtrs.com. Please make check payable to the American Institute of Floral Designers and send to AIFD, Attn Molly, 720 Light St., Baltimore, MD 21230.

Certified Floral Designer Wanted

Posted 7/9/2013

Bloomstar Bouquet, a leading bouquet-maker/wholesaler in the Canadian floral industry is overhauling its Floral Design Department, and looking for a Certified Floral Designer that can give a new touch to our designs – a trend-setter! This would be a full-time position based out of Vancouver, B.C., Canada. Floral design experience is an asset, but creativity, flair, and enthusiasm towards design also count! Salary is negotiable, based on experience. Interested candidates, please send your resume and certification/s to bloombc2@telus.net.

Floral Designer/Manager

Posted 6-25-2013

Tampa-based, award-winning event design & production company seeking a full time Floral Designer/Department Manager to manage, design and produce all floral for both social, gala and corporate clients, as well as oversee the day-to-day operations of the floral department, with emphasis on the development and progression of the floral department into a fiscally-viable division within the company. Please e-mail your resume to design@showworksevents.com.

Visit aifd.org/wp-content/uploads/2012/04/ShowworksAd1-2-13.pdf for more details.

Head Designer/Manager of Daily Shop Operation

Posted 4-8-2013

Fischer Flowers of Linwood, New Jersey is seeking a talented individual to join our team as a head designer and manager of daily shop operation.

The ideal candidate is proficient in all areas of floral design, ranging from everyday work to wedding and event work, and has a successful track record working within the retail floral industry.

More details posted at aifd.org/wp-content/uploads/2012/04/FischerAd4-2013.pdf.

Cal Poly SAIFD Students Learn by Doing at AIR Program

The SAIFD Gordon Chapter of Cal Poly State University hosted their yearly Artist In Residence (AIR) program on Feb. 26, 2013. AIFD member **Audrey Chaney AIFD, CFD** from Botanica Floral and Event Design in Sacramento, Calif. was the designer and her program was titled "Flowers to Wear." Her program utilized using contemporary designs and decorative wire techniques. She showed the students how to make their designs look fabulous with not a lot of product and wonderful techniques using decorative wire. The Chapter was able to receive donations from the Smithers Oasis Company, Audrey's business and Jenny McNiece AIFD Floral business, along with the Gordon Student Chapter for this program.

Audrey's vignettes were set off by the color pallets and harmonies that work well together including yellows, peaches, purple, pinks and greens. The students were also able to work side by side with her in preparing her show. It was a wonderful opportunity for the students and it was the perfect floral demonstration that featured education and the "learn by doing" motto which is a huge part of Cal Poly State University. The presentation drew students from majors outside the College of Agriculture and it was great to have them exposed to the floral industry with such great talent.



Appreciating the Past – Anticipating the Future

AIFD prepares to celebrate 50 years

Hey everyone, check out the new 50th Anniversary logo! If you didn't already know we will be celebrating AIFD's 50th in 2015! That's right, AIFD is turning 50 and that's a pretty big milestone and one worth taking notice of. The celebration kicked off during "Passion" in Las Vegas and will continue to build until we all gather in Denver in July 2015.

As part of the two year long celebration we'll be collecting and sharing your AIFD memories. In order to do that, we'll need you to share all your magical moments. In addition to collecting all your AIFD memories, the 50th Anniversary Task force will be busy promoting the 50th Celebration during industry events, in Chicago during the 2014 Symposium, logging the history of the past 50 years and just spreading the news that AIFD is still going strong and planning for the future.

Here's how you can help:

Send in your memories – Have a special or interesting story to share about your AIFD activities? Maybe you were part of something big that changed the history of AIFD – share your experience! **Send in your photos** – to go along with the written history of AIFD the Task Force is also trying to gather

photos. We're looking for photos of past symposiums, regional gatherings and our members out and about promoting AIFD. We'll scan or copy your photos and send them right back.

Here are a few fun historical facts about AIFD and its members: Did you know **Bea Frambach AIFD, CFD** was the first National Secretary of AIFD installed in August of 1965! Did you know **Gary Wells AIFD, CFD's** wife made his suit for his induction! Did you know that the first SAIFD chapter was Cal Poly!

Banners promoting the 50th Anniversary as well as marketing materials are available at your request. These items are great to have on hand for all your regional educational and awareness events. Contact AIFD Headquarters and request yours today!

Please contact us at and let the celebration begin! Many thanks in advance.

Janet Black AIFD, CFD, PFCI
janetblackaifd@gmail.com, 207-514-3500

Suzie Kostick AIFD, CFD, PFCI
skostick2003@yahoo.com, 248-819-2148



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FTD Announces Free Flower Shop Makeover Contest

FTD is excited to announce the 2nd annual FTD® Makeover Magic Contest, which will award one lucky active FTD Member Florist with a makeover of his or her flower shop storefront interior by FTD Education Consultant **J. Keith White AIFD, CFD**. Any participating FTD Florist must complete three things to be eligible to win:

- 1) Register and participate in the Merchandising 9-1-1 webinar on Tuesday, Aug. 20 at 2 p.m. EDT/11 a.m. PDT.
- 2) Submit a 75 word essay explaining why your shop interior deserves a makeover.
- 3) Submit one or two photos of your shop's interior space and storefront window display.

All submissions must be sent to prdept@FTDi.com by midnight Pacific Daylight Time on Aug. 20, 2013. Registration for the webinar can be completed at www.FTDi.com/Makeover. The FTD Makeover Magic Contest was implemented in 2012 to not only award a flower shop a fresh, new look, but to show all FTD Member Florists cost-effective tips and tactics to improve visual merchandising to drive local business.

With the makeover, White will offer tips and ideas for keeping your shop updated to boost sales and motivate employees well into the future. If you have ever thought about how a fresh coat of paint or a new display could help your business, now is the time to put some energy into your shop and enter the FTD Makeover Magic Contest.

Florists interested in participating are encouraged to visit www.FTDi.com/Makeover for official contest rules and to register.



Rudy Grant AIFD, CFD and **David Siders AIFD, CFD**, owners of Experience and Creative Design, transformed the sitting room and library of a home (pictured above) as part of this year's Vanguard Designer Showhouse.

Visit www.vanguard-aso.org/2013showhouse.asp for more information on this event.

FTD Announces 19th Annual FTD® Good Neighbor Day®; Celebrates Local Heroes

FTD is excited to announce the 19th Annual FTD® Good Neighbor Day® event will take place on Patriot Day, Wednesday, Sept. 11, 2013. Hundreds of FTD Florists across the U.S. and Canada will join us in spreading cheer and celebrating local heroes for this year's event.

The concept of FTD Good Neighbor Day is simple: florists give away a bouquet of flowers to people in their community encouraging each recipient to keep one for him or herself and hand the others away to make new friends and share kindness to strangers.

FTD Good Neighbor Day was started in 1994 by FTD Member the late **Brook Jacobs**, owner of Greenbrook Flowers in Jackson, Miss. The goal of the holiday outreach is simply that, to spread goodwill to neighbors and make new friends through the exchange of flowers.

FTD Good Neighbor Day is a great way florists can host a low-cost, high-impact event that will drive new customers into their shops year-round. The key to event success is publicity, and FTD has developed a proven PR kit that provides simple event instructions and easy-to-use marketing templates to help participating florists prepare.



FTD Florists are highly encouraged to start planning their local events now by securing sponsors and developing philanthropic relationships. These partnerships with community organizations can help increase the exposure and positive impact from the event, as well as off-set the cost and labor efforts. Goodwill efforts such as blood drives and food or clothing collections are commonly held in conjunction with FTD Good Neighbor Day.

"FTD Good Neighbor Day has been, by far, the most effective and fun marketing tool our shop takes part in," exclaimed **Alisa Roth**, owner of Bloom Works located in Council Bluffs, Iowa. "On that one day in September, we see more than 500 excited faces walking through our door to take part in the event. To me, what is even more amazing is that 50-60% of the people entering the shop have never been in before."

FTD Members who are interested in participating in FTD Good Neighbor Day can receive their FREE PR kit online at FTDi.com/GND. The PR kit provides members with event instructions, marketing materials and templates for media outreach, advertising and public relations efforts. Templates are easy to use and available in Microsoft Word so that members can download, personalize, print and start their outreach.

To register your participation in FTD Good Neighbor Day and sign up for a FREE listing as a participating florist on FTDi.com, visit FTDi.com/GND.



FTD UNIVERSITY EDUCATION CALENDAR

KNOWLEDGE IS POWER CONTINUING EDUCATION IS KEY



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AIFD Showed the World

Passion

and Celebrated Another Successful Symposium

What happened in Vegas, didn't stay in Vegas. And here is proof. Take a look at some of the events that happened when floral designers from around the world took over the city and showed Vegas something it had never seen before. Don't forget there are hundreds of pictures on the AIFD Symposium Facebook page at www.facebook.com/AIFD.Symposium and a recap video is posted to YouTube at www.youtube.com/watch?v=giq_-hyCcAs.



John Kittinger AIFD, CFD Named President of American Institute of Floral Designers

John Kittinger AIFD, CFD of The Best of Flowers in Lexington, Ky. (right in picture) was installed as president of the American Institute of Floral Designers (AIFD) during the organization's 2013 National Symposium held in Las Vegas, June 28 – July 2. He succeeds **Ann Jordan AIFD, CFD** of Ann Jordan Design Consulting in Naples, Maine (left in picture) as the volunteer leader of the floral industry's leading organization in design education.

Installed as president-elect of AIFD was **Tim Farrell AIFD, CFD, PFCI** of Farrell's Florist in Drexel Hill, Pa. **Joyce Mason-Monheim AIFD, CFD, PFCI** of Designer Destination in Tucson, Ariz. was elected to serve as the Institute's vice president and **Suzie Kostick AIFD, CFD, PFCI** of Rio Rancho, N.M. will continue as AIFD's secretary. **Tom Simmons AIFD, CFD** of Three Bunch Palms Productions in Palm Springs, Calif. was elected to serve as treasurer of the Institute.



Bill McKinley AIFD, CFD of Texas A&M University in College Station, Texas. Elected to serve a new term are **BJ Dyer AIFD, CFD** of Bouquets in Denver, Colo. and **Kim Oldis AIFD, CFD** of Details.....it's all about the flowers in LaConner, Wash.

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

Jackie Lacey AIFD, CFD, PFCI of Floriology Institute in Hilton Head Island, S.C. will serve as the membership chairperson and **Frank Feysa AIFD, CFD** of Garden Gate, Inc. in Aurora, Ohio will take on the role as AIFD's 2014 Symposium coordinator for "Transition Transformation" taking place July 3-7 in Chicago, Ill.

Continuing to serve as directors-at-large are **Janet Black AIFD, CFD, PFCI** of Designs Florist and Interiors in Bethel, Maine, **Ted Bruehl AIFD, CFD** of The Chocolate Rose in Irving, Texas,

This year we have four AIFD members retiring from the board: **Mary Linda Horn AIFD, CFD, PFCI**: 2007-2013; **Ken Norman AIFD, CFD**: 2010-2013; **Richard Salvaggio AIFD, CFD, PFCI**: 1995-2003 and 2007-2013; and **Tom Bowling AIFD, CFD, PFCI**: 2006-2013.

Thomas C. Shaner, CAE, continues as AIFD's executive director. AIFD is headquartered in Baltimore.

Welcome to the AIFD Family:

The American Institute of Floral Designers proudly congratulates its newest members on their achievement in earning the coveted AIFD designation. They were inducted into AIFD on Sunday, June 30 during ceremonies at AIFD's 2013 Symposium.

Jacqueline Davis AIFD, CFD
Floral Design By Jacqueline Ahne
Sunset Beach, Calif.

Marisa Guerrero AIFD, CFD
Debbie's Bloomers
El Paso, Texas

Jenna Naylor AIFD, CFD
Ederyn Floral, LLC
dba A Daisy A Day
Snellville, Ga.

Tricia Fillingim AIFD, CFD
The Fresh Flower Market Forget
Me Not Floral
Aurora, Colo.

Sharon Ivey AIFD, CFD
Bishop, Ga.

Iris Salmon AIFD, CFD
Grower Direct Inc.
Edmonton, AB, Canada

Leanna Gearhart-Theye AIFD, CFD
Kentwood, Mich.

Mirae Kim AIFD, CFD
Seoul, South Korea

Debra Schwarze AIFD, CFD
Minneapolis, Minn.

Tammy Gibson AIFD, CFD
Belmar Flower Shop
Louisville, Ky.

Jessica Li AIFD, CFD
San Francisco, Calif.

Bogar Marin AIFD, CFD
Estado de Mexico, Mexico



Floral Industry Professionals Honored

Tom Simmons AIFD, CFD of Three Bunch Palms Productions in Palm Springs, Calif. has been recognized by the American Institute of Floral Designers' (AIFD) National Board of Directors with the Award of Distinguished Service to AIFD. The announcement was made on June 30 during the Institute's 2013 Awards Ceremony held in conjunction with its 2013 National Symposium "Passion" in Las Vegas, Nev. Now recognized as a Fellow of the Institute, Tom Simmons AIFD, CFD was honored for his tireless and continued support of AIFD as a leader, mentor, supporter, volunteer and friend. He was inducted into AIFD in 1984 and has served on the board for approximately ten years. He served as AIFD president from 2007-2008 and this past year he served as Symposium Coordinator for the 2013 Symposium, where he coordinated and organized a highly successful event that boasted over 1,000 attendees. In the picture above from left to right: Awards Chairperson **Suzie Kostick AIFD, CFD, PFCI**, Past President **Ann Jordan AIFD, CFD**, New Fellow **Tom Simmons AIFD, CFD** and President **John Kittinger AIFD, CFD**.



This year, AIFD recognized two companies with the Award of Merit – Industry. This is an award that is presented to



professionals in the floral industry who are not a member of AIFD, but who are serving a crucial role in advancing the industry.

Accent Decor was honored for their

undeniable support of AIFD symposium and regional events and promotion of AIFD members. In the picture above from left to right: Awards Chairperson **Suzie Kostick AIFD, CFD, PFCI**, Past President **Ann Jordan AIFD, CFD**, Accent Decor Owners **Frank and Margaret Hofland** and President **John Kittinger AIFD, CFD**.

Mayesh Floral Wholesale Inc. was also recognized for their long-held

commitment and dedication to the AIFD Symposium. In the picture to the right from left to right: Awards Chairperson **Suzie Kostick AIFD, CFD, PFCI**, Past President **Ann Jordan AIFD, CFD**, President and CEO of Mayesh Wholesale Florist **Pat Dahlson** and President **John Kittinger AIFD, CFD**.



The Future of Floral Industry Show Off Their Stuff at Student Design Competition

Floral Design students made their mark at AIFD's 2013 Student Floral Design Competition that was held as part of AIFD's 2013 National Symposium with City College of San Francisco taking the spotlight. Four students who were part of the college design team brought home a total of nine awards in the competitions five categories: sympathy arrangement for an infant, wedding bouquet, corsage and boutineer for a prom and an arrangement for art gallery grand opening.

The Overall School Award went to City College of San Francisco (CCSF), led by SAIFD advisors **Holly Money-Collins AIFD, CFD** and **Steven Brown AIFD, CFD**. **Ineke Moss** of CCSF took home the Overall Student Highest Score Award. **Laura Murphy** of Golden West College and **Adriana Cibrian-Melchor** of the College of Southern Nevada tied for the People's Choice Award which is voted on by Symposium attendees. For a complete listing of 2013 Student Competition winners please visit aifd.org/2013-saifd-results/.

Blooms Over Brings Smiles to Vegas Residents

The community service event, Blooms Over Las Vegas, took place over several days during Symposium. It was a successful endeavor with the volunteerism of several symposium attendees. Volunteers put together bouquets of flowers that were delivered to several organizations in the Las Vegas area including Lutheran Social Services, Nevada Senior Services and Catholic Charities of Southern Nevada, among others.



Everything You Need to Know:

When AIFD President John Kittinger AIFD, CFD was asked "What is one of your favorite flowers to use in designs and why" he immediately replied "Stock. It is one of the few flowers we get to use that has a great aroma." So, in honor of our new President, below is information on one of his favorite flowers!

Common Names: Stock

Botanical Name: Matthiola (ma-THEE-oh-lah)

Availability: Year-round, January through October is the peak season.

Vase Life: 5 to 7 days.

Storage Temperature: 36 - 38 F

Ethylene Sensitive: Yes

Description: Fragrant, tightly clustered one inch florets on a spike topping a single stem.

Colors: White, red, pink, cream, purple, lilac, yellow, peach.

Botanical Facts: This flower was named after the Italian botanist Pierandrea Mattioli, 1500 - 1577.

Design Notes: These beautiful blossoms add line and mass to mixed arrangements.

Purchasing Hints: Purchase when one half to two thirds of the florets are open. Stems should be straight and sturdy. Avoid any stems with the lower florets decaying, or any signs of mildew.

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

Additional Notes: Stock is susceptible to mildew. Change the water solution frequently. Stock is appreciated for its cool, distinctive colors and exceptional fragrance in cool season gardens. In mild winter regions, it's grown as a winter/early-spring annual for bloom before the weather gets torrid. In maritime or cool mountain climates, it makes a good flower for late spring or summer flowering. A biennial treated as an annual, it's a native of the Mediterranean coast and a member of the mustard family.

Most stock varieties have become well-bred doubles, an upgrade from their wild, single nature. Modern varieties vary in height from 12 to 30 inches, but they're all rather stiff columns surrounded by flowers. The flowers are pink, white, red, rose, purple, and lavender in color.

Stock is relatively precise in appearance, best suited to formal beds where it can be lined up like soldiers. Plant them where the fragrance reaches passersby -- near walks, by doorsteps, and close to heavily frequented places. They're also adaptable to containers, especially if you combine them with informal flowers to break up the rigidity. They're also superb cut flowers, with the scent pervading an entire room.

Sources: <http://floraldesigninstitute.com/page004.06.071.htm>, <http://home.howstuffworks.com/annual-stock-flowers.htm>



Create a Facebook Contest to Fill Your Lead Funnel

By Gina Kellogg

Building your list of email addresses gives you more customers to contact and, thus, more opportunities to make a sale to them. You can promote special Valentine's Day discounts for pre-Feb. 14 deliveries, free bouts when a bride signs a wedding contract and all kinds of other special offerings.

One of the best ways to increase your leads and collect contact details is through a contest. Lots of third-party developers offer contest apps for Facebook, so they make that part easy. (Plus, Facebook requires third-party apps if you want to run a contest.) But you should take some additional steps to ensure your contest is successful. Here are eight tips to help:

1. Identify your goals. Do you want more e-mail addresses to build your list? Do you have a different goal, such as to attract more fans to your Facebook page? Define your goal and then you can ensure your contest will help you achieve it.

2. Never break Facebook's promotional guideline rules. Read the rules, but a big one is to make sure you acknowledge that your contest is not connected to Facebook in any way.

3. Offer a great prize—but also a targeted prize. What does this mean? Don't offer something that everyone and their mother would want to win—like an iPad. Offer something that is relevant to the customers you want to attract. So, if you want more brides, then offer a free bridal bouquet or altar arrangements. (Refer back to No. 1 to help you determine your prize.)

4. Create an easy-to-enter contest. Don't require too many steps or actions. Drawings are easiest and only require that the entrant provide name and e-mail address—and many third-party apps will handle the drawing for you to keep it honest.

5. Make your contest shareable. Once folks enter the contest, make sure your thank-you page provides links so they can let others know they participated. Allow them to post on their Facebook walls, send a tweet or add a comment. You can even offer incentives that increase the odds of winning if the contestant shares. That helps spread the word even faster.

6. Set a quick deadline. Don't set the end date for your contest too far into the future—for example, two weeks. It's too hard to maintain excitement for a longer period.

7. Amp up the anticipation! Get everyone psyched to win by promoting your competition wherever and whenever you can.

8. Keep track of the stats. You can't measure the success of your contest unless you keep track of it. And if you want to run another competition in the future, you want to know in what areas you can improve it.

Article originally posted at www.flowerchat.com/community/threads/create-a-facebook-contest-to-fill-your-lead-funnel.37237/.

Calendar

April 4-6, 2014

2014 Southern Conference

Sea Palms Golf & Tennis Resort, St Simons, GA

July 1, 2014

2014 AIFD Professional Floral Design Evaluation Session

Hilton Chicago, Chicago, IL

July 3-7, 2014

2014 National Symposium - "Transition Transformation"

Hilton Chicago, Chicago, IL

July 8, 2014

2014 Foundation Workshop

Hilton Chicago, Chicago, IL

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American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

Frankie Shelton AIFD Scholarship Fund Created

A scholarship fund has been created to honor the dedication of Frankie Shelton AIFD to the floral industry and students. If you would like to help with the efforts to grow the Frankie Shelton AIFD Fund to its vested amount, visit the AIFDFoundation.org website to download a donation form.

2013 Symposium Recap

2013 Scholarship Recipients Recognized

Chairman and CEO of the AIFD Foundation, Derrick Vasquez AIFD along with Chairman and CEO Elect Eddie Payne were proud to present ceremonial checks to the scholarship recipients during the awards ceremony during Symposium.



Foundation Activities a Success!

The AIFD Foundation would like to thank all individuals that donated to the silent and live auction as well as those that purchased items and raffle tickets. Money raised from the sale of these items help to fund sponsorships and grants.

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

AIFD Foundation Board of Trustees Get to know the Foundation representatives

Officers of the Board of Trustees:

Derrick Vasquez AIFD- Chairman and CEO
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Rocky Pollitz AIFD
Teresa Riddle AIFD
Frankie Shelton AIFD

Tom Clark

Marketing Tip:

By Lisa Greene AIFD, CFD, PFCI

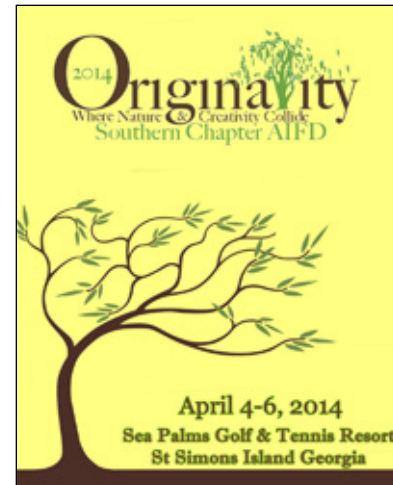
For this month's marketing tip I wanted to share with you an article from *Floral Management* magazine. This article is a follow-up to an article that they did in a past issue. It features **Vince Butera AIFD, CFD, PFCI** and how he drastically changed his marketing and marketing for shop by reaching down to the grassroots of what he stood for as a designer and how he wanted to share that through his shop.



Vince was able to use the services of a friend who is a graphic designer but the exercise he went through is one that you could do as well.

It is a great article and I've included a link so you can read it as well. If you don't subscribe to *Floral Management* you're missing out on some great information. I hope you enjoy the article and are able to glean some information that will help you to get your message of your vision out into the world.

Read the article at www.safnow.org/sites/safcms.memberfuse.com/saf/files/Industry_News/2013/July/fmjan12_feature1.pdf.



2014 Southern Conference

"Originality: Where Nature & Creativity Collide"

April 4-6, 2014

Sea Palms Golf & Tennis Resort

St Simons Island, Ga.

aifd.org/2014-southern-conference/

Featuring: Gerry Gregg AIFD, CFD - "Sticks & Stones," Jackie Lacey AIFD, CFD, PFCI - "Cherry on Top," Brooke Raulerson AIFD, CFD - "OMG, Floral Designs For The Next Generations," and Rene Van Rems AIFD, CFD, PFCI - "Showcase on Wedding Bouquets Trends & Beyond."



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AIFD Awards Committee Seeks Nominations!

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

What does the AIFD Awards Committee do?

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

Can anyone submit a nomination?

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

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

Yes. **The deadline for the 2013 awards is Friday, Feb. 28, 2014.**

What are the awards given by AIFD?

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

Are all the awards presented each year?

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

Are there specific qualifications for any given award?

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

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

Award of Distinguished Service to AIFD - AIFD Fellow

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

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

Award of Distinguished Service to the Floral Industry

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

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

industry, scholastic and/or consumer level?

Award of Design Influence

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

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

Award of Merit – Industry

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

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

Award of Merit- Non Industry

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

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

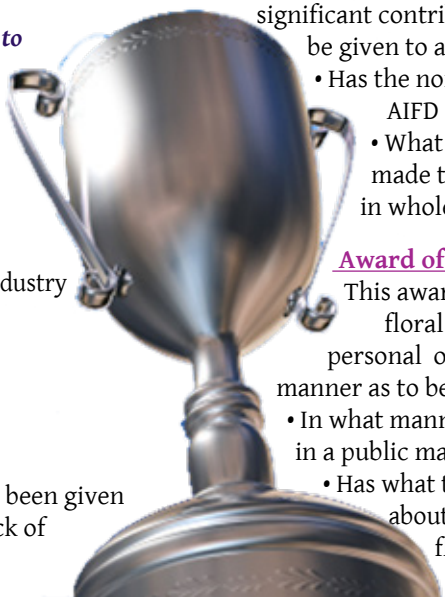
Special Award of Recognition

This award is presented by the National Board of Directors. The National Board may choose to select a person based on many qualities, some being: What specifically has the person done in service to AIFD or the Industry? Has this service impacted AIFD, its members or its mission?

Now that you have a better understanding about the AIFD awards why not consider nominating someone? The deadline to submit a nomination is Feb. 28, 2014.

Send your nominations to Awards Committee Chair, **Rich Salvaggio AIFD, CFD** at rsalvaggio@teleflora.com Or you can fax it to him at 310-966-3610 or mail it to Rich Salvaggio AIFD, c/o Teleflora, 11444 West Olympic Boulevard, 4th floor, Los Angeles, CA 90064. Be sure to include your name and contact information, the name of the person your are nominating, what award you are nominating them for and your reason supported by examples of why this person should be considered.

All of this information and more can be found on the AIFD website at <http://aifd.org/2014awardnominations/>.





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What's Going On?

AIFD Chapter Reports

North Central Chapter

Outgoing President's Letter

Loann Burke AIFD, CFD, PFCI

It's been an active year for North Central with numerous awareness events, art displays and state gatherings. We've taught, enlightened, shared and inspired. From our highly anticipated and well received return to the Chicago Flower and Garden Show, the wonderful experience of Nature's Creative Edge, and a hugely successful Milwaukee Art in Bloom, we've shared a portion of ourselves. At Dayton Home and Garden Show, and a exceptional January Meeting and Second Annual Bobbi Cup competition, we've shared our art and passion with grateful and receptive audiences. We've inspired and mentored eager students at the FFA National Convention, grown and refreshed at our State Conventions and perhaps remembered a bit of why we entered this crazy, wonderful industry in the first place. It's been one fabulous year for NC AIFD.

I'm honored and privileged to have served as North Central's President this past year. I'm humbled to have served alongside some of the best and brightest as we accomplished our goals this past year. I look forward to the future and the incredible leadership that will take us there.

With expectation of a tremendous year ahead, congratulations and thank you for a wonderful year!

Incoming President's Letter

Eldon Haab AIFD, CFD

I am excited to be the new North Central President and am looking forward to working with our NC members. We are excited to welcome two new inductees **Leanna Gearheart – Theye AIFD, CFD** and **Deb Schwarze AIFD, CFD** and welcome three new board members **Robert Larson AIFD, CFD**, **Carolyn Minutillo AIFD, CFD**, and **Brian Wenmoth AIFD, CFD** to our team.

I have established some short term goals including: a presidential update e-mail monthly, an active North Central mentoring program for both CFD and others interested in taking the PFDE in the near future, an updated and activated scholarship program, creating a liaison connection to all of the state organizations in our region, promoting the national FFA project, as well as working with FFA and other educational groups in our own region, developing a standard procedure and appropriate reporting forms for all of our public awareness events and promoting a North Central evaluation session within our own region allowing AIFD members to become certified evaluators.

My long term goals are to build on the leadership and accomplishments of North Central and to challenge our region to move forward with new ideas and new membership interaction, to promote more active involvement of our membership, to increase public awareness of AIFD in our region, and to increase our regional membership by 10 to 15% within the next three years.

To work towards these goals, the following action groups are being established with opportunities for all NC members to be involved. New groups being activated are:

Presidents council (past presidents) - willing to brainstorm on how our past activities and projects might relate to today's situations.

Scholarship/grant/honorarium task force - evaluating current scholarships and investigating new ideas and opportunities for assisting our members.

Mentoring Task Force - setting guidelines for mentors, record keeping, and analysis of our actions. Encouraging mentor interaction is a key part of this program.

FFA Task Force - teaming with the national FFA convention as well as working with state and local programs, both FFA and other educational programs.

Activity Analysis Task Force - establishing guidelines for events in our region, especially those involving public awareness. Providing information relative to set up, record keeping, and reports to the board and our membership.

Evaluators Certification Task Force - working to get a core of certified evaluators in each of our states, fulfilling a need for state and local contests and beneficial to our mentors program.

"OUT OF THE BOX" Task Force - a group to brainstorm new ideas that might be relevant to our region, "The Dream Team," planning for the future.

Attendees at our symposium chapter meeting have responded with their interest areas for involvement. I am currently creating these task forces and can include other North Central members in these groups. Get involved. Let me know your interest areas and you can be a part. NORTH CENTRAL IS ON THE MOVE AND I AM PROUD TO BE YOUR PRESIDENT!

South Central Chapter

Outgoing President's Letter

Lou Lynne Moss AIFD, CFD, PFCI

AIFD Symposium "Passion" was alive and well in Las Vegas. As outgoing President of South Central Region, I am proud of passing the cards forward to the future. We have been playing the cards well in our region with successful fundraisers, awareness banners flying all over the Midwest and looking for success in the future with our new Executive Officers and Board of Directors. Our committees are forging new pathways and

looking for eager designers to accept the challenge of joining AIFD. We welcomed two new inductees and plan on "lighting the fire of enthusiasm" to many more this coming year. I look forward to the next generation of our AIFD Leadership and know it is in good hands in South Central. Thanks for all of your PASSION & COMMITMENT this year and success will follow those who are playing the cards they hold well.....I am behind you all the way!

Incoming President's Letter **Todd Sweeden AIFD, CFD**

As Elvis said, "Viva Las Vegas!" and our South Central Region would certainly agree. With over a thousand attendees, Paris was ALIVE with AIFD members. It was apparent the South Central Region was there in full force, and if you were not there you missed a fantastic symposium experience.

We are starting this year off with an enthusiastic board and membership ready to work. The date is set for our third annual Forum in St. Louis, Mo., on April 6, 2014, under the leadership of Chairperson **Frankie Peltiere, AIFD, CFD**. Mark your calendar and make plans to attend this educational event. You don't want to miss this.

Our region has now created the **Frankie Bess Shelton AIFD Fund** for the Foundation with the board and membership matching the initial contribution. Please contact the AIFD Foundation with your donations to this very worthwhile scholarship for education.

The challenge given to the SC Region was to become more involved. This is your opportunity to jump in and be a vital part of your region. Don't hang on the edge of the big circle but, get in the middle and be a driving force for South Central Region.

North East Chapter ***Outgoing President's Letter*** **Lisa Greene AIFD, CFD, PFCI**

It's hard to believe that "Passion" has concluded, we have all gone home and resumed our lives. It seems for one shiny week in the middle of the summer we can all get together and enjoy being in the company of flowers. That week goes by so fast and the time is so precious. We try to capture it in pictures, on Facebook, in magazine articles and with phone calls and notes to her friends. Symposium is a special time and we would all be wise to treasure it.

My time as President began in Miami but for me it feels like it began way back in Washington where I accepted a board position. The North East Regional Chapter has inspired me through all of their activities over all of these years. I've made new special friends and gotten closer to old ones. Whether working on a chapter program, a flower show or any other activity the members of the North East Regional Chapter have been welcoming, inspiring and challenging. As a floral designer I leave this office a better person for having known

the people in this chapter. Thank you **Ann Jordan AIFD, CFD** for all of your hard work. You are an inspiration to the North East Chapter and all of AIFD. Looking to the future the chapter is in good hands it has its roots in some very established programs and is sending out its branches to look for new ones. Good luck to all who enter here and may you be blessed with new friendships, new skills and new ambitions.

Thank you to everyone who had a hand in the success of the North East Regional Chapter. I look forward to meeting and working with our new friends and designers who seek accreditation. As I leave the office of President I step into that of Student Chapter Liaison and I look forward to working with members of our student chapters. I am here if anyone needs me or I can help in any way. Good luck to the new board in all of their endeavors for 2013-14 and beyond.

Incoming President's Letter **Polly Berginc AIFD, CFD**

What a wonderful Symposium this year in Las Vegas; the 'Passion' was fabulous! My sincere appreciation to all of our North East members who demonstrated their 'passion' and commitment to AIFD. From stage presentations, volunteers on stage crew, design room, programs, mentors, stage presentation bouquets, and more. All of your contributions, together with members of other regions, added to the tremendous success of this event.

As we look forward to this new year, I want to congratulate the NERC officers and board members for this new term. I strongly believe that with teamwork, we can continue educating, inspiring, and mentoring others to excel their skills and to promote the field of floral design artistry as a professional career and best serve our membership.

As we move forward, we have a busy year of scheduled events for our members to be part of. Our fall design program is scheduled for Oct. 15 at Alders Wholesale in Campbell Hall, N.Y. **Theresa Colucci AIFD, CFD** is coordinating a holiday panel show program to inspire us going into the holiday season.

PFS liaison **Ron Mulray AIFD, CFD**, together with Chairperson **Sue Weisser AIFD, CFD**, Co-Chairs **Dan Vaughn AIFD, CFD** and **Deryck de Matas AIFD, CFD**, have plans well underway for the exhibit at the spring 2014 Philadelphia Flower Show 'Articulture.' We look forward to yet another year of design excellence at the show from this team.

We are also working on plans to have the North East Chapter represent AIFD at the Northeast Floral Expo (CFA) in Mystic, Conn. in March 2014. This is a wonderful opportunity to bring our mission to the many attendees in the floral industry.

I look forward with enthusiasm to this coming year; together we can continue to promote active participation of our members, and move forward to another great year in the North East Region.

Northwest Chapter

Outgoing President's Letter

Gerry Gregg AIFD, CFD

No report submitted.

Incoming President's Letter

Lily Chan AIFD, CFD

So glad that we're from the North West...we had our share of the heat, can you believe it, high 80's, in San Francisco, just before summer began.

In this heat we had our SAIFD, Ms. **Sung Mun Ryu**, mentored by **Jenny Tabarracci AIFD, CFD**, instructor from City College of San Francisco, and that Sung received a scholarship from our North West Chapter Fund and Ms. **Bonnie Dubinin** was the recipient of the North West Chapter Fund & Eulala Overmeyer AIFD Fund.

We recently went down to Kitayama Brothers Gerbera Festival & Open House in Watsonville, on June 15. Yes, Watsonville along the Coastline was much cooler than San Francisco. Kitayama Brothers also held their annual Kitayama Cup 2013 Design Contest. Most of the participants came from the Bay Area & South Bay. In the Open Division, we had **Greg Lum AIFD, CFD** who placed 1st again (3rd year) and **Katherine Zhang AIFD, CFD** placed 2nd. In the Level One Category, with **Jenny Tabarracci AIFD, CFD** as their instructor & mentor, her SAIFD students **Oxana Sunkova** won 1st place, **Nicole Kastle** 2nd place & **Imelda Eraeta** placed 3rd. Then, we had **Joseph Saligao** who won "People's Choice." Not bad for City College of San Francisco's students. The judges were **Steven Brown AIFD, CFD**, **Jenny Tabarracci AIFD, CFD** and **Darlene Montgomery**, a instructor from Shasta College from Santa Rosa.

Onward to Las Vegas with "Passion" we had a contingent of members who left early to assist with designers from all over the World. We had our Past-President **Gerry Gregg AIFD, CFD** who assisted with **Cindy Anderson AIFD, CFD**, PFCI's program "Tool Belt Diva." In **Jim Dempsey AIFD, CFD**'s Program, "Hand Craft Design to Distinguish Yourself," we had **Connie Oakson AIFD, CFD**, **Cheryl McGuire AIFD, CFD**, **Rachelle Nyswonger AIFD, CFD**, **Mike Hollenbeck AIFD, CFD**, and **Phillip Rice AIFD, CFD**, wrapping, cinching, gluing and all the unique techniques that's required of them. In Jim's program, we also had **Rachelle Nyswonger AIFD, CFD** and a couple of our SAIFD students strutting down the runway as models for Jim, too. From Japan, we had **Chizuru Inoue AIFD, CFD** as the coordinator for **Yutaka Jim AIFD, CFD**'s Program "The Kabuki," with colorful props brought in from Japan and his large contingent of students and AIFD members that came along to assist with Jimbo's programs was amazing. **Don Yim AIFD, CFD** from Canada assisted with **Jackie Lacey AIFD, CFD**'s program "Top This." Also from Canada, we had a team that came along with **Hitomi Gilliam AIFD, CFD**. Hitomi and Tomas' EMC students **Susanne Law AIFD, CFD** and **Alexis MacLeod AIFD, CFD**. From their team included **Greg Lum AIFD,**

CFD from San Francisco. Unless you are an EMC student of Hitomi and Tomas', you are the only volunteers to assist with **Tomas De Bruyne's** Program "The Seduction of Passion." Then, we have **Toni Chow Tibbits AIFD, CFD**, as the "Director" for **Araik Galstyan's** Program "Innovative Approaches To Interior Decoration." Designers included **Toni Chow Tibbits AIFD, CFD**, **Ian Whipple AIFD, CFD**, and myself. Just to let you know, Araik was jet-lagged so bad and not feeling well...Toni had to work with his assistants to get everything together. Once, this was worked out Toni, Oxana and her sister Liliana (Araik's assistants from Moscow) climbed the ladders started wrapping, weaving and knotting. Whereas, Ian and I were tying and knotting up water tubes with and of course, volunteering whomever stopped by our space. Araik stopped students that he'd recognized from Puerto Rico & Guatemala. Not so easy when there is a language barrier. One of the models for Araik's Program was also from CCSF including **Nicole Kastle**. One of the many programs in Las Vegas, **Kenneth Snauwaert AIFD, CFD** is one of the local designers. In his program "Orchid Obsession." **Leanne Kesler AIFD, CFD** was his assistant on stage. Beautiful Orchid arrangements, lots of glitz and glam. We will find **Sharrai Morgan AIFD, CFD** working alongside **Gerry Toh AIFD, CFD** with his program "Love and Passion - Jewel of the Aisle" cutting, binding and inserting. **Sharrai & Kim Oldis AIFD, CFD** also worked with putting together the VIP bouquets & arrangements. Lastly, we have from the North West **Svenja Brotz AIFD, CFD** and **Katharina Stuart AIFD, CFD** with their program "Got Passion." Working diligently alongside with them was **Emil Yanos AIFD, CFD** and **Wendy Pine AIFD, CFD**. Lots of cinching, wrapping and screwing.

Days before "Passion" we had our students competed for the SAIFD competition. Just so you all know, **Ineke Moss** placed 1st for Wedding, 1st for Sympathy, 1st for Body Flowers and 5th Place for Arrangement. Ineke was also the model in Jim Dempsey's program "Hand Craft Design to Distinguish Yourself." Ineke was also 1st Place Overall! Congratulations Ineke!

Yes, we have two newly inducted members, **Iris Salmon AIFD, CFD** from Beaumont, AB Canada and **Jessica Liu AIFD, CFD** from San Francisco, Calif. Yeah, two new inductees for our Chapter. Congratulations to Iris & Jessica.

We can't forget the FAA & 4H Clubs...**Wil Gonzales AIFD, CFD** was working with the groups up in the Santa Rosa area. Not only is he active with the FAA & 4H Clubs in the Redwood Empire Fair as a Judge, he's also involved with the Garden Clubs in the area. Wil's also a judge with the events within the Garden Clubs of the Pacific Region. The Pacific Region National Garden Clubs involves eight states in the Pacific Region which include Washington, Oregon, Arizona, California, Nevada, Idaho, Alaska and Hawaii. What a busy guy! Wil was also part of the stage crew at "Passion" a passionate man...From what I heard, Wil was on the Partners Committee involved with making sure that hardgoods and products were delivered for each of the programs. A pretty tough task.

Thank goodness that we have **Kimi Ynigues AIFD, CFD** in Idaho working with the FFA's getting them up to par with design work that are today's trend. Kimi used what was leftover from the product that was donated from Oasis from last year's program when a group of us was up there. From what I'd learned from

Kimi, the books that the instructors that are using are dated (70's & 80's). Thank goodness we have Kimi in Idaho to update and educate the students who are actively enrolled in retail floristry programs. Also, she's promoting our "Terminology" book in her area.

Last but not least, I would like to thank **Gerry Greg AIFD, CFD** for being there for all of us. We as members of the North West Region couldn't have done this without him...even when he had contracted "West Nile Virus" we prayed that he'll be here for us...and he was. Thank you for a great year!

Anyone who was omitted in this newsletter, please forgive me, I didn't mean to omit you.

Las Vegas was "hot" for all of us that are not use to the heat. Yes, our members were "hot" in more ways than one!

Make each day your most!

Southwest Chapter

Outgoing President's Letter

Lori Novak AIFD, CFD

First I would like to thank our region for hosting "Passion" in Las Vegas. We had close to 1,200 attendees this year and were thrilled that everything turned out so great. As your outgoing regional President and Symposium Program Coordinator it was my pleasure to work with such a fantastic group. I look forward to this year with **Lorraine Cooper AIFD, CFD** guiding our region to great educational events through the year. Again I appreciate all the support that I received from our chapter and thank you for your dedication to AIFD.

Incoming President's Letter

Lorraine Cooper AIFD, CFD

Serving the Southwest region of AIFD as a board member since 2009 has been a pleasure and I am honored to be your 2013-2014 President. We have an amazing group of talented and dedicated members serving on our board and I am eagerly looking forward to working together during the upcoming year.

A huge "Thank You" goes out to **Lori Novak, AIFD, CFD** for a job well done last year. Thank you for your guidance and strong leadership as our Region completes an outstanding year. Your tireless efforts with our region while creating "Passion" is greatly appreciated!

"Thank You" to all of the board members and committee members who selflessly and willingly gave their time, energy and creative abilities to ensure a successful year. Your hard work did not go unnoticed and a repeat performance is anticipated this year!

We have an exciting year planned for SWAIFD including educational programs for experienced and beginning designers along with our annual amazing display at the Los Angeles County Fair. Mark your calendars and save the date for our annual Wedding Extravaganza on March 9, 2014 in San Bernardino, Calif. Once again, SWAIFD will be at the

forefront of our industry with a day of fun-filled programs and entertainment that cannot be missed!

We have a dedicated group of SWAIFD members leading our region, but we cannot complete the upcoming year without the support and participation of the rest of our regional members. I strongly encourage all of us to find a way that we can volunteer our time and talents for our region. I urge you to participate in or attend a SWAIFD design program, spread the word about the great things our region is doing or submit your photos and information for our wildly popular Design-In-Line e-zine. Don't forget to check out our region's Facebook page or the cool blog at designinlinemagazine.blogspot.com.

We have big shoes to fill this upcoming year – we are very fortunate to follow the footsteps of wonderful Past Presidents. This Board will work diligently to continue the momentum created by our predecessors. We will work hard to communicate to the public about who we are as a group, provide educational opportunities for our members and students and have an amazing experience with a million laughs at the same time.

Come along for the ride and get on board this journey – it will be an exciting and fun-filled adventure!

Southern Chapter

Outgoing President's Letter

David Powers AIFD, CFD

What an amazing year and experience to serve as President of AIFD Southern Chapter.

I feel like now I am just getting started and need more time to pursue the goals that we have set out to accomplish. I am sure that our new President will take us to new heights with her leadership and guidance.

I would like to thank all of the board for their volunteer years of service. Each and every one of you have made sacrifices to your jobs, lives and pocketbooks to keep the southern chapter thriving. Your efforts have not gone un-noticed.

It is with great pleasure to say our Puerto Rico conference made a profit this year. What an amazing weekend at the Verdanza hotel. **Miguel Figueroa AIFD, CFD** pulled in amazing talent for our educational programs. He also acquired sponsorship for all the designers and for product. I will admit that some of the board, including me were a little frightened to go to Puerto Rico, but Miguel assured us all he would make it happen and so he did!!

This has been a year of learning for me. Realizing that one person can't be the team. It takes many people to keep things moving. It takes time and dedication to be sure things happen on time. Our Secretary needing to be at every meeting to take the minutes and present them to the board. Our Treasurer handling our funds with the assistance of headquarters. And our other executive board, as well as the remaining board members coming together to voice our opinions for the common good of the Southern Chapter. We need many people to sail our ship and keep it afloat.

With all of this being said, I have had an awesome time serving the board and will continue to do so in whatever capacity I can.

Incoming President's Letter **Sylvia Bird AIFD, CFD**

I guess by now everyone is recounting the amazing Symposium in Las Vegas. It was good to watch innovative programs, see the array of new products at the Partners' Expo and spend time with friends. Those of you that were able to attend will no doubt agree and for those of you who unfortunately for whatever reason could not make it this year then of course everything is available to see on the DVDs.

I want to thank **David Powers AIFD, CFD** for his great leadership over the past year as President of Southern. He is still working on encouraging Consumer Awareness. Southern welcomed new Board members **Susan Bain AIFD, CFD**, **Jacob McCall AIFD, CFD** and **Carol Dowd AIFD, CFD**. **Miguel Figueroa AIFD, CFD** was also elected to the Board to serve a second three year term. I want to thank **Emmett O'Dell AIFD, CFD** for swearing in the new Board. Emmett has such knowledge of Southern and of AIFD it was a privilege to have him there. I truly thank him for all his help and advice.

We were also pleased to have with us in Las Vegas three new inductees, **Tammy Gibson AIFD, CFD** from Louisville, Ky., **Sharon Ivey AIFD, CFD** from Watkinsville, Ga. and **Jenna Naylor AIFD, CFD** from Stone Mountain, Ga. We welcome all three and wish them continued success with their careers.

Randy Wooten AIFD, CFD is chair of Southern Conference for 2014. He has a great line-up of designers and programs. **Brooke Raulerson AIFD, CFD**, **Gerry Gregg AIFD, CFD**, **Jackie Lacey AIFD, CFD** and **Rene van Rems AIFD, CFD**. Rene will also be holding a "hands-on" workshop. There will also be a Trade Fair there and **Sue Bain AIFD, CFD** will be managing this. Mark your calendar April 4-6, 2014 – Sea Palms Resort, St. Simon's Island, Ga. The theme for Conference is ORIGINALITY, Where Nature and Creativity Collide. We are looking forward to welcoming you there – spring time in Georgia sounds very enticing!

The Southern Board is working on various projects i.e. Ambassadors, Student Ambassadors, FFA etc. We are trying to establish a liaison between the different States within Southern Region – to find out what is happening in their locale i.e. functions, events, meetings. This will also encompass both Consumer and Industrial awareness. **Lynette McDougald AIFD, CFD** is chair of both Ambassadors and Student Ambassadors. The students from MSU held the first ever meeting/get together of SAIFD chapters. This was very successful – well done MSU.

Southern Chapter members have for the past four years been involved with the Florida chapter of FFA. We have demonstrated to the students how to make boutonniere and gift wrap for presentation and this year we showed them how to make a bud vase of two roses with foliage and accessories. **Robyn Arnold AIFD, CFD** has been asked by FNGLA to sit on

their Career Development planning committee board. We will continue to further this cooperation.

As the new President of Southern Region I am encouraged by your trust and confident of your help and support to continue to further the ideals and dreams of Southern Board and members.

The next meeting of the Board will be in October 2013 in Birmingham, Ala. which will be the location of the 2015 Southern Conference, but first we will welcome all of you to Georgia for Southern Conference in April 2014. Any information can be obtained from Conference Chair **Randy Wooten AIFD, CFD** or any Southern Board member.

Remember too Social Media – **Tim Lawing AIFD, CFD** and **Carol Inskeep AIFD, CFD** are doing a great job making you aware of everything on the AIFD website and/or Facebook etc. There you can get full and updated information.

I thank you for your trust and encouragement but before I end I want to congratulate **John Kittinger AIFD, CFD** on his installation as AIFD National President 2013-2014. We wish him every success for the next year and remember, John is a member of Southern Region.



Want to get involved with Your Chapter? You Can!

The American Institute of Floral Designers is comprised of six Regional Chapters that form the Institute's backbone. These chapters conduct local education programs for designers and consumers alike.

To find out which chapter serves your area and to learn more about chapter activities, please visit aifd.org/chapters/ and click on the chapter that represents your state.

Chapter websites are full of important information including recent chapter news, upcoming events and board contact information. So don't wait, volunteer for your chapter today!

Do You Know What's on the Horizon?

The Sun Valley Group is pleased to announce their new eNewsletter, "The Horizon." This is a monthly publication featuring the 30,000 foot view of our farms, flowers and the people that keep it all running smoothly.

The root of the name Horizon is based on the idea that we want our community to hear what we have coming up next.

- What flowers will we be harvesting and planting?
- What varieties are we testing and experimenting with?
- Who are the behind the scenes personalities?
- What is Lane DeVries thinking about as he looks out over the rows of tulips, iris and lilies?

We will also periodically run contests and highlight our community partners. Sun Valley is a pretty chaotic place to experience, and the Horizon gives you just enough of a taste to feel like you are here, without the stress that comes with growing cut flowers. However, you may want to check the current weather patterns in California just to be safe.

Sun Valley invites everyone to sign up for the Horizon, share it with your fellow flower lovers. It is geared towards not only floral buyers, wholesalers and retailers, but industry executives, flower enthusiasts and consumers.

Please help spread the word, sign up for the Horizon and join us in "Creating a World of Color."

For additional information contact:

Bill Prescott

Marketing Communications Associate

bprescott@tsvg.com

707-825-5826

Link to sign up: <http://bit.ly/HorizonSignUp>.

Link to current edition: www.thesunvalleygroup.com/thesunvalleygroup/News_Horizon.cfm.



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AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. By profiling the leaders of the association, we want to offer you the opportunity to get to know the members. We'd like to introduce you to a member of the AIFD Board of Directors and the former newsletter Editor **Janet Black AIFD, CFD, PFCI**.

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

Janet: I am a one woman show! I am currently working from my home studio creating weddings and events in the Western Mountains of Maine from the spring to fall and during the winter months, I do freelance and events in Ft. Lauderdale, Fla. The best of all worlds is doing what I love in the most beautiful parts of the country.

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

Janet: I am thrilled to represent you as a Board of Director. What an honor! Marketing our floral brand and making the consumer aware of our talents is one of my goals. I want to help develop more floral industry partnerships from all over the world. Lastly, I want to help supply the tools to educate potential aspiring floral artists in their journey to achieve success.

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

Janet: My first retail floral classes were taught by floral instructors **Carmen Nelson AIFD, CFD** and **Richard Milteer AIFD, CFD** at the Texas State Florist Certification programs. **Ann Jordan AIFD, CFD** has been my cheerleader, teacher and fabulous friend. There are so many others that continue to inspire and motivate me.

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

Janet: Weddings, weddings and more weddings! I really do love it all! The pleasure to create and the reward of satisfied customers.

AIFD: What issues are most important to you professionally?

Janet: Our customers' perception of the floral industry needs to be strengthened. We all need to be cheerleaders to our youth to join our wonderful profession and find a lifelong passion.

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

Janet: Gardening, needlepoint, an active doubles or singles game of tennis! Most of all entertaining- elegant dinner parties with my chef husband Jette!

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

Janet: Never ever give up! Reach for the stars, push yourself to limits you never knew possible. Study, study learn and grow! Get involved!

A Special Note from Janet:

To all my AIFD *Focal Points* readers, contributors, Regional Presidents, Past Presidents, Committee Chairs and AIFD members - a big THANK YOU for sharing your wonderful stories, achievements and floral artistry. You have made my job as editor so interesting, exciting and jammed packed with tons information to share.

I couldn't have done it without the many hours that **Molly Baldwin-Abbott** contributes with her creativity managing this publication.

Suzie Kostick AIFD, CFD, PFCI with her expertise will surely dazzle us as our next issue unfolds. Thank you for a great three years!

Golden West College's Student Chapter Presented "Monumental Mechanical Meltdown – An Avoidance Guide"

The Shirley Haas SAIFD Chapter from Golden West College hosted their Artist in Residence (AIR) Program at their Huntington Beach campus on Sunday, April 7, 2013. **Noel Tribbey AIFD, CFD**, a 33-year

veteran of the floral industry was the guest educator. Mr. Tribbey was the 1st place winner in the 1990 California Top Ten Designer of the Year competition and was inducted into AIFD in 1991. He has presented at AIFD National Symposium and served as South West Regional President. Noel creates amazing floral designs and Christmas décor for hotels, casinos, and private residences and works as a merchandising and display consultant. He has also applied his talents to Sweepstakes winning Rose Parade Floats and was a 15-year member of the floral design team of the Academy Awards. It is no wonder with his background he chose the topic of his AIR program to be "mechanics." As he says, "It's all about the mechanics!"

Noel emphasized the AIFD Guide to Floral Design's mechanics chapter by incorporating product displays of basic floral mechanics for the students to examine. Mechanics from zip ties to kubari and cages to igloos and adhesives of all types, including their proper use with different materials, were covered. The basics of floral mechanics were explained and demonstrated but when his creativity kicked in that is when the real need for engineering mechanics took off. Noel used recycled materials, unique items and even slightly damaged vessels as containers in such a way that "basic" mechanics had to be rethought. His excellent ability as an educator took the students to a new level as he allowed everyone into his mind and thought processes as he figured out just how to "make it work." The students were challenged to use critical-thinking skills to help decide just how the mechanics permit the execution of a successful design. Once the mechanics had been securely established, Tribbey began his magic.

With generous donations of fresh flowers from Orange County Wholesale Flowers in Santa Ana, Calif., Tribbey created amazing floral designs using advanced procedures and methods. With



the heart of a teacher, he shared his techniques of design while using the countless donated products from Shinoda Design Center, Santa Ana, Calif. The students were included in the preparation of the program as well as given the opportunity to design under pressure as Noel randomly called for a student to complete a creation. This type of student involvement created wonderful learning experiences for everyone in attendance. One of the special techniques the students enjoyed was how to create the foam's own container by dipping the dry foam in hot melt glue. Other favorite pieces were a beautiful design in a lantern with branches and wire accents, a driftwood inspired ocean-like piece suspended above the vase, a gorgeous arrangement in a wax vase, a horizontal in bamboo as well as a freestanding screen that was quite the show opener, just to list a few.



The Shirley Haas Chapter is grateful to their sponsors and to Noel Tribbey AIFD, CFD for sharing his talent, time, and expertise with our current students, alumnus, faculty, and the community. "Monumental Mechanical Meltdown – An Avoidance Guide" was an incredible educational journey that delighted everyone in attendance. The unselfish sharing of knowledge, tips, and techniques is truly, what the American Institute of Floral Design stands for. Another successful Artist in Residence program!



Respectfully submitted by
Gail Call AIFD, CFD, Associate Professor Floral Design and Shop Management Certificate of Achievement Program, Golden West College, Huntington Beach, Calif., gcall@gwc.cccd.edu.

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www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Institut de Artflor
www.idartflor.com

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

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

International Florist Academy and School
www.interfloristschool.com

Judith Blacklock Flower School
www.judithblacklock.com

Koehler & Dramm Wholesale Florist
www.koehlerdramm.com

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers

Pui Wa Floral Design School

Southern California School of Floral Design
www.philrulloda.com

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

Teleflora Education Center
www.myteleflora.com

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

Tokyo Flower Design Center
www.hanaju.co.jp

Yola Guz AIFD School of Floral Design

ADDITIONAL PATHWAY PROVIDERS

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.org

Certified Florist (Michigan)
www.michiganfloral.org

Certified Professional Florist (Colorado)
www.coloradoflorists.org

Georgia State Florists' Association
www.georgiastateflorist.com

Green Academy Belgium
www.greenacademybelgium.com

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

Minnesota State Florist Association
mnsfa.org

New Hampshire Certified Floral Designer
www.nhsfa.com

North Carolina Certified Professional Florist
www.ncflorist.org

North Dakota State Florists Association c/o
Lowe's Floral

South Dakota Certified Florist
www.sdflorists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

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

AIFD News & Notes

Communication Center

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



July 18, 2013 - AIFD Symposium DVD Update - Two More Programs Available on DVD!

July 12, 2013 - AIFD Showed the World "Passion" and Celebrated Another Successful Symposium

July 10, 2013 - AIFD Wants to Know Why We Missed You at the 2013 Symposium

July 10, 2013 - American Institute of Floral Designers Needs Your Input on Symposium

June 30, 2013 - Latest News from AIFD's Diamond Elite Partner Accent Decor

June 28, 2013 - Latest News from AIFD's Diamond Elite Partner Accent Decor

June 27, 2013 - Latest News from AIFD's Platinum Elite Partner FTD

June 25, 2013 - Beloved AIFD Member Passes Away

June 17, 2013 - Fitz Body Flower Design Contest Taking Place at Symposium!

June 12, 2013 - You're a PASSIONista...Spread the Word!

June 10, 2013 - Become an AIFD Mentor!

June 6, 2013 - Fitz Body Flower Design Contest Taking Place at Symposium!

June 5, 2013 - AIFD Foundation Newsletter Summer 2013

June 4, 2013 - You're a PASSIONista...Spread the Word!

May 24, 2013 - Latest News from AIFD's Platinum Elite Partner NORCAL

May 23, 2013 - Latest News from AIFD's Platinum Elite Partner FTD - Learn How To Grow Your Local Business with FTD University

May 21, 2013 - You're a PASSIONista...Spread the Word!

May 21, 2013 - Now that Mother's Day is Over, Focus on the Next Big Event...

May 16, 2013 - Did You See AIFD's Exciting Announcement Last Week?

May 14, 2013 - Early Bird Deadline Ends Tonight - Register Now for 2013 AIFD Symposium "Passion"

May 8, 2013 - AIFD April/May 2013 Focal Points is Here!

May 8, 2013 - Become an AIFD Certified Evaluator and Judge

If you are not receiving AIFD e-mail blasts visit <http://aifd.org/membership/update-your-contact-info/> and make sure we have a current e-mail address in your profile.

Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! Take a look at the recent AIFD press clippings and visit www.aifd.org/2012/01/pressclippings/ for website links to view them.

July 2013

thechronicleofmtjuliet.com
Symposium mentioned

www.chicagotribune.com
AIFD student competition at Symposium featured

www.baischandskinner.com
AIFD Symposium featured

www.mayesh.com
AIFD Award featured

June 2013

www.perishablenews.com
Symposium featured

superfloralretailing.com
AIFD Awards featured

rforchids.com
Symposium featured

www.lasvegas-entertainment-guide.com
AIFD 2013 Symposium Posted

www.inarkansas.com
Glenn Schnetzinger AIFD, CFD featured

www.mayesh.com
Marisa Chanel Guerrero CFD featured

www.mayesh.com
Julie Reed AIFD, CFD featured

May 2013

www.heraldnews.com
Hitomi Gilliam AIFD, CFD featured

Have you been featured in the press recently? Than share it with your AIFD family! E-mail Molly Baldwin-Abbott at mollybaldwin@assnhqtrs.com the website link or article where you were featured and we will add it to this column and online!

Who else can say...

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

- over 120 educational programs, open to all florists, through the Units Program,
- over 50 programs at floral wholesalers,
- design programs and hands-on workshops at over 50 local allied, state, regional and national conventions,
- a year-round Education Center that is an AIFD Education Partner and an approved PFDE Pathway Provider,
- four monthly publications, each geared in a different way to helping florists succeed.

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