

Focal Points

AIFD Announces 2013 PFDE Results

Celebrate the Newest Professionals in the Institute

One hundred thirty four of the 135 candidates were successful in their bid to become a Certified Floral Designer (CFD®) as bestowed by the American Institute of Floral Designers (AIFD), it was announced by **John Kittinger AIFD, CFD**, president of the Institute.

The candidates participated in AIFD's rigorous Professional Floral Designer Evaluation (PFDE) session held June 26, immediately prior to the AIFD National Symposium "Passion" in Las Vegas. Earning a CFD® is the first step of the PFDE; the ultimate goal is to become an Accredited Member of AIFD.

Of the 134 professionals, 90 designers earned their CFD credentials in Las Vegas and 44 designers maintained their CFD credentials. Forty seven designers created artistic designs that were so excellent in presentation that they have been invited to become a member of AIFD and they will be inducted during ceremonies at the 2014 AIFD National Symposium "Transition Transformation" in Chicago, July 3-7.

During a PFDE, candidates must create five designs in four hours – product and categories are not announced until the PFDE begins. Designs are then evaluated based on ten points of professional floral design including mechanics, balance, color, theme, line, creativity and mechanics.

Prior to participating in the design portion of the PFDE, candidates must complete certain education requirements and successfully complete an online test to evaluate their fundamental understanding of design.

CFD designers are required to maintain their professional designation by accumulating 25 hours of floral design continuing education or serving in various capacities in floral associations.

Go to page 10 to see who the newest CFDs and AIFDs are!

Make sure you mark your calendars to see the newest AIFD members be inducted during ceremonies in Chicago next year at the 2014 Symposium "Transition Transformation." Details at aifd.org/2014-symposium.

Inside

Member CEU Info - 4

History in the Making - 8

Welcoming the Best - 10

Certified Floral Evaluator and Judges - 13

Call for AIFD Award Nominations - 18

American Institute of Floral Designers

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AIFD Mission Statement

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



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



"Just by being a AIFD member you are a leader in this industry. There are many leadership roles that need to be filled within the floral industry and within your community."

The AIFD mission statement defines what we are about. "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." So how do you, a member of AIFD, help with your mission statement?

Let's look at EDUCATION first; this is as simple as educating your customer on the fine art of floral design. For many of us the knowledge we gain from Symposium and regional activities helps us keep up with the trends. These trends can then be used to gain the loyalty of our consumer. Each of us has many opportunities to share our knowledge with our local garden clubs, students studying floral design in technical colleges, high schools and colleges. Just think what a powerful impact we can make by each of us doing just one program locally for one of these groups. I only ask that you make sure you educate your audience on what AIFD mission is and how valuable your membership is to your area.

How about SERVICE? As many of us know serving the institute is one of the most rewarding benefits of AIFD membership. So how do you get started on a role of service? That's easy, start with volunteering in your regional events. This is how I got started, I volunteered on a regional level. I took a leap of faith and offered my service. No one asked me, but I stepped forward with a willing attitude and a desire to help and got to work. This rewarding experience allowed me to learn from some of the best designers in AIFD and to grow as a professional. Many of our AIFD members are doing fall programs all over the country and could use your help in preparing for their presentations. If you hear of a program taking place near you, get in touch with the designer and offer your assistance. Not only will you get to work with some of the best in the industry, you'll also make many new friends in the process.

And let's not forget LEADERSHIP! I know the first thing we all say is "I'm no leader" but you are. Just by being an AIFD member you are a leader in this industry. There are many leadership roles that need to be filled within the floral industry and within your community. Each time we step into a leadership role, whether it's by serving on a committee, a

board or chairing an event, you have the opportunity to share your experience, engage other professionals, promote your business and spread the word about AIFD. Leadership can be one of the most rewarding opportunities and is certainly worth the time investment.

Lastly, "EXCELLENCE IN THIS ART FORM," this is one of the most important parts of our mission statement. As AIFD members we always give excellence in all we do for ourselves, our employers, and most important our consumers – that's just in our nature. To always reach higher and explore greater possibilities. This message should be what we convey each and everyday!

HAPPY FALL TO ALL OF YOU!

John H. Kettinger AIFD

Thank You to the 2013-2014 Elite Partners





AIFD Member CEU Information

Once every three years AIFD members and CFD's must submit 25 CEU's to maintain their status. **If you are an AIFD member that was inducted in 2002, 2005, 2008 or 2011 or if you became a CFD in 2011, your CEU report is due no later than June 15, 2014.**

Retired Members do not have to submit CEU's. You may count any education points you have earned since the end of the San Francisco Symposium in 2011.

The easiest way to submit your CEU's is by completing the report form which can be found online by visiting www.aifd.org, scroll over membership and then Continuing Education Renewal. If you are planning on completing your requirement by attending the 2014 Symposium in Chicago (worth 20 CEU's), just indicate it on your report and we will cross-reference that with the Symposium registration attendance.

Another easy way to earn ten (10) CEU's is to purchase the DVD's from the 2013 "Passion" Symposium and then take a short test to confirm you watched them. You can order the DVD's by visiting www.aifd.org and scrolling over to Marketplace. There is no fee required with the completion of the Continuing Education Application.

* Under the new guidelines, AIFD members now need to include within their report at least five units of twenty five submitted being 'Service/ Leadership' units. The activities that count towards Service/Leadership are marked with an asterisk (*) on the CEU reporting form. It is a goal of AIFD to demonstrate that its members are not only talented design artists but also individuals who are truly dedicated to the mission of AIFD, which is to advance the art of professional flower design through service and leadership.

If you have any questions or concerns, do not hesitate to contact **Kelly Mesaris** at AIFD Headquarters, 410-752-3318 or kellymesaris@assnhqtrs.com.

Bits and Pieces

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

- Fitz Design, the worldwide distributor of keepsake floral jewelry and accessories, is proud to announce they have earned the position of 1828 on the 2013 *Inc. 5000* list. *Inc.* magazine is the premier print publication for entrepreneurs and business owners. *Inc.* introduced the Inc. 500 list in 1982 which showcases the fastest-growing privately held companies in the United States. Twenty-five years later they expanded the list to the Inc. 5000 to help readers get a deeper understanding of the entrepreneurial landscape.

- As a Co-Chairman of the Texas State Florists' Association (TSFA) Education Committee, **Pat Shirley-Becker AIFD, CFD** presented two design programs at the (VATAT) Vocational Agriculture Teachers Association of Texas at their annual conference held Aug. 12-15, 2013 in Corpus Christi, Texas. She testified at the Texas State Board of Education Annual Meeting several years ago and now Floral Design is in the high school classrooms and interest continues to grow. Floral Design (a hands-on class) is an art credit, which is required, for high school graduation in the State of Texas. Also, Texas State Floral Association has opened its own design school with classes beginning in September of 2013. Pat will be one of the instructors for this school.

- The Texas State Florists' Association's 100th year annual convention will be held in Austin, Texas in July 2014.

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?

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.

One of the greatest rewards associated with having the privilege to serve as AIFD's Executive Director is the opportunity to work with dedicated volunteers. The last weekend of August was another marvelous example as the AIFD Executive Committee met in Orange County, Calif. and spent two grueling days tackling a lengthy agenda of items.

Opening the meeting, the AIFD leaders received the report of the Membership Committee including the results of the Professional Floral Design Evaluation session held immediately prior to the "Passion" Symposium in Las Vegas. New Membership Chairman **Jackie Lacey AIFD, CFD, PFCI** announced that 47 of the 135 who had participated in the PFDE had achieved a mark deserving of an invitation to become a member of AIFD. Of the 135, 134 achieved scores to become or remain a Certified Floral Designer (CFD).

The committee also addressed ways to help expedite getting results to candidates instead of having to wait for the summer meeting of the Executive Committee. In order to help avoid huge electric and labor costs, they also suggested that Mr. Lacey develop a recommended new policy that would eliminate the use of hot glue during the PFDE.

Another great recommendation to help more AIFD members was to change the time of the new workshop to become a Certified Evaluator/Judge so that it could be offered during the days of Symposium instead of two days in advance.

Then, while stressing the need for floral design education prior to a candidate signing up for a PFDE, the committee agreed to recommend to the Board of Directors that the policy be amended from "required" to "highly recommended." This will help overcome some confusions to the process as well as reduce paperwork and associated costs.

Vice President **Joyce Mason-Monheim AIFD, CFD, PFCI** (the immediate past membership chairperson) then reported the names of AIFD members who had successfully completed the steps and evaluation marks to become a new Certified Evaluator/Judge. Due to the direct involvement of the present PFDE evaluators in developing the new program, it was agreed to recommend to the National Board that these members be grand fathered as Certified Evaluator/Judges.

Then came a matter that has been debated for several years by the National Board – changing the format of the AIFD Membership Directory from a printed publication to one that can be easily maintained and updated online. The AIFD staff was assigned the task to develop recommendations and a cost analysis. Included in the thoughts to change were the immediacy of accurate information being online and costs associated with continued publishing (over \$25,000 including postage and development).

The staff was also asked to develop recommendations to better define marketing benefits provided to the Elite Industry Partners of AIFD.

Speaking of volunteers and Partners, the Executive Committee addressed a way for AIFD and the AIFD Foundation to better help each other in the future. It was agreed that both

organizations would be better served if the Foundation was treated as a part of AIFD rather than as an Elite Partner. AIFD will continue to provide the Foundation space at the National Symposium for its various auctions, raffles, special events, etc. In turn, AIFD will seek direct funding grants from the Foundation which may or may not be awarded based on the Foundation's fiscal wherewithal.

Other items addressed by the Executive Committee included the continuing efforts to provide better directions and handbooks to the various volunteer committees of the Institute including the monster-of-a-guidebook for the National Symposium. Secretary **Suzie Kostick AIFD, CFD, PFCI** and Past President **Ann Jordan AIFD, CFD** have been tackling this mammoth job and have dedicated hundreds of hours the task. The results will be extremely beneficial to future volunteer leaders.

To this end, it was also agreed that when the Executive Committee meets again in January that its primary mission will be to help define and clarify the role of each committee and how all the committees compliment the work of the others.

All of the above took place on the first day of the Executive Committee's meeting. The second day opened with tours of Orange County hotels that are candidates to host the 2016 National Symposium. Following the tours, I was given directions as to how to proceed in negotiating final contracts.

Then it was back to the board table where it was decided to have the Career Development Committee consider developing a "how-to" kit to be given to members so that they can visit high schools, etc. and present principles of floral design in a way to help inspire students to consider careers as a floral designer. It was also decided to ask staff to research and develop recommendations for having more floral design education opportunities placed online some specifically oriented toward FFA advisors.

The Education Committee was tasked with studying new floral design education publications as well as coordinating a speakers bureau, and the Membership Committee was tasked with developing a marketing kit to help AIFD members better market themselves as AIFD members.

Lastly, the Executive Committee continued its support of AIFD's support of the various state/regional floral associations through the gift of a general registration to a National Symposium and how that program can be expanded to further the mutual benefit of the associations and AIFD.

AIFD leaders continue to expand AIFD's service to the floral industry and as noted at the beginning of this column, it is an honor for me to be a small part of that progress. Thanks to all of you who are AIFD members.





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.

To place a job posting please e-mail it 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.

For more details on the following jobs and for information on how to apply please visit <http://aifd.org/about-us/job-bank/>.

Designer(s) Wanted – Amelia Island, Fla.

Posted 9-6-2013

Experienced floral designer needed in Northeast Florida, on beautiful Amelia Island. Salary is negotiable and determined by skills. Florist is owned by AIFD member, **Brooke Raulerson AIFD, CFD**. Please e-mail Brooke with your resume at artisticflorist@bellsouth.net.

Designer Wanted – Princeton, N.J.

Posted 8-22-2013

Monday Morning Flower & Balloon Co. is looking for a designer. Essential duties include: Works in the store as a designer with fresh and silk flowers, gourmet and fruit baskets and balloon bouquets. Maintains stock of standard containers, feature containers and supplies. Keeps manager apprised of inventory needs. Calculate costs and retail pricing. Work with walk in and telephone customers as required. Other duties as assigned.

Floral Professional Wanted – Cayman Islands

Posted 8-19-2013

**** PLEASE NOTE THE START DATE FOR THIS POSITION IS NOVEMBER 2013 **** Position would be at The Ritz-Carlton, Grand Cayman, Cayman Islands.

Trim, water, and prepare flowers for display. Receive flowers from suppliers, including verifying correct quantities, refusing flowers that are not in acceptable condition, and logging in flowers received. Design and create custom floral arrangements for public areas, restaurant outlets, banquets and guest rooms. Deliver flowers and floral displays/arrangements to customers, property sites or off site locations. Follow up with customer or department to ensure floral order is delivered as requested. Coordinate site set-up of floral displays/arrangements. Keep storeroom neat and clean at all times. Follow checklist for cleaning shop before closing. Report accidents, injuries, and unsafe work conditions to manager; complete safety training and certifications.

Product Merchandiser and Certified Floral Designer Wanted – Northern N.J.

Posted 8-15-2013

Larksilk, a leading artificial flower importer based in northern N.J., is seeking an enthusiastic, self-motivated product merchandiser and Certified Floral Designer. This candidate will be responsible for increasing sales by being a primary merchandiser and designer of our product line. This includes being responsible for visual display and merchandising at our showrooms and communicating about our products to manufacturers and customers.

Certified Floral Designer Wanted – Vancouver, Canada

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.

Head Designer/Manager of Daily Shop Operation – Linwood, N.J.

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.



State Association Gifts Local Floral Designer with Free 2014 Symposium Registration

The Arkansas Florists Association is the first to announce the winner of AIFD's gift of a complimentary general registration to the 2014 National Symposium "Transition Transformation" (July 3-7) in Chicago. The winner is **Katherine Rodocker** of Flowers and Home in Bryant, Ariz. Katherine is pictured third from the left in the photo above.

AIFD gave the gift in hopes that associations would use it to help raise funds to support their respective floral design education programs. You can read more about this program at aifd.org/2013/08/2014-state-floral-groups/.

In the photo l-r: Glenn Oswalt, president of AFA; Jan Diederich, Chair of Arkansas Cup; Katherine Rodocker, Winner of 2013 Arkansas Cup; Marie Ackerman AIFD, CFD, PFCI of Teleflora.

The Pricing Squeeze: How to Talk to Prospective Clients About the Value of Your Service

By Wayne Gurnick AIFD, CFD

When was the last time you went to a car dealership and told them that you would like to purchase a BMW, but you only have enough money for a Toyota? How successful were you? By the way, I think very highly of both car brands, but everyone knows that BMW is "the ultimate driving machine" while Toyota is a reliable, ordinary method of transportation.

As floral designers and wedding professionals, we need to take lessons from BMW – the company has a high quality product, exceptional service and has no trouble articulating its value. If your product is mediocre and your service marginal, this article is not for you. I bet that most of you are passionate about what you do, have a special skill and talent and always go out of your way to create an exceptional experience for your wedding clients. So, why is it that on a daily basis, you find yourself in the uncomfortable position of having to explain to a prospective client why you cannot drop your price by 50% to accommodate her over-budget wedding?

Yes, there is the bad economy, but too often it is used as a convenient excuse for people to feel like they have the right to negotiate beyond the realm of reason. As I see it, someone who is struggling financially should revisit their decision to throw a Saturday night wedding for 200. So, it's really not about the economy, but about our ability to be confident in telling our prospective clients exactly why we charge the fees that we do – it is because we deliver value!

A word of caution – don't fall into the angry and resentful trap. Think about the fact that most brides and grooms are not knowledgeable about our business and don't understand what's involved. This is particularly true if they've attended other weddings where hard working talented professionals did what they were supposed to – made everything look effortless and simple. To start, craft a story about how your services benefit the client. In my case, as a wedding planner and floral designer I tell my clients stories of how I was able to orchestrate weddings within impossibly short time-frames, come up with design concepts that worked within my client's limited budget or transform a beloved patch of overgrown forested land into a magical wedding venue when everybody said it couldn't be done.

Acknowledge the fact that most wedding clients are not doing research to become a wedding pro – they just want to make good decisions and they are quickly overwhelmed by the amount of information. Give them specific examples that they can relate to and demonstrate how you can save them time and money, while delivering their vision. By doing this, you are also establishing rapport and a personal connection, which is important in developing trust.

continued on next page

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

The Pricing Squeeze

continued from page 7

If your clients feel they can trust you, then they will believe your information.

Examples and real stories are very helpful in educating your wedding client. For example, many brides are surprised to find out the cost of professionally assembled welcome baskets and are quick to say that they can do that task themselves. I patiently explain all the steps – going to a few different stores to get containers, packaging, wrapping, food, toys and other items; removing price tags, packaging and wrapping, arranging for refrigeration, transporting to the hotel, arranging with the hotel staff how the baskets will be delivered. Phew – all that for 12 welcome baskets! It's true – this is not rocket science, but it takes time and needs to be done a day or two before the wedding. Is that what a bride would want to be concerned with the day before her wedding? Examples like this one help the clients understand the time and effort that goes into the wedding details. Explain the basis for your pricing. Help your clients understand that pricing for wedding related services is not random or deviously intended to take advantage of them. You need to explain the steps involved in your work and how much time they require, not to mention expertise.

Demonstrating expertise is difficult for wedding professionals because our work has been commoditized and because our services do not require special certification or education. This is where you need to deploy your creativity to express the value of your expertise in terms that clients can understand and respect. Examples are very helpful. Start out by asking a question "Did you know that in order to have a wedding on the beach, you need to secure a permit and that there are a number of restrictions, such as not being able to serve alcohol?" You are not trying to make the client feel stupid, but you are giving them examples of things that you know as an expert. They wouldn't know these things and that's precisely the point.

Explain that there is more to designing a dining room than placing ten tables with ten chairs around each – you need to consider the flow of traffic, the placement of musicians, access to the bars, how to showcase the design elements with lighting and so much more. I explain to my clients how much time my staff and I will spend on the day of their wedding coordinating and managing all the details, arriving before anybody is there

and leaving long after the last guest has gone. I also describe the skills that I have refined over my years of experience – my design sensibility and my ability to capture my clients' vision; I back this up with images of my work. Examples like these help define and quantify the value of our professional services for our clients.

It is important to give a specific and relevant tip – not to give away all your expertise before you are hired, but to give a "freebie" that clearly demonstrates how much value you provide with your expertise and talent.

The steps that I've described are very important, but there is one final crucial element. You need to be confident about the quality of your product and service and not be timid about naming your price and defending it. The wedding industry is

made up of many creative people and they often find it difficult to have "money" conversations with their clients. Well, get over it – you need to be a savvy business owner. If you have the luxury of additional staff, then make the financial discussion the responsibility of your business manager. Either way you do it, believe in yourself, price your service fairly and tell a compelling story. You will not win every customer and you will certainly not win every difficult negotiation,

but you will get better at it and feel strong about being able to justify your value.

Takeaways:

1. Tell a story about how your services benefit the client. Keep in mind that most brides and grooms are not wedding experts and don't know what is involved.
2. Give examples of how your expertise saves your clients time and money. Demonstrate your creative ability and talent.
3. Give examples of time consuming tasks and activities that you handle. Relate your work in terms of time, experience and knowledge.
4. Explain the basis for your pricing.
5. Provide valuable and tangible tips as an illustration of your expertise.
6. Use examples and stories to establish your credibility and trust.
7. Be confident about your expertise and value and don't be timid about clearly stating your fee.



History in the Making

AIFD turns 50

If you haven't heard by now AIFD is gearing up to celebrate its 50th Anniversary in 2015. And in true AIFD style we're not waiting to get the celebration started. The big Anniversary celebration was kicked off during the 2013 National Symposium in Las Vegas, June 28 – July 2, where the anniversary logo was unveiled and the festivities started.

AIFD, now in its 48th year, has had many historical moments and the impact that AIFD and its members have had on the floral industry is irrevocable. "It's hard not to acknowledge what an accomplishment it was for the founding members of AIFD who boldly decided to embark on making AIFD a reality over 50 years ago. To see AIFD where it is now and that it has grown and evolved into the leading floral organization devoted to recognizing and developing floral design as a professional art form deserves a celebration," said AIFD President **John Kittinger AIFD, CFD**. "It really is an amazing feat considering all the changes happening in our industry over the past 50 years. AIFD is going strong and moving enthusiastically into the future."

"I don't remember the industry without AIFD, and to think that we now have many members who were not even born when AIFD was started is really quite a remarkable accomplishment. I tip my hat to the original 12 founding members who felt so strongly about the need for a group such as AIFD – to be part of it now is a great honor," says **Suzie Kostick AIFD, CFD, PFCI**, 50th Anniversary Task Force co-chair.

The 50th Anniversary Task Force has been charged with collecting information, photographs and stories that will help piece together the history of AIFD from its beginning to the current day. Over 25 years ago **Bob Gordon AIFD, CFD** worked on putting together a 25th anniversary book that helped tell the story of the first 25 years of AIFD.

"From what I am told very few copies of this book still remain and the information within it is interesting and important, not only to AIFD but for the industry" said Kittinger.

Task Force co-chairs **Janet Black AIFD, CFD, PFCI** and Kostick hope to piece together the second 25 years so that all the important milestones of AIFD and its members are recorded for everyone to enjoy.

The 50th Anniversary Task Force has its work cut out for them as they collect and organize 50 years of AIFD history. They are in need of photographs of AIFD events and its members. Photos can be of past AIFD symposiums, regional events, members participating in floral events and really anything to do with AIFD. The Task Force is also looking for documented history such as memorable events that changed and developed AIFD and its regions. They are looking for information on national committees, regional boards and chapters. If you recall something important happening the Task Force wants to know

the details. Those who would like to contribute should contact Janet or Suzie.

"AIFD has always been an innovative, forward thinking group, to not acknowledge our past would be a disservice to all those who have sincerely made a difference in the industry," said Kostick. "We don't want to re-live the past but we feel it is important to let our history propel us into the future. Our anniversary theme really puts a focus on what the next two years are going to be about: Appreciating the Past - Anticipating the Future. Our hope is to shine the spotlight on all that AIFD has accomplished and all the amazing things yet to come."

A video celebrating AIFD through the years has been posted to the AIFD YouTube Channel. Watch the video now at www.youtube.com/watch?v=zjNaQhIjEik.

For more information contact Janet at janetblackaifd@gmail.com or Suzie at skostick2003@yahoo.com.



Looking Back...





From **Marie Ackerman AIFD, CFD, PFCI**: This photo above was taken at the 2013 Arkansas State Florists Association Convention. It is the largest state floral convention in the country. It happens every year on the third weekend in August in Hot Springs, Ark. Arkansas State is run by an AIFD member, **Bill Plummer AIFD, CFD** of Plummerville, Ark. (He is in the center of the photo seated.)

Bill has done an amazing job putting together AIFD members and friends to organize and pull off this wonderful show/event. (AIFD Fellow **Chris Norwood AIFD, CFD** currently serves on the board.) Many AIFD members have also served as president of Arkansas State in past years.

This photo above was taken at their Saturday Evening banquet – still one of the ‘big spectacles’ outside of an AIFD event. The theme of this year’s convention was “Celebrate America”

(thus the big red, white and blue flag). One of the greatest parts of the convention are all the competitions they host including Arkansas Cup, Mid America Cup as well as a scholarship contest where florists compete to win scholarships to further their education. The Mid America Cup is a regional contest – this year it had contestants from 13 states! Many of the folks in this photo



also competed (they are wearing medals from the contest!) The Mid America Cup was won by an AIFD Member, **Ben Lee AIFD, CFD** of Frankfort, KY.

Several years ago when I was attending the convention, and noticed a LARGE group of AIFD Members, I asked Bill if we could take a photo of everyone. It’s become a tradition and a lovely one at that. Great memories, great people, great place. Our region (South Central) also had a booth in their 100 space trade fair to promote membership (In the photo above **Shane Cranford AIFD, CFD** mans the AIFD booth.) It was a chance for us to see young designers and introduce them to AIFD and answer questions.

Focal Points 10

Calendar

2013

October 6

Deck Those Halls...A Holiday How To
National Orange Show Events Center
San Bernardino, CA

October 15

Magnificent Holiday Trends Design Show
Alders Wholesale Florist
Campbell Hall, NY

October 26-27

Advanced Floral Design Workshop with Phil
Rulloda AIFD, CFD, PFCI
The Senter Piece
Houston, TX

2014

April 4-6

2014 Southern Conference
Sea Palms Golf & Tennis Resort
St Simons, GA

July 1

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

July 3-7

2014 National Symposium
“Transition Transformation”
Hilton Chicago
Chicago, IL

July 8

2014 Foundation Workshop
Hilton Chicago
Chicago, IL

For details on events visit
aifd.org/upcoming-events/calendar-of-events/.

2013 PFDE Results - Welcoming the Best!

New CFDS

**Invited to become Accredited Member of AIFD*

***Mauricio Castaneda Acosta CFD**

Bogota, Colombia

Jessica E. Ammons Self CFD

Wichita, KS

Yoko Aoki CFD

Las Vegas, NV

***Jesus Avila CFD**

Nuevo Leon, Mexico

***Hyun Min Bae CFD**

Seoul, South Korea

Juliana Blanks CFD

Fall City, WA

***Lesley Bolden CFD**

Jacksonville, FL

Amalia Cabral de Mera CFD

Santo Domingo, Dominican Republic

***Bitsy Carter CFD**

Hope, AR

***Conni Jo Casey-Harris CFD**

N. Las Vegas, NV

Kathleen Castagnoli CFD

Costa Mesa, CA

Svetlana Chernyavsky CFD

Alameda, CA

***Yun Jeong Cho CFD**

Dangjin City, Chungn, South Korea

Jaehee Choi CFD

Seoul, South Korea

***Won Chang (Alex) Choi CFD**

Seoul, South Korea

Yeonjae Choi CFD

Mapo-gu, Seoul, South Korea

***Youn Mi Choi CFD**

Kyunggi-do, South Korea

***Jung Hui Chu CFD**

Seoul, South Korea

May Ngor Chu CFD

Shatin New Territory, Hong Kong

Kathy Cunningham CFD

Portage, IN

***Justin DeGonia CFD**

Poplar Bluff, MO

***Callie DeWolf CFD**

Portland, OR

***Jennifer Dietrich CFD**

Bethpage, NY

Mary L. Doyle CFD

Lincoln, NE

Alejandro Figueira CFD

Hallandale Beach, FL

Ana Maria Garcia Perez CFD

State of Mexico, Mexico

Martin Ramirez Gasca CFD

Guanajuato, Mexico

***Julie Gennaro CFD**

Deland, FL

***Michelle Gerhardt CFD**

Rogers, AR

Maria Elena Gomez Cabrera CFD

Distrito Federal, Mexico

***Debbie Gordy CFD**

La Porte, TX

Renee L. Gray-Thomas CFD

Kahului, HI

***Se Mi Han CFD**

Seoul, South Korea

Jennifer Harvey CFD

Brockville, ON Canada

***Leticia Baeza Hernandez CFD**

Distrito Federal, Mexico

Charles Herrick CFD

Tamarac, FL

***Brad Higginson CFD**

Toronto, ON Canada

***Jamie Hindley CFD**

Ferndale, CA

***Rebecca Louise Huffman CFD**

Columbia, IL

Melissa Huston CFD

Edgewater, MD

Kim O'Brien Jones CFD

Spring, TX

***Joung Yun Joung CFD**

Seocho-gu, Seoul City, South Korea

Peggy Li Po Kee CFD

Hong Kong

***Han Soon Kim CFD**

Kyungkido, South Korea

Ji An Kim CFD

Incheon, South Korea

***Jin Sook Kim (Chong) CFD**

Pasadena, TX

Polly A. Klein CFD

Third Lake, IL

Masayo Koizumi CFD

Shizuoka City Shizuo, Japan

Yoli LaGuerre CFD

Rye, NY

***Thorne Minh Lam CFD**

Westminster, CA

***Katherine Myrtle Larsen CFD**

Salt Lake City, UT

Christina WanMooi Law CFD

Singapore

Jacqueline Ann Leshko CFD

San Diego, CA

***Sixteen professionals
who were already CFD
were also invited to
become AIFD:***

Keith Shihong Lin CFD Kennett Square, PA	Burlington, WI	
*Rhonda H. Little CFD Millinocket, ME	Nicole Richardson CFD Sierra Vista, AZ	
Fanny Kit-Fan Lo CFD Hong Kong	Tanya Rodríguez y Brandenstein CFD Mexico City, Mexico	
Brittany Madon CFD Hollywood, FL	Claudia Saldana Leon MBC, CFD Guadalajara, Jalisco, Mexico	Dawn Block CFD Oakbank, MB Canada
Yolanda Margarita Garcia Carrillo CFD Jalisco, Mexico	Norma Santiago Arrazate CFD Mexico City, Mexico	Christopher Branham CFD Middlesboro, KY
Dannielle Marie Marshall CFD Las Vegas, NV	Warunee Sarasas CFD Elkridge, MD	Leisa J. Cook CFD Belgrade, MT
*Mary McCarthy CFD The Woodlands, TX	Harijanto Setiawan CFD Singapore	Hyo Jung Choe CFD Seoul, South Korea
Whitney Brooks McCoy CFD Columbia, MO	Angela Stembbridge CFD Hudson, FL	Adrianna Duran-Leon CFD Albuquerque, NM
Klair Janet McDermott CFD Miami Beach, FL	Amanda Stewart CFD Alpena, MI	Kirk Joiner CFD Miami, FL
Martha Angelica Michel Torrecillas CFD Nacucal pan de Juare, Mexico	Deborah Anne Strand CFD Cary, IL	Min Kyung Kim CFD Seoul, South Korea
Jessica Munn CFD Portland, OR	Holly Strudthoff CFD Fremont, NE	Michiko Koyama CFD Okegawa City Saitama, Japan
Casey Murdough CFD St. Charles, IL	Sueveangela Tabbal-Yamaguchi CFD Honolulu, HI	Phan Tu Lai CFD Orange, CA
Brenda Janette Nava Campos CFD Chihuahua, Mexico	Michelle D. Trefethen CFD San Pedro, CA	Marcela Lopez-Vallejo CFD Cartago, Costa Rica
Susana Helena Ortega CFD Weston, FL	Barbara E. Rodriguez Turner CFD Bluffton, SC	Kimberly D. Martin CFD Columbia, MO
*Heather Page CFD Winnipeg, MB Canada	Lauren M. Viviano-Maule CFD Toledo, OH	Michelle Morgan CFD Clermont, FL
*Gayoung Park CFD Las Vegas, NV	Tammie Warner CFD Boyd, TX	Poppy Parsons CFD Swift Current, SK Canada
Jin Young "Jinny" Park CFD Seoul, South Korea	Marissa White CFD Temecula, CA	Rey Rodriguez CFD Pleasanton, TX
Yong Hee Petrik CFD Mississauga, ON Canada	Mimi Sumiaty Wihardja CFD Jakarta Utara, Indonesia	Randy Stone CFD East Dublin, GA
*Cindy Q. Pham CCF, CFD Anaheim, CA		Annie Wang CFD Shanghai, China

Toni Marie Piccolo CFD



Teaching, learning, sharing...

Teleflora supports the highest standards of professionalism and creativity in floral design with programs open to all florists, including:

- local programs sponsored by Teleflora Units
- design programs and hands-on workshops at allied, state, regional and national conventions
- programs at floral wholesalers
- classes at the Teleflora Education Center, an AIFD Education Partner and approved PFDE Pathway Provider
- four monthly publications, each geared in a different way to helping florists succeed.

No one does more than
teleflora®

To learn more, visit: www.myteleflora.com and click on Design Education



AIFD Certified Floral Evaluator/Judge Program

Twenty-six AIFD members have been recognized as an AIFD Certified Floral Evaluator/Judge. This certification will be recognized by AIFD and the Floral Industry and the recipient can henceforth use this title with their name. They can now evaluate at the AIFD Professional Floral Design Evaluation (PFDE) program if asked by the AIFD Membership Committee and they can judge local, state, regional and national floral design competitions as an AIFD Certified Floral Evaluator/Judge.

Congratulations to the following professionals: **Marie Ackerman AIFD, CFD, PFCI; Tom Bowling AIFD, CFD, PFCI; Jamie Chae AIFD, CFD; Carol Chapple AIFD, CFD; Jose Davila AIFD, CFD; Rocio Davila AIFD, CFD; Tim Farrell AIFD, CFD, PFCI; Teresa (Terry) Godfrey AIFD, CFD; Ikuko Hashimoto AIFD, CFD; Mary Linda Horn AIFD, CFD, PFCI; Wendy Infanger AIFD, CFD; Sharon Ivey AIFD, CFD; J. Paul Jaras AIFD, CFD; Karen Kent AIFD, CFD; Leanne Kesler AIFD, CFD; Dov Kupfer AIFD, CFD; Louisa Lam AIFD, CFD; Carolyn Minutillo AIFD, CFD; Crescentia Motzi AIFD, CFD; Ken Norman AIFD, CFD, PFCI; Wendy Pine AIFD, CFD; Linda Robbins AIFD, CFD; Iris Salmon AIFD, CFD; Rich Salvaggio AIFD, CFD; D. Damon Samuel AIFD, CFD, PFCI; Ken Senter AIFD, CFD; Samuel Vanwert AIFD, CFD.**

This recognition is presented to those who demonstrate willingness to dedicate their knowledge and be of service to the floral industry and maintain integrity, respect and professionalism at all times. These individuals stood out by being impartial and consistent in their decisions at all times, being able to validate all of their decisions and having the ability to give competent feedback and praise. These are all qualities any judge or evaluator should possess.

Purpose of the Certified Floral Evaluator/Judge Program

- Provide a service for AIFD Members
- Train proficient evaluators and judges
- Provide opportunities for personal educational enhancement
- Raise the level of professional expertise
- Provide opportunities for leadership development

Any American Institute of Floral Designers Accredited member is able to become an AIFD Certified Floral Evaluator/Judge. Becoming a certified evaluator and judge takes dedication, time and possibly monetary investments. Members must be knowledgeable about floral design according to the AIFD Guide to Floral Design and must be able to establish judgment based on the requirements necessary for the testing process or competition. Since all AIFD members have gone through the testing process in one form or another, they are somewhat familiar with the PFDE process, but it is crucial to stay current with the PFDE process and understand the requirements of any competition. Obtaining this certification is not about gaining recognition. Being an Evaluator and a Judge is about:

- your willingness to share your knowledge and be of service to the floral industry
- having the generosity to help others succeed

- being impartial and consistent in your decisions at all times
- being able to validate all of your decisions
- having the ability to give competent feedback and praise
- maintaining integrity, respect and professionalism at all times
- upholding the AIFD Certified Evaluator and Judge standards

Requirements

The initial certification process is at no charge to AIFD Members in good standing. Interested members must complete all of the requirements stated by the Membership Committee and approved by the AIFD National Board of Directors. The following requirements are in the recommended order of completion:

- Participate and complete the entire required curriculum (one online course broken up into three segments: Elements of Design, Principles of Design, and Objectivity/Subjectivity). This course is a continuing education for AIFD members and are available at no cost. One CEU can be obtained per segment completed.
- Pass the On-line Evaluator Test with an 80% or higher. This test can be taken at any time prior to completing the process. One CEU can be obtained for completion.
- Complete an in-person design evaluation workshop and assessment. This evaluation will require the identification of certain elements, principles, techniques and applications. Each Evaluator must receive an 80% or higher on this evaluation to receive their certification. Two CEUs can be obtained per class completed.

Important Session Dates

Sept. 30 – Oct. 4, 2013

April 14-18, 2014

May 19-23, 2014

**Please note the deadline to sign up is the Thursday before the start of each session.*

To start the process, please e-mail AIFD's Meeting Registrar **Rachel Schley** at rachelschley@assnhqtrs.com. Please make sure you clarify WHICH session you want to sign up for.

Deadlines

The certified floral evaluator/judge test will be held each year at Symposium. Dates will vary according to Symposium locations and the PFDE testing process. It is required that you register for this testing process with your Symposium registration. This will be a separate registration and is free to all AIFD members in good standing. Please make sure you have completed all of the needed requirements before arriving at the testing site.

Questions?

For questions please contact **Joyce Mason-Monheim AIFD, CFD, PFCI**, membership chairperson at jmmonheim@yahoo.com. For complete program details please visit aifd.org/membership/certified-evaluator-program/.

Marketing Tip: Open the Door

By Lisa Greene AIFD, CFD, PFCI

One of the best ways to draw new clients (or get a new job) is to let people know what your credentials are and what they mean. Many flower shops hire adequate designers who are simply good at putting flowers in a vase, they make their arrangements, they keep the customers happy and life is good. Many shops are content to continue on in this manner. People will do what is easiest, what they have always done, what they know. As professional members of this industry we need to teach the industry what our credentials mean and why they are important. CFD is probably the easiest as it is a very simple statement of your credentials. As a CFD designer you are certified by the American Institute of Floral Designers as a floral designer, CFD certified. It shows a desire to go beyond simply filling orders.

AIFD gets a little trickier, you want to make clients and potential employers aware of how hard you worked to achieve this status. Recently in our marketing meetings [Lee Gallison AIFD, CFD](#) made a statement to the effect of "achieving AIFD

status is not the pinnacle of your career it's the launching pad for the rest of your career." The industry needs to know that we are passionate about design but also tuned in to business with the understanding that at the end of the year the bottom line has to be positive. When you are extolling the virtues of your experience paying attention to the bottom line can be as positive as creating show stopping floral designs.

The first marketing tip for this issue is to use your credentials to open doors. Once the doors open, it's you who needs to step through.

When it comes to marketing the riskiest thing you can do is to keep doing the same old thing. As a floral designer you need to be aware, even if you don't own your own business, that you still need to market yourself as a professional and a creative individual. Step out of your comfort zone, talk to people, listen to people and you'll be amazed at the things you can do.



AIFD Announces Winners of 2013 Fitz Design Contest

At the 2013 AIFD Symposium held this past summer in Las Vegas, attendees were given the opportunity to enter into this contest with the chance to win a free General registration to AIFD's 2014 National Symposium "Transition Transformation" in Chicago, July 3-7.

The rules were simple: All designs needed to feature at least one Fitz Design item and they were submitted in either the Flowers for a Man category or Flowers for a Woman category.

After a panel of AIFD designers and a Fitz Design representative narrowed the entries down to the final entries in each category, AIFD members and symposium attendees were asked to vote for their top choice in each category.

And the winners are...



Flowers for a Woman Category:
Patience Pickner AIFD, CFD, PFCI



Flowers for a Man Category:
Paul Latham

Everything You Need to Know:

September's birth flower is the Aster. Asters are mainly symbols of powerful love. With their wildflower beauty and lush texture, asters have long been considered an enchanted flower. In ancient times, it was thought that the perfume from their burning leaves could drive away evil serpents. Today, they're known as a talisman of love and a symbol of patience. Also known as starworts, Michaelmas daisies or Frost flowers, the name aster is derived from the Greek word for "star," and its star-like flowers can be found in a rainbow of colors – white, red, pink, purple, lavender and blue, with mostly yellow centers. Asters also hold the honor of being the 20th wedding anniversary flower.



Thought to bring luck and protect against evil, legend has it that when the anemone closes its petals, it's a signal that rain is approaching. Still other mythology connects the anemone to magical fairies, who were believed to sleep under the petals after they closed at sunset. Perhaps it's because of this magical and prophetic tales that today in the language of flowers, anemones represent anticipation.

Common Names: Aster, Monte Cassino, Michaelmas Daisy

Botanical Name: Aster, (AS-ter)

Availability: July through December

Vase Life: 6 to 10 days

Storage Temperature: 36-38 F

Ethylene Sensitive: No

Description: Numerous small daisy like flowers in double or single types.

Colors: White, purple, yellow and pink. Generally, all have yellow centers.

Botanical Facts: Numerous species and cultivars have been grouped into this one genus of aster. The name comes for the Latin word for star, aster.

Design Notes: Asters make great fillers in arrangements and bouquets.

Purchasing Hints: Purchase when first few flowers have opened. Avoid flowers with yellowing leaves.

Conditioning: Remove all of the foliage on the stem as well as the side laterals that will be below the water level. Cut under water with as sharp knife. Hydrate in warm water for two hours before storage or usage. Use commercial floral food / preservative after hydration.

Additional Notes: Asters last well. However, initial hydration and conditioning is very important. Make sure to remove the many small leaves that will be below the waterline as they degrade very quickly.

Sources: floraldesigninstitute.com, www.teleflora.com/about-flowers/aster.asp

Nature's Creative Edge 2013 "Architectural Expressions"

Beginning with a Master Class in 2006, hosted by **Robert Friese AIFD, CFD** and guest instructor **Hitomi Gilliam AIFD, CFD**, Nature's Creative Edge has become an annual event/fundraiser open to the public on the third weekend each September. The event is located on Bob's west Michigan property east of Muskegon (4960 South Hilton Park Road) on a five acre plot devoted to Nature's Creative Edge each year. This year's event is taking place Sept. 20-22, 2013.

This year Hitomi is returning to teach another Master Class prior to the opening day. She and Robert have been doing prep work to contribute to the exhibit which is created principally by members of the North Central Regional Chapter of AIFD. The chapter sponsors the exhibit, with the proceeds benefiting the NC education fund. The fund is used to offer scholarships and to underwrite special programs within the floral industry. The success of this project is possible because of industry support of donated fresh materials and hard goods which are much appreciated.



imagination run wild and creating one-of-a-kind displays some consider it "Florists Camp." As night falls the forest turns into a magical vision illuminated by candles and strategically placed spotlights. Visitors stroll through at their own pace and admire each amazing exhibit of floral art, an evening to be enjoyed and long remembered by the entire family.

Past exhibits have celebrated themes such as "Jewels of the Earth," "Art and Artists," "Music, Music, Music," and "Storybooks and Fairy Tales. We can only imagine what floral interpretations designers will choose with this year's theme "Architectural Expressions."



Register Now for 2014 Southern Conference

Schedule of Events:

Friday, April 4

8 a.m. – noon - Student Competition
1 – 5 p.m. – Registration Open
6:30 – 8:30 p.m. – Wine and Cheese Reception with Partners

Saturday, April 5

8 a.m. – 4 p.m. – Registration Open
8:30 – 9:30 a.m. – Steps to Membership
10 – 11:30 a.m. – "Cherry on Top" featuring Jackie Lacey AIFD, CFD, PFCI
Noon – 1:30 p.m. – Lunch
2 – 4 p.m. – "Showcase on Wedding Bouquet Trends & Beyond" featuring René Van Rems AIFD, CFD
4 – 5 p.m. – Student Corsage Bar Opens
6:30 p.m. – Cocktails
7:30 p.m. – President's Dinner

Sunday, April 6

8 a.m. – 1 p.m. – Registration Open
9 – 10:30 a.m. – "Sticks & Stones" featuring Gerry Greg AIFD, CFD
11 a.m. – 12:30 p.m. – "OMG, Floral Designs for the Next Generation" featuring Brooke Raulerson AIFD, CFD
12:30 p.m. – Lunch
2 – 5 p.m. – René Van Rems AIFD, CFD Three Hour Workshop "Beyond DIY"

Details and registration information can be found at aifd.org/2014-southern-conference/.



CALIFORNIA ASSOCIATION OF FLOWER GROWERS & SHIPPERS

Represents the professional needs and interests of the California Floral & Ag Industries, offering a variety of cost-saving programs and beneficial services. Our member benefits, transportation programs, events and communications all help increase the flow of products through networking, lower freight costs and information.

Our Membership Currently Consists of:

*** 170 Floral Members**

(California Floral Growers & Distributors)

*** 385 Associate Members**

(Out-of-State Floral Companies, Transportation Carriers & Industry Partners)

*** 20 Ag Buddy Members**

(Non Floral / Perishable Distributing Companies, ie: Fresh Produce)

Membership Transportation Benefits

NORCAL works hard to bring its members the lowest transportation rates possible, and to get their products to their destinations **FRESHER & FASTER!** As a member you have the combined volumes that give the Association the power to negotiate exclusive contracts with air and ground carriers which mean big savings! Membership does make a difference.

Below are some of our services:

*** NORCAL FedEx Program**

The industry Standard. Our exclusive program offers member discounts of over 66.5% as well as many custom features designed to lower shipping costs.

*** NORCAL OnTrac Program**

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

*** Discounted Airline Rates**

NORCAL members receive the lowest air cargo rates available with the major airline cargo carriers.

For an application to become a member, please contact Chris Johnson, Director of Transportation, at 760-533-5580 or email chris@cafgs.org. For more information about NORCAL, visit our website at www.cafgs.org.

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WWW.CAFGS.ORG * PHONE: (831) 479-4912 * FAX (831) 479-4914

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 role 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 manner?
- Has what the nominee done with flowers brought about a greater awareness or appreciation of flowers and or floral design?

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 you 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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View our videos on IDEA Channel for the latest product info and trends. Go to youtube.com/OASISFloral.



Use our Sympathy Resource Guide as a tool to help grow your sympathy business. Go to oasisfloral.com/sympathy.



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What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Eldon Haab AIFD, CFD

ENJOY THE JOURNEY - When regional President-elects met in Baltimore earlier this year, we learned of our responsibilities and our opportunities. John Kittinger AIFD, CFD, our national president, presented each of us with a small sign "ENJOY YOUR JOURNEY." It sits on my desk reminding me that this year is a journey in my life and it is also a journey for North Central. John did not hand out travel brochures or give us itineraries, but he did let us know that we have an opportunity to work with our regions in a unique way. In a sense we are the captain of our crew and are offering opportunities for our own members to be involved in AIFD in many ways.

Are you going along on the trip, or are you just reading the brochure? Maybe you haven't even thought about the trip we are on during this next year. You have paid your dues. You have your pin. YOU'RE AIFD! What can you make of this opportunity to partner with others, to be an industry leader, to mentor, to share your talents, to continue to grow as you interact with others?

Our North Central journey offers many "side trip" opportunities. Nature's Creative Edge (see article on page 16) offers the opportunity to connect design with nature in such a unique way. It's a chance to design in a completely different medium...flowers...moss...and all of the other facets of nature...the blue sky and fresh air...and the interaction with other designers as you create "art in the woods." The public gets the opportunity to wander the trail of amazing interpretations promoting flowers in a unique way. The event is close, but there may still be a way for you to get involved.

We have other opportunities in the spring with the Chicago Flower and Garden Show, the Milwaukee Art Institute show, University of Illinois Petals and Paintings, and the Dayton Home and Garden Show. These involve art interpretation, display and design opportunities, teaching opportunities, and just being there to share our industry and our organizations talents with the public. All of these offer chances for you to be involved.

Maybe dates or distance limit your participation in these. Your opportunities might be a mentoring relationship. You might be interested in completing AIFD's online sessions for the Certified Floral Evaluator and Judging program so that you can become a Certified Floral Evaluator and Judge when you get an opportunity to complete the "hands on" session of the program. We hope to make that opportunity come to North Central during this year. You might have opportunities to share your ideas and talents with your state associations.

You might be willing to give your time and talents to assist the national FFA program, or even local FFA or other education programs in your own state or your own area.

Maybe you can share in some of the projects available to North Central members: looking at the scholarship offerings and promotion, helping to plan the mentoring program, even being a part of the "what if" group. Events and projects we are experiencing today were once just ideas or dreams waiting to happen. You can be a part of our "dream team" looking to the future.

Maybe your schedule or your energy level require a reduced role. We can use cheerleaders. Sign up to be a State Representative for our NC newsletter. Be a supporter by supporting those working on the projects. You can even be a cheerleader for someone who is dreaming of someday being an AIFD member.

Maybe you are not interested in the journey this year. You can still be a part. Pay your dues, read the newsletters, check the reports. We'll be ready for you to be more active down the road.

And for my journey, I bought my ticket when I agreed to run for this office. I am on my journey now. There are some days when I am enjoying the journey. There are other days when I am wondering if I have time for all of the side trips and responsibilities. My ship is sailing a little slower than I had hoped, but it is still set on sail. If you designated interest in some of the task force groups, their formation is still in progress. The mentoring program is moving along and will be up and running this fall. It's not too late to be more active and get involved. Give me a call (800-792-4222) or e-mail me ejhaab@aol.com with questions or ideas. Let me know your interests so you can be involved.

I was once on a cruise. It was in the de -boarding line that I met some people from Bloomington. They lived less than two miles from me. We were on the same journey, but never connected. As North Central AIFD members we are on this journey together. Get involved. Don't wait until our cruise is over to learn about its opportunities!

South Central Chapter

President's Letter

Todd Sweeden AIFD, CFD

Hello, everyone...

The sizzling summer is almost over, and with that end comes the fantastic fall. I know we are all looking forward to those cooler temps and the brisk autumn air. The pace will quicken and before long the busy holidays will be upon us, so get ready.

Our South Central Region has encountered a few Board and Chairman changes. **Vicki McPherson AIFD, CFD** has accepted an appointment to fill the unexpired term of **Maggie Binet AIFD, CFD, PFCI** on the Board. Maggie had to resign because of health issues. Also, **Chris Collum AIFD, CFD** has agreed to chair the Awareness/Education Committee. Thank you to both of these individuals for stepping up to the plate and accepting these positions.

A recent conference call of our Board has now set into motion plans for the Spring Design Forum to be held in St. Louis on April 6, 2014. We are in the planning and development stages for this one day educational forum. Baisch and Skinner will be our hosts at the Linda Kay Learning Center for this always phenomenal show. Chairman **Frankie Peltiere AIFD, CFD** has continually made this design forum special and worthwhile. If you have not attended in the past, mark your calendars now for this must see event. And if you have been there, you know what we're talking about!

As fall approaches, may we all enjoy the beauty of the season and share that joy with others through our talents. Always strive to be a part of our great association.

North East Chapter

President's Letter

Polly Berginc AIFD, CFD

As we transition from the warm days of summer to the cool crisp evenings going into early fall, the newly elected board members have been diligently working towards our goals for this year. Coordinated by **Theresa Colucci AIFD, CFD** our fall design show is set for Oct. 15 at Alders Wholesale in Campbell Hall, N.Y. Designers **Dan Vaughn AIFD, CFD**, **Mary Robinson AIFD, CFD** and **Ron Mulray AIFD, CFD** will present a 'Magnificent Holiday Trends' show sure to inspire attendees for the upcoming holiday season. We invite all AIFD members and florists to join us for this educational evening full of chic, vintage, and rustic glam for the holidays. Following dinner and the design show, an auction will be held to benefit our scholarship fund.

Our NERC members 'across the pond' in the UK have been very successful in florist competitions this July. **Tina Parkes AIFD, CFD**, co-owner of the Academy of Floral Art in the UK, recently had their school be awarded the privilege to take part in the RHS Hampton Court Flower Show. The students were awarded a silver medal for their unique display of a stunning party table laden with realistic foods created with flowers.

Congratulations to **Neil Whittaker AIFD, CFD** of Design Element Flowers in Irlam Manchester, UK for winning Interflora's Florist of the Year 2013 at the Tatton Park Flower Show. Neil's colorful and exceptional collection included a floral handbag, free-standing floral screen, floral cake, and spectacular table centerpiece. Neil will now go on to represent the UK at the Interflora World Cup held in October.

NERC member **Mark Entwistle AIFD, CFD** of The Black Rose florist in Cheshire, UK was recently awarded a Silver Gilt Medal at the RHS Tatton Park Show. Mark's elaborate display was based on the entire color wheel, grouped into complimentary colors, with over 50 designs included. We are so fortunate to have such talented designers representing AIFD so professionally and creatively abroad as part of our chapter.

As members of AIFD, our passion is our membership, who give so much of themselves and their time for the betterment of AIFD. As we move forward into the future, we need to spread our passion for floral artistry. Become more involved in your chapter, volunteer when you can, and mentor and welcome floral designers and students, who will be the future of AIFD. We are already looking for nominees for consideration for next year's election; if you are interested in running for the NERC Board of Directors, please contact Past-President **Lisa Greene AIFD, CFD** to discuss the obligations and commitments required of a board position.

Enjoy the rest of your summer as we look forward to the fall season here in the North East.

Northwest Chapter

President's Letter

Lily Chan AIFD, CFD

Hello Northwest AIFD Members,

Summer's almost over and my year as your President is just starting. I am looking forward to a productive year and encourage each and every one of you to make an extra effort to help with one of our Northwest Chapter projects.

The school year is just beginning and one of our missions as members of AIFD is to encourage ALL students and florist professionals to continue learning. Whether you attend a University or one of our Educational Partners classes, I seriously want you to support each other to continue studying! Watch for Northwest Scholarship updates and deadlines in our next newsletter.

Your Board is working hard to add to your educational experience. We will be giving you more information about our programs that will be scheduled soon.

Please remember that I am available for you. Please just send me an e-mail or give me a call. Enjoy the rest of your summer!

Southwest Chapter

President's Letter

Lorraine Cooper AIFD, CFD

That was a great Symposium! A huge thank you goes to **Lori Novak AIFD, CFD** (SWAIFD Past President) and Tom Simmons AIFD, CFD for a job well done and for representing our region so perfectly with "Passion." Kudos go to all of the SWAIFD members who participated and volunteered in so many different ways. And thank you to all the other Passionistas who

came to Las Vegas and shared their talents with all of us - it truly was a fabulous week!

Welcome to the SWAIFD Board! We have an amazing group of talented and dedicated board members and we would like to welcome **Ikuko Hashimoto AIFD, CFD, Susan Standerfer AIFD, CFD, Joe Guggia AIFD, CFD and Peter Couture AIFD, CFD to the board.** We look forward to a great year working on several projects and events.

SAVE THE DATE! March 8 and 9, 2014 – the Annual SWAIFD Wedding Extravaganza featuring the design expertise of **Ikuko Hashimoto AIFD, CFD, Brian Vetter AIFD, CFD, PFCI, Martin Flores AIFD, CFD and Sylvia Bird AIFD, CFD, PFCI** and many, many more. This will be an amazing day of fabulous design, great food and lots and lots of fun and laughter. Come join the party as we travel all over the world visiting four unique destination weddings! We also have a fantastic hands-on design class with **Alex Jackson AIFD, CFD** so be sure to save the date and register early!

A big thank you also goes to the SWAIFD Marketing Committee of **Tony Medlock AIFD, CFD, Jeremy Trentelman AIFD, CFD and Pam Null AIFD, CFD** for continuing to produce fabulous publications. If you have not yet registered you are missing out on some great ideas and tips and tricks. Check out www.designinlinemagazine.blogspot.com for our SWAIFD Design In Line e-zine. Don't forget to register also so you can receive every edition of the magazine.

Don't forget to check us out and "Like" us on Facebook too!

Southern Chapter

President's Letter

Sylvia Bird AIFD, CFD

Within this very short report I would like to remind you all of the Southern Conference 2014 in Georgia. "Originality, where Nature & Creativity Collide" to be held April 4-6 2014 at Sea Palms Golf & Tennis Resort, St. Simon's Island, Ga. Information is on the website and also available from **Randy Wooten AIFD, CFD, wooten2594@windstream.net**. Randy has a great program line up so we are looking forward to seeing everyone in Georgia.

Tim Lawing AIFD, CFD, Janet Frye AIFD, CFD and Carol Inskeep AIFD, CFD are doing a brilliant job of keeping everyone informed on social media i.e. Facebook etc.

The next Southern board meeting is in October to be held at the 2015 Conference hotel in Alabama. The board will discuss amongst other topics the nominations for new board members. If you would like to suggest a name for nomination then contact Past President **David Powers AIFD, CFD** at dlp80165@gmail.com.

I have just finished being an Instructor for the AIFD on-line education courses. My topic was Elements and Principles of Design. There were 14 students in my section and some great

results were forthcoming. Well done to all the participants. This is a really good course and I urge you all to look at the courses available.

SAF (Society of American Florists) have their Annual Convention Sept. 18-21 in Phoenix, Ariz. To those of you that are attempting the Sylvia Cup Competition, I wish you success. There are always some great inventive and inspirational designs made in the competition.

Wishing you success – keep busy.

Get Involved with Your Chapter

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,

Looking to get involved, network with local designers and attend area floral events? Then you need to be an active part of your AIFD Chapter. Below are the chapters broken down by states. Take a look, visit the chapter webpage, and get involved!

NORTH CENTRAL REGIONAL CHAPTER

Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, Wisconsin and the Canadian provinces of Manitoba and Saskatchewan

NORTH EAST REGIONAL CHAPTER

Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and the Canadian provinces of Ontario, Quebec, New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island and the United Kingdom

NORTHWEST REGIONAL CHAPTER

Alaska, Northern California, Idaho, Montana, Northern Nevada, Oregon, Washington, Wyoming and the Canadian provinces of Alberta and British Columbia

SOUTH CENTRAL REGIONAL CHAPTER

Arkansas, Colorado, Kansas, Oklahoma, Missouri, Nebraska, New Mexico and Texas

SOUTHERN REGIONAL CHAPTER

Alabama, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia, Washington, D.C., West Virginia, The Bahamas, the Caribbean Islands and the Virgin Islands

SOUTHWEST REGIONAL CHAPTER

Arizona, Southern California, Guam, Hawaii, Southern Nevada and Utah.



AIFD Leadership Profile

The AIFD Leadership Profile's goal is to highlight active members of our association. By profiling these professionals, we want to offer you the opportunity to get to know the members. We'd like to introduce you to a newly inducted AIFD member Leanna Gearhart- Theye AIFD, CFD who received her AIFD pin at this past Symposium.

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

Leanna: My job position is Floral Designer for Horrocks Floral Department in Grand Rapids, Mich. Horrocks has an International mix of customers that gives me a lot of freedom as a designer to do a wide variety of creative floral designs. We will have everything from the traditional arrangement styles to very European designs. It is very nice to have such diversified customers.

AIFD: Within that role and as a member, what are your personal goals for the advancement of AIFD?

Leanna: My personal goal for the advancement of AIFD is helping with the mentoring program the North Central Chapter is working on. I feel very fortunate to have had information that led to opportunities helping me achieve AIFD. I would like to do the same for others.

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

Leanna: I didn't really have a mentor that inspired me to work as a floral designer I think the love of flowers kept pulling me in that direction. I have worked as a designer in other fields including theatre set and costume design, advertising design, merchandising. It was always the flowers that would pull me back.

AIFD: Did you have a mentor who helped you on your journey to becoming AIFD?

Leanna: As far as my AIFD journey, I had a "village" of mentors. There were a lot of people to thank for helping me through the process. It started though with kindness and a willingness to spend time talking to me by **Frank Feysa AIFD, CFD, PFCI**. We met at the Michigan Floral Association Great Lakes Expo, which can be an overwhelming busy time, but after I talked to him he made me feel like it was possible. Having the feeling of something being possible is a strong motivating factor in making it possible. That conversation turned things in my life in a different direction and I try to remember that when I have the opportunity to talk to others.

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

Leanna: I like taking the set of skills that I have acquired (to this point) and using them in a creative way. Then when a design or project is over and finished, allowing you to start again on something new, fresh and different, maybe we are lucky and we learn a new skill or discovered something in the process. It is always an educational experience and one that I enjoy.

AIFD: What issues are most important to you professionally?

Leanna: Professionally, I feel that the process of designing floral arrangements is an "ART." I would love to have more people see it that way.

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

Leanna: If I ever have a free moment, I like to crochet, sew and scrapbook.

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

Leanna: My advice to all aspiring AIFD members and floral designers is "It is POSSIBLE." It may take a while and you may have to learn new skills along the way, but I am proof that it is possible. Every time when I started to feel like it wasn't possible, something happened that gave me a push again. I would meet someone with information on classes, magazines or books. I would learn about scholarship opportunities. Sometimes it was just having a persons voice in your head saying something that would get you over the bump in the road, but embrace all of it. Like I said, for me it took a very nice large "village" but it is POSSIBLE.

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!

Sept. 10, 2013 - AIFD 2014 Award Nominations Sought

Sept. 3, 2013 - Beloved AIFD Member Passes Away

Aug. 30, 2013 - Important News from AIFD's Platinum Elite Partner Syndicate Sales

Aug. 22 - AIFD Foundation Newsletter Summer 2013

Aug. 1, 2013 - Cast Your Vote Now for the 2013 Fitz Body Flower Design Contest

July 31, 2013 - AIFD Focal Points is Here for Your Reading Pleasure!

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.

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.

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.

September 2013

www.themaneater.com
PFDE announcement

August 2013

www.swbooster.com
PFDE announcement

July 2013

www.swbooster.com
PFDE announcement

www.morningstarpublishing.com
AIFD Member featured

www.rochellenews-leader.com
Floral Design Program in the Kishwaukee College Floral Design Program at Symposium

www.arktimes.com
AIFD member 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!

AIFD encourages you to contact your local media anytime you have news you want to share! Local publications are usually eager to post news about their communities so if you have something you want to brag about, something you want the local community to know about you or your business, e-mail your local paper!

Magnificent Holiday Trends

Design Show



Featuring:

Dan Vaughn AIFD



Mary Robinson AIFD



Ron Mulray AIFD



Join us for our fall design show and scholarship fundraiser event!

Designers will show you the latest trends for the fall and winter holidays featuring fresh and permanent botanicals.

Alders Wholesale Florist is the perfect venue to host our spectacular show.

Be sure to come early to shop their abundant supply department!

October 15, 2013

5:00- 6:30 pm Dinner
6:30- 8:30 pm Design Show
8:30 pm Auction

\$20.00 per person
Reservations 845-496-9191

Alders Wholesale Florist
110 Egbertson Road
Campbell Hall, NY

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www.aifdfoundation.org

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posypockets.com

Candle Artisans, Inc.

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Container Source, Inc.
www.containersource.com

Crystal River Design

David Austin Roses

Deliflor Latin America
www.deliflor.nl

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

Elite Flower Services, Inc.

Eufhoria Flowers

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Fleur Creatif -Rekad NV
www.fleurcreatif.com

Florabundance, Inc.
www.florabundance.com

FloraCraft

Floral Supply Syndicate
www.fss.com

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

Florists' Review Enterprises

Flower Shop Network

Flowers &

FP Flourishes
www.fpflourishes.com

FTD
www.ftdi.com

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Greenbox Floral, LLC

Herbage
www.herbagefloral.com

Hyper!Active Farms Inc.

i Bulb Lily Occasions

Jacobson Floral Supply, Inc.

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Marsolais Enterprises Inc.

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Milagra Floral Imports
www.milagrawholesaleflowers.com

Nature's Flowers

Ocean View Flowers

QuickFlora Pos
www.quickflora.com

Reineri
www.reineri.nl

San Diego Florist Supply, Inc.

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

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

The John Henry Company
www.jhc.com

The Modern Collections
www.themoderncollections.com

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

Transflora

Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Valley Floral Company
kdsflorist@hotmail.com

Verdissimo/InfiniteRose

Virgin Farms Inc.

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www.shokubutu-kobo.com

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

Canadian Institute of Floral Design
www.ProFlorists.net

Fiorissima Internacional
www.fiorissimainternacional.com

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Institut de Artflor
www.idartflor.com

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

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

International Florist Academy and School
www.interfloristschool.com

Judith Blacklock Flower School
www.judithblacklock.com

Koehler & Dramm Wholesale Florist
www.koehlerdramm.com

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers

Pui Wa Floral Design School

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

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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.sdfloists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

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