

Focal Point

Get Ready to Hit the Windy City!

As 2013 draws closer to ending and we look toward the new year, the biggest event AIFD has on their minds is the 2014 Symposium "Transition Transformation." Taking place July 3-7 in Chicago, Ill., this event already has main events to take note of.

AIFD is proud to be inviting 47 professionals to join the AIFD family. They have worked hard to get to this point and we want to welcome them with open arms. Don't forget the AIFD Awards and Induction ceremony that takes place at Symposium is open to everyone. We encourage you to make it a priority to attend this awe-inspiring ceremony. Please mark Saturday, July 5 on your calendar as an event not to miss.

Back by popular demand, state and/or regional floral associations across the U.S. have been offered a complimentary registration to attend the 2014 National Symposium it was announced by **John Kittinger AIFD, CFD**, president of the Institute.

"It is AIFD's hope that the various associations will use this gift to raise funds or to stimulate interest in attending an association-sponsored floral design education program," said Kittinger, who added that it is "AIFD's mission to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form." For more details visit aifd.org/2013/08/2014-state-floral-groups.

As Symposium gets closer AIFD will be adding a "Social Media" webpage that will include social media posts and updates that you can use to help promote "Transition Transformation."

The most powerful marketing tool is word of mouth and who better to tell your friends, family and colleagues about AIFD and Symposium than you!

Keep an eye out on aifd.org for this webpage to be posted. And remember, we are constantly adding to it so throughout the next few months keep checking back for more material to use!

Inside

AIFD's History - 7

SAF Award Winners - 10

AIFD Southern Conference - 14

AIFD Chapter Updates - 18

My First Symposium - 21



American Institute of Floral Designers

720 Light Street, Baltimore, MD 21230
Phone 410-752-3318 / Fax 410-752-8295
aifd@assnhqtrs.com / www.aifd.org

Executive Officers

President: John Kittinger AIFD, CFD

President-Elect: Tim Farrell AIFD, CFD, PFCI

Vice President: Joyce Mason-Monheim AIFD, CFD

Secretary: Suzie Kostick AIFD, CFD, PFCI

Treasurer: Tom Simmons AIFD, CFD

Past President: Ann Jordan AIFD, CFD

Board of Directors & Chapter Reps

Marie Ackerman AIFD, CFD, PFCI

Janet Black AIFD, CFD, PFCI

Ted Bruehl AIFD, CFD, PFCI

Kevin Coble AIFD, CFD

BJ Dyer AIFD, CFD

Mike Hollenbeck AIFD, CFD

Suzie Kostick AIFD, CFD, PFCI

Bill McKinley, Jr. AIFD, CFD

Ron Mulray AIFD, CFD

Kim Oldis, AIFD, CFD

Michael Quesada AIFD, CFD

Jim Rauch AIFD, CFD

Membership Chair

Jackie Lacey AIFD, CFD, PFCI

Symposium 2013 Chair

Frank Feysa AIFD, CFD

Symposium Program Coordinator

David Shover AIFD, CFD, PFCI

AIFD Staff

Executive Director: Thomas C. Shaner CAE

Associate Director: Kristen Philips

Financial Manager: Monica Shaner

Director of Communications: Molly Baldwin-Abbott

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



"The board works year around to get information out to you that will impact you in the coming year."

Fall is in the air in Kentucky and as I write this article the temperature is changing along with the leaves. Many of us are excited about the season to come and the joy we will be sharing with our clients, family and friends with the design artistry that we all have.

The executive board met in August in Orange County, Calif. and spent two great days discussing the future of AIFD and finishing plans for the year. Many of the tasks that were discussed will be on-going, others will be completed this year and will help our organization become more efficient. Your AIFD officers and directors continued to work on future plans when we got together as a board on Oct. 27 in Denver for our last board meeting of the year. The board works year around to get information out to you that will impact you in the coming year.

Since my last article we all need to congratulate the new CFD members and those that have been asked to join AIFD next July in Chicago. Please take the time to send them a short note of congratulations and welcome them into the AIFD family. We also congratulate the new Certified Evaluators and Judges that have completed their process and add another layer for professionalism to our industry. I am excited to see what these people will bring to the table for AIFD and the outreach they will be able to provide with this accreditation.

When we send surveys to you for your input please take the time to give us your feedback. The symposium committee, board and headquarters use this information to continue to make our services better for our entire membership. We also sent you an important survey created by **Dr. James DelPrince AIFD, CFD** that I hope you took the time to fill out. The information that will be gathered from this survey can help the future of the floral industry.

This time of the year is when we send you the new AIFD Directory. Please take the time to look through the pages and familiarize yourself with new faces and old friends and utilize the information that is in this valuable tool. I do feel it is important to let you that the board is discussing the possibility of making the directory available online instead of continuing with the costly printed version. I feel very strongly that we need to look at new ways to trim our expenses when necessary and available. With the onset of digital publications and with all the modern technology we have available to us now we need to

give this some considerable thought to keep our organization current and our budgets in line. Let me know what you think of this idea and how you use and how often you use your directory. You can e-mail your thoughts to jkaifd@gmail.com.

As we continue to update the website please refer to www.aifd.org for the latest information. There you will find updated information on the industry from AIFD's view-point and current educational opportunities in your area and around the country.

Lastly let us all congratulate some of our members that have received some very prestigious industry awards during the recently held SAF convention. **Joyce Mason-Monheim AIFD, CFD, PFCI**, Sylvia Cup Winner; **Jerome Raska AIFD, CFD, PFCI** Tommy Bright Award; **Russ Barley AIFD, CFD**, John H Walker Award and **Carol Caggiano AIFD, CFD**, Paul Ecke Jr. Award. Congratulations and thanks for making our industry better for all of us.

Happy Fall!

John H. Kettinger AIFD



Calendar

2014

March 9

AIFD Southwest Chapter "Love is in the Air
– Destination Weddings"
National Orange Show Events Center
San Bernardino, CA

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/.

Bits and Pieces

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

• AIFD Directory correction - the wrong photo was posted next to **Susan Bain AIFD, CFD**. AIFD apologizes for this error.

• AIFD member **Carolyn Minutillo AIFD, CFD** recently had the shop she owns, Lavender Hill Florist in Jeffersonville, Ind. chosen as the second annual recipient of the Gary Buckwald Scholarship for Excellence in Floral Sales and Service. The scholarship, now in its second year, is a collaboration between Floral Strategies and the Society of American Florists, and gives \$10,000 worth of sales and service training, led by **Tim Huckabee**, president of Floral Strategies, and sponsored by Syndicate Sales.

• **Frankie Shelton AIFD, CFD, PFCI** was honored with the South Central Lifetime Achievement Award. It was bestowed on her last July by the South Central region.

• Save the date! The 47th Annual Sylvia Cup Design competition takes place during SAF Marco Island 2014, SAF's 130th Annual Convention, August 13-16, 2014, at the Marriott Marco Island Resort in Marco Island, Fla.

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.

Give Yourself a Raise... Education Pays!

floriology
INSTITUTE

2014 COURSE SCHEDULE



JANUARY
20-24 **Principles & Elements**
with Jackie Lacey, AIFD, PFCI, CFD

MARCH
2-4 **Modern Twist on Everyday Design**
with Donald Yim, AIFD, CPFD

APRIL
13-17 **Wedding Bliss and Party & Events**
with Jackie Lacey, AIFD, PFCI, CFD

JUNE
1-5 **Competition & Certification
and Portfolio**
with Jackie Lacey, AIFD, PFCI, CFD



bloom*net*
World-Class Florists Worldwide Delivery

floriology
INSTITUTE



Scan this code with
your smartphone to
register today!

**ACT NOW! To sign up or for more information about
the Floriology Institute, contact us at**

www.mybloomnet.net/floriologyinstitute.html or call 1-800-BloomNet (1-800-256-6663)



American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

Applications for Scholarship & Grants Now Available!

Apply now for the *AIFD Southern Conference Scholarship*. The award amount is up to \$1,500 to assist with expenses including registration, hotel, and travel to the 2014 Conference in Georgia. Applications, additional details and eligibility requirements are available on our website. **Deadline to apply is November 15, 2013!**

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

Will the 2014 AIFD Symposium in Chicago be your first Symposium? Apply for an *AIFD Foundation Symposium Scholarship* and let us help you experience Transition Transformation! Florida residents- apply for the *Florida Florist Fund Symposium Scholarship*!

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

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

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

If you would like to submit an application for any of the scholarships offered by the AIFD Foundation or to make a contribution to the future of the floral design industry, please visit the AIFD Foundation website at www.aifdfoundation.org or send an email to the AIFD Foundation, Lona@aifdfoundation.org.

AIFD Foundation

525 SW 5th Street, Suite A • Des Moines, IA 50309

Phone: 515-282-8192 • www.aifdfoundation.org

AIFD Foundation Board of Trustees Get to know the Foundation representatives

Officers of the Board of Trustees:

Derrick Vasquez AIFD- Chairman and CEO
Eddie Payne AIFD- Chairman and CEO Elect
Jim Morley AIFD- Vice Chairman Investments
David Hope AIFD - Secretary
Lori Novak AIFD - Treasurer

Board of Trustees:

Link Johnsten AIFD- FFF Rep
Kevin Coble AIFD- Southern Chapter
Jim Rauch AIFD- North Central Chapter
Todd Sweeden AIFD- South Central Chapter
Mike Hollenbeck AIFD- North West Chapter
Mary Robinson AIFD- North East Chapter

Mary Linda Horn AIFD
Laurie Lemek AIFD
John Kittinger AIFD
Tom Simmons AIFD
Ron Mulray AIFD
Chris Norwood AIFD
Kelly Marble AIFD
Holly Money Collins AIFD
Lou Lynne Moss AIFD
Richard Milteer AIFD
Martin Flores AIFD
Karyn Brooke AIFD
Tina Coker AIFD
Tony Huffman AIFD
Kim Oldis AIFD

Trustees Emeritus:

Allen Beck AIFD
Lynn Lary McLean AIFD
James Moretz AIFD
Ralph Null AIFD
Rocky Pollitz AIFD
Teresa Riddle AIFD
Frankie Shelton AIFD

Toni Clark

History in the Making

Let's start at the very beginning... Many of our members innocently take for granted that AIFD has always been around or that it just came into being quite matter of factly. Over the course of the next couple of years the 50th Anniversary Task Force will share with you fun and interesting facts and important information about our heritage and that of our members, that have paved the way for AIFD to become the leading organization it is today. Our humble beginnings serve as a constant reminder of how a dream, fired by determination and dedication can ignite an industry transformation.

Let's take a look back at where it all began...The time was the mid-sixties, design shows as we know them today were just getting off to a good start. A small yet growing group of "industry leaders" such as **Buddy Benz**, **Tommy Bright** and **Sylvia Valencia** were forging a trail in the art of floral design. Education was not yet widely available or thought to be necessary nor was the importance of creativity and innovation within floral design considered worthy of its own organization.

In spite of the general industries refusal to see value in developing a group dedicated to advancing the art of floral design, a handful of designers felt adamantly different on the subject.

As written in the AIFD 25th Anniversary book that was compiled and published by **Bob Gordan AIFD** he writes, "At this time in southern California there was a designer who envisioned a professional organization whose purpose was to showcase floral design to offer recognition to accomplished designers, to make the public aware of good design and to proceed to do this through education. Her name is **Bea Frambach**."

Bob continues to explain that in spite of opposition from such organizations as the California State Florist Association, Bea and good friend **Art McKee** set out to spread the word about the opportunities and possibilities of forming such an organization. The next person to be brought into the conversation was **Wayne Andrade** and from that point the vision spread. Soon there were others ready to step forward and invest time and money into creating what we now know as The American Institute of Floral Designers.

During a florist meeting, Bea and Art decided to speak publicly about the formation of an organization. They shared their vision and asked if there was any support amongst the group. Before the meeting had concluded 11 people stepped forward and offered support and funding to get the organization started. Those who came forward that very evening were **Wayne Andrade AIFD**, **Virginia Brugere AIFD**, **Lilly Cowell AIFD**, **Bea Frambach AIFD**, **Mariellen Gaudi AIFD**, **Bates Hinds AIFD**, **Jim Hynd AIFD**, **Jack Kloss AIFD**, **Art**

McKee AIFD, **Paul Sanders AIFD**, **Iola Schmidt AIFD**, and **David Wittry AIFD**.

From that point on AIFD was underway. A logo was in the works, the first attorney was hired to help get things organized and provide legal counsel and the very first office – a card table and a type writer in the dining room of Bea Frambach's home was established.

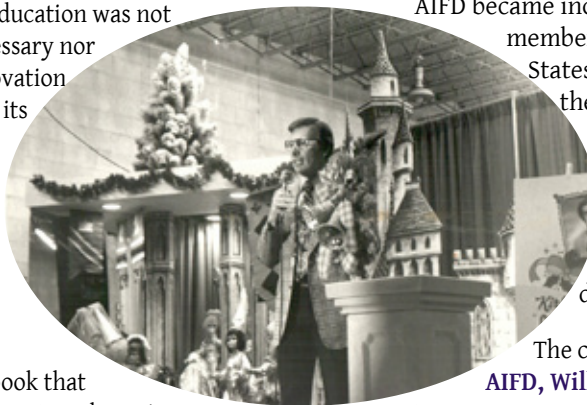
AIFD became incorporated in 1965 and charter membership was opened across the United States. Forty-five people came forward to be the first amongst many to call themselves members of The American Institute of Floral Designers. Not only did they lend their names and reputations to the infant organization they invested their time and money in order for the dream to become a reality.

The charter members are: **Wayne Andrade AIFD**, **William Brown AIFD**, **Virginia Brugere AIFD**, **Bruce Brugere AIFD**, **Daryl Dryden AIFD**,

Bea Frambach AIFD, **Mariellen Gaudio AIFD**, **Robert Gervasoni AIFD**, **Larry Greene AIFD**, **Roslyn Haas AIFD**, **Jeff Hackbarth AIFD**, **Robert Harvey AIFD**, **Gilbert Heath AIFD**, **Bate Hinds AIFD**, **Pat Hoyt AIFD**, **Jim Hynd AIFD**, **CFD**, **Arthur**

Ito AIFD, **Kirk Kirkpatrick AIFD**, **William Kistler AIFD**, **Jack Kloss AIFD**, **Mary Lakshas AIFD**, **John Lancaster AIFD**, **Arthur McKee AIFD**, **Erwin Menn AIFD**, **Morri Molho AIFD**, **Mary Jo Napier AIFD**, **Paul Plantz AIFD**, **William Plummer AIFD**, **Rudolph Postag AIFD**, **Paul Sanders AIFD**, **Lola Schmidt AIFD**, **Robert Schroeder AIFD**, **Harold Schuth AIFD**, **Hortenses Seymour AIFD**, **Lucille Sifers AIFD**, **Edward Silacci AIFD**, **Ronald Sincrope AIFD**, **Marion Speer AIFD**, **Angelo Taverma AIFD**, **Robert Taylor AIFD**, **Scotta Thompson AIFD**, **Jeamme Tucker AIFD**, **Dean White AIFD**, **Joyce White AIFD**, **David Wittry AIFD** and **Victor Yack AIFD**.

A few historical facts: The first attorney hired by AIFD was **Dr. Robert Benton Craig**. AIFD presented Dr. Craig with an honorary membership during a testimonial dinner. Charter membership into AIFD was closed in 1966. The first Symposium was scheduled at Cal Poly in the Summer of 1967 with a budget established requiring to have at least 50 attendees. Two weeks prior there was only 42 registrations and the symposium was canceled so as not to be a loss for the new organization.





KNOWLEDGE IS POWER

CONTINUING EDUCATION IS KEY



FTD has business and design courses for a variety of schedules and budgets:

- FTD Boot Camp, a three-day intensive workshop
- FTD Webinar Series, free online presentations
- FTD Mercury POS Training, a free three-day training course
- Much, much more...

Check us out and register today at FTDi.com/FTDUniversity.

Questions? Please contact us at education@FTDi.com
or 800.788.9000 ext. 6240.



Get the latest news, events, education
and Facebook-only promotions when you
like us at facebook.com/MercuryNetwork.



FTD

Flowers say it better. FTD says it best.™

Marketing Tip: Understanding Exchange Behavior

By Lisa Greene AIFD, CFD, PFCI

Recently while preparing for different writing assignments I came across some information which I thought might be helpful to our members when they think about selling their products and services. The book I was reading is called "*The Portable MBA in Marketing*" and it's written by **Charles D Schewe** and **Alexander Watson Hiam**. The topic relevant to our use is entitled "Understanding Exchange Behavior."

When the consumer decides to purchase something there are six steps that are completed from beginning to end. Sometimes one person completes all six steps, other times there are different people filling different roles. Here are the steps:

- **Initiator** - this is the first person who recognizes that there is a need or a want for something. Currently Pinterest is a very rich source of creating initiators. How many things have you seen on Pinterest that you never knew you wanted?
- **Influencer** - the individual who provides information on how the want or need may be satisfied. This is where our members through conversations either via social media or in person can build up potential for purchases. It's our job to let people know the positive effects of flowers and other decorative elements. It's our job to let people know there are providers of these objects of desire.

• **Decider** - this is the person who finally chooses the product that will satisfy the want or need. We all know the decider; we have set down at the consultation table during a wedding meeting and identified that person as the one who needs to be convinced. Once they are convinced the group will go along with them.

• **Buyer** the actual purchaser of the item. We are all looking for this person but to get to the buyer we know we need to make our way through the initiator, the influencer and the decider.

• **Consumer** - this is the person who actually uses the product or service. For most of us this would be the bride, corporate client or retail customer.

• **Evaluator** - the individual who provides feedback on the product or services ability to satisfy. Can you say event planner?



As you can see there are lots of steps and stages to go through. When marketing, identify who each of these parties are and target your marketing to reach them. The power of marketing for our members really begins with good photographs. The key is to get those photographs in the right place to be seen by the great people.

Thank You to the 2013-2014 Elite Partners



AIFD has come across a box of old AIFD membership directories, just as we begin planning our 50th Anniversary! We thought we would share these treasured gems with you all.

The directory on the left is from 1972-1973 and the one on the right is from 1977-78.

If you have any old photos of past AIFD events, symposiums, member gatherings, etc. that you would like to share with us, we are collecting these materials in anticipation of our 50th Anniversary. Please send these materials to **Janet Black AIFD, CFD, PFCI** at janetblackaifd@gmail.com or **Suzie Kostick AIFD, CFD, PFCI** at skostick2003@yahoo.com.

AIFD Members Honored at 2013 SAF Convention!

Jerome Raska AIFD, CFD, PFCI was honored for lifetime achievement in floral presentation as the recipient of the 2013 Tommy Bright Award. The honor was conferred by the Society of American Florists (SAF) Professional Floral Communicators - International (PFCI) during SAF Phoenix 2013, the association's 129th Annual Convention in Phoenix, Ariz. "When we think of 'Tommy Bright' qualities, we think of three words: Positive. Energy. Leader. Jerome epitomizes all three," said PFCI Chairman **Vince Butera AIFD, CFD, PFCI**, owner of Butera The Florist in York, Pa. "He is always a positive influence, and tirelessly encourages speakers to achieve the PFCI designation. During his floral presentations, he is in non-stop action, and gets you involved, while having fun with whatever he is doing. He is a very captivating speaker/teacher/entertainer, and we certainly respect him."

Russ Barley AIFD, CFD, the executive secretary of the Florida State Florists' Association (FSFA), was presented with the 2013 Society of American Florists' (SAF) John Walker Award in Phoenix tonight during SAF's Convention. The award recognizes the important contributions of floral industry association executives. Introducing the surprised honoree, SAF Awards Committee member **Tom Butler PFCI** of Teleflora, lauded Barley's long years of service "as a dedicated and influential leader in Florida's floral industry...and a trusted advocate for Florida florists at the national level." Barley is a past-president of FSFA and has served on its board for three decades. He is also the owner of Emerald Coast Flowers and Gifts in Freeport, Fla. The John H. Walker award was established in 1979 to honor the contributions of SAF's former long-time executive vice president and recognize the vital role of association executives within the floral industry.

AIFD well-represented among competitors and winners at Sylvia Cup Manager's Choice

Joyce Mason-Monheim AIFD, CFD PFCI, of Designer Destination, won the grand prize in the 46th Annual Sylvia Cup Design Competition on Sept. 21 at the Stars of the Industry awards dinner held during the 129th Annual Convention of the Society of American Florists.

As grand prize winner, Mason-Monheim received \$3,000 from Smithers-Oasis, an engraved silver champagne trophy and

complimentary registration to the next SAF convention.

Jacob McCall AIFD, CFD of The Elite Flower in Miami, Fla., was named first runner-up and received \$500; and **BJ Dyer AIFD, CFD** of Bouquets in Denver, was named second runner-up and received \$250.

The Sylvia Cup Design Competition is the longest running live, national annual floral design competition. Sponsored by the California Cut Flower Commission (CCFC), the Sylvia Cup tested the skills of 24 designers. Among them were winners of state and regional floral industry design contests, designers of the year and members of AIFD.



The Sylvia Cup is similar to Food Network's "Iron Chef." Contestants received the same materials — flowers and foliage from the CCFC and design supplies from Smithers-Oasis — and challenge. Contestants were asked to create a standing sympathy piece, floral brooch for a bride and a lobby arrangement, all three in the style of steampunk.

"Steampunk is a science-fiction subgenre, typically featuring steam-powered machinery and a fusion of the Victorian-Industrial aesthetic brought to life with imagined or implied time travel from the Victorian to Futuristic eras," explained the contest's coordinator **D. Damon Samuel AIFD, CFD, PFCI** of the Bill Doran Company in Omaha, Neb. "It is a style that is growing in popularity."

A panel of three judges appointed by the PFCI Board of Trustees evaluated the contestants' designs. The judges scored each design based on nine factors covering design elements, design principles, mechanics and execution and creative applications. The highest combined score determines the winner. Judges were: **Toomie Farris AIFD, CFD**, **Patti Klawans AIFD, CFD**, and **René van Rems AIFD, CFD**.

The Sylvia Cup Design Competition began in 1967 and is named for Sylvia Valencia, a prominent designer and long-time SAF supporter.

In the photo above: Sylvia Cup grand prize winner (third from right) Joyce Mason-Monheim AIFD, CFD, flanked by first runner up Jacob McCall AIFD, CFD and, on the right, second runner up BJ Dyer AIFD, CFD. Also shown, from left, competition coordinators D. Damon Samuel AIFD, CFD, PFCI and Heather de Kok AIFD, CFD, PFCI, Jacque Sir Louis of Smithers-Oasis, which sponsored the cash prizes and, far right, Kasey Cronquist, CCFC Ambassador, which provided the fresh product.



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.

2901 PARK AVENUE, SUITE D-3, SOQUEL, CALIFORNIA 95073
WWW.CAFGS.ORG * PHONE: (831) 479-4912 * FAX (831) 479-4914

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

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** at jmmonheim@yahoo.com. For complete program details please visit aifd.org/membership/certified-evaluator-program/.

Everything You Need to Know:

Since in this issue we are highlighting the 2014 Symposium, which will be held in Chicago, Ill., why not feature the Illinois state flower, the Violet Viola.

The incentive for adopting state flowers was inspired during the 1893 World's Fair in Chicago. Illinois was the first of four eastern states to designate the purple violet as official state flower nearly 100 years ago.

In 1907, **Mrs. James C. Fessler** of Rochelle suggested to state officials that Illinois schoolchildren vote for a state tree and flower. The vote for flower had these results: Violet 16,583 votes; Wild Rose 12,628; Golden Rod 4,315. Senator **Andrew J. Jackson** of Rockford introduced a bill making it official in 1908.

The law of 1908 designated that the state flower be designated the "blue violet." There are actually eight species of blue-flowered violets in the state. The most common of these is the dooryard violet (*Viola sororia*). The dooryard violet is certainly one of the most recognizable native wildflowers in the state. It is also one of the most easily grown; it grows in anything from full sunlight to deep shade. Many types of violets, including the dooryard violet, produce two kinds of flowers. The large showy flowers that people associate with the plants are common in the spring. After the showy flowers have bloomed, the plant produces small, closed flowers on short stems near the ground. These flowers look like small buds. It is these small, closed flowers that produce most of the seeds. The showy flowers are edible. The petals are frequently covered with sugar and used as decorations on cakes.

Viola is a genus of flowering plants in the violet family *Violaceae*. It is the largest genus in the family, containing between 525 and 600 species. Most species are found in the temperate Northern Hemisphere, however some are also found in widely divergent areas such as Hawaii, Australasia, and the Andes.

Some *Viola* species are perennial plants, some are annual plants, and a few are small shrubs. A large number of species, varieties and cultivars are grown in gardens for their ornamental flowers. In horticulture the term "pansy" is normally used for those multi-coloured, large-flowered cultivars which are raised annually or biennially from seed and used extensively in bedding. The terms "viola" and "violet" are normally reserved for small-flowered annuals or perennials, including the species.

Viola typically have heart-shaped, scalloped leaves, though a number have palmate leaves or other shapes. The vast majority of *Viola* species are herbaceous, and a substantial number are acaulescent in habit - meaning they lack any noticeable stems and the foliage and flowers appear to rise from the ground; the remaining species have short stems with foliage and flowers produced in the axils of the leaves.

The flowers are formed from five petals; four are upswept or fan-shaped petals with two per side, and there is one broad, lobed lower petal pointing downward. The shape of the petals and placement defines many species, for example, some species have a "spur" on the end of each petal while most have a spur on the lower petal.

Flower colours vary in the genus, ranging from violet, through various shades of blue, yellow, white, and cream, whilst some types are bicolored, often blue and yellow. Flowering is often profuse, and may last for much of the spring and summer.

One quirk of some *Viola* is the elusive scent of their flowers.

Sources: http://en.wikipedia.org/wiki/Viola_%28plant%29, www.50states.com/flower/illinois.htm#UmFFHRBZiW8, www.statesymbolsusa.org/illinois/flower_purple_violet.html, www.museum.state.il.us/exhibits/symbols/flower.html.





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.



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/.

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

Fitz Design

Keepsake Tributes

Make memories last forever!

Floral Inspirations

- Floral Vase
- Votive Candle Holder
- Inspirational Messages
- 5 Styles
- Life Long Keepsake
- Timeless Design



Floral Inspirations



FI6101 Lords Prayer



FI6103 23rd Psalm



FI6105 Never Apart



FI6102 Corinthians 13

www creationsbyfitzdesign.com 800-500-2120 service@creationsbyfitzdesign.com

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 2014 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

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/>.



*Supporting the Growth of
Horticulture and Floriculture
in the Islands*

The Harold T. Tanouye Scholarship Endowment will perpetually fund scholarships for students attending the College of Tropical Agriculture and Human Resources (CTAHR) at UH-Mānoa.



The Tanouye family hopes to emphasize the importance of collaboration between CTAHR and private business by supporting graduate students doing applied research in horticulture and floriculture.

Since 1977, the Tanouye family has owned Green Point Nurseries, Inc., in Hilo. In honor of their founder and president, the Tanouye family and Green Point Nurseries have committed a substantial gift to this endowment, with the hope that the community will join them in building the fund to provide invaluable scholarships to help produce talented scientists to advance horticulture and floriculture.

A Valued Partner

Harold T. Tanouye is a leader and innovator in the local agriculture industry. For many years, he has been a valued partner with CTAHR, developing new varieties of anthuriums and strengthening Hawai'i's reputation in tropical flowers and foliage.



Mr. Tanouye's wholehearted cooperation with CTAHR has enabled the college to pursue research in all aspects of anthurium production, including cultivar development, pest and disease control, pre- and post-production practices, and marketing. Through these efforts, he has kept the Hawai'i anthurium industry competitive and thriving in the global marketplace.

Mr. Tanouye was honored by CTAHR with the 2011 *Ka Lei Hano* Heritage Award, which pays tribute to an exceptional person whose commitment to the college has greatly enhanced CTAHR's goals of supporting a diverse economy, a healthy environment, and strong communities for Hawai'i.



The College of Tropical Agriculture and Human Resources is committed to the preparation of students and all citizens of Hawai'i for life in the global community through research and educational programs supporting tropical agricultural systems that foster viable communities, a diversified economy, and a healthy environment.
www.ctahr.hawaii.edu

The University of Hawai'i at Mānoa serves approximately 20,000 students pursuing 225 different degrees. Coming from every Hawaiian island, every state in the nation, and more than 100 countries, UH-Mānoa students thrive in an enriching environment for the global exchange of ideas.
www.manoa.hawaii.edu

The University of Hawai'i Foundation is a nonprofit organization that raises private funds, manages private investments, and nurtures donor and alumni relationships to support the University of Hawai'i system. Its mission is to unite donors' passions with the University of Hawai'i's aspirations to benefit the people of Hawai'i and beyond.

University of Hawai'i Foundation
P.O. Box 11270, Honolulu, HI 96828-0270
(808) 956-9702
<https://www.uhfoundation.org>



**College of Tropical Agriculture
and Human Resources**
University of Hawai'i at Mānoa

*Mr. Tanouye has been an honored
collaborator with CTAHR, develop-
ing new varieties of anthuriums and
strengthening Hawai'i's reputation in
tropical flowers and foliage.*



Why Support This Scholarship?

- To attract talented students to pursue research in horticulture and floriculture,
- advance the field of agriculture by providing cutting-edge training for young researchers,
- strengthen the University's scientific research and instructional programs,
- lessen the impact of rising tuition costs and decrease the burden of student loans,
- teach the importance of philanthropy, and
- make a strategic investment in our local communities and businesses!



Harold T. Tanouye Scholarship Endowment

*Supporting the Growth of
Horticulture and Floriculture
in the Islands*



**College of Tropical Agriculture
and Human Resources**
University of Hawai'i at Mānoa

A Synergistic Relationship

The Harold T. Tanouye Scholarship Endowment reflects the partnership of the College of Tropical Agriculture and Human Resources, UH-Mānoa, UH Foundation, and Green Point Nurseries. The synergistic relationship of business and science between Harold T. Tanouye, founder of Green Point Nurseries, and Dr. Tadashi Higaki, CTAHR scientist, has grown floriculture into a viable and thriving business for the Hawai'i.



*Scholarships are an investment in our
local communities and businesses.*

To make a contribution to this important scholarship, go online:

www.uhfoundation.org/HaroldTTanouyeScholarship

Or contact:

Leslie Lewis, UHF Development Director, CTAHR
Phone: (808) 956-9702
Fax: (808) 956-8855
2500 Campus Road, Hawai'i Hall 127
Honolulu, HI 96822
leslie.lewis@uhfoundation.org

What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Eldon Haab AIFD, CFD

The North Central Region has had a busy fall. One of the highlights was Natures Creative Edge in late September. The great generosity of **Bob Friese AIFD, CFD** makes this creative and exciting “romp in the woods” possible as he shares his natural home site with designers out to fill their lungs with the fresh fall air, their minds with new ideas and fill their hearts with enthusiasm and just plain pleasure as they turn the woods into a design haven under the canopy. This year, Hitomi's preceding class added new insight and enthusiasm to the opportunity. Our thanks to Bob and to all who helped organize, set up, design, and all the many other tasks necessary to create such a unique venture for over 900 guests...art in nature at its best!

We look forward to the opportunity to host Transition Transformation, National Symposium in Chicago from July 3 to 7. **Frank Feysa AIFD, CFD, PFCI** and his team are hard at work in setting the stage for a great show...

We congratulate North Central AIFD'ers for their recent achievements:

- **Jerome Raska AIFD, CFD** named SAF “Tommie Bright Award winner for 2013.
- **Carolyn Minutillo AIFD, CFD** the winner of SAF Gary Buckwald Scholarship Award
- **Robbin Yelverton AIFD, CFD** for his fourth place finish in the Sylvia Cup

It is exciting to learn of the first graduates of the Evaluation Judging Program...and we congratulate those from North Central who have successfully completed the program. We encourage others to move forward with this program as well. This educational opportunity should be a great benefit to our Mentoring Program as well as our ability to provide qualified evaluators for competitions.

We are entering a busy holiday season, but looking forward to our NC spring meeting being held March 15 and 16, 2014 in Chicago in conjunction with the Chicago Flower and Garden show.

Thanks to all who have and will be working behind the scenes to make all of these opportunities available for us.

South Central Chapter

President's Letter

Todd Sweeden AIFD, CFD

Colorful autumn foliage, crisp cool nights, gridiron football... FINALLY fall! It just doesn't get any better than this in the South. Thanksgiving isn't far away.

Our recent Board conference call was abuzz with ideas for our Spring Design Forum in Saint Louis, Missouri and even with preliminary plans for next year's October Design Event in Denver, Colorado. Get involved. Be a part of this “must see” experience and come away with a renewed sense of design creativity. Contact any Board Member and let us hear your ideas and what you could offer. Either donate or lend your backbone to make these events a success.

Congratulations to South Central Past President **Beth O'Reilly, AIFD, CFD**, on being selected a Mayesh Design Star Finalist. She has always been a star in the South Central Region, so this is no surprise. Good luck in the coming year.

If you don't have any spare time and you're looking for a way to “give” to our region, consider making a donation to SC Region Scholarship Fund or the newly formed **Frankie Bess Shelton AIFD, CFD, PFCI**, Fund. Both of these are worthy and help continue education in the floral industry.

Many wholesale and state conventions are in full swing. Make sure AIFD has a presence there and be ready to answer questions about becoming a member. Many designers are eager to hear how you became a member and what the process is to accreditation. Be that source and promote AIFD.

As the pace quickens toward the holidays, take time to enjoy each day. We are blessed to be able to share our talents with others.

North East Chapter

President's Letter

Polly Berginc AIFD, CFD

A warm fall welcome to all North East members! Fall is officially here! I welcome the beauty of this season with its glorious colors of the fall foliage and the crisp air. Take some time during this autumn season to find some inspiration in nature and the outdoors that you can bring back into your design room.

Since coming into office in July, I have been communicating with many of our North East members, who are enthusiastically preparing for several events in the upcoming months. Their

passion for our profession and their dedication to AIFD and our mission are driving us to reach for new goals for our membership and to better mentor and educate students and florists who wish to achieve the level of skills needed to be accredited in AIFD. Ask yourself, why did you first want to become a member of AIFD? Are you an active member within our region, and do you feel that you represent AIFD's mission statement? I strongly encourage you to become involved in whatever capacity you feel comfortable to participate. We welcome you to share your talents and be part of this professional organization and our AIFD 'family.' If there is a program or event in your area, please contact the designer in charge and volunteer your services; it is a great way to meet other AIFD members and a rewarding experience. If you have questions, suggestions, concerns, or want to become more involved, feel free to contact me at pollyb.aifd@zoominternet.net.

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 AIFD exhibit at the spring 2014 Philadelphia Flower Show 'Articulture.' The theme of our exhibit is based on 'Korean Culture,' and the team is working with curators from The Philadelphia Museum of Art, which is the oldest museum in our country. **Claire Won Kang AIFD, CFD** is also assisting them with her expertise in the field. Designers and volunteers from all chapters are welcome to contact Ron at ronmulray@aol.com or Sue Weisser at yergerweisser@gmail.com to participate. We look forward to yet another fabulous year of design excellence at the show from this team.

We are already seeking North East member nominees for the upcoming election; if you are interested in running for the NERC Board of Directors, please contact Past-President **Lisa Greene AIFD, CFD, PFCI** at lisagreeneaifd@gmail.com to submit your name and have Lisa answer any questions regarding the obligations and commitments required of a board position. Become involved and be a voice for our region!

I look forward to seeing many of you at one of our upcoming events, and sharing your company, talent, and creativity. Wishing you an enjoyable and prosperous fall season as we prepare for the upcoming holidays.

Northwest Chapter

President's Letter

Lily Chan AIFD, CFD

Here we are into Fall...leaves are changing from their green to yellow to red. As we are all changing from our designs of summer flowers into adding fall leaves, squashes, pomegranates, & even green persimmons into our arrangements. Decorative pumpkins of many shapes and colors are abounding, too. Yes, Thanksgiving, Christmas, &

New Year's is sneaking up before you know it...

Congratulations to **Wendy Pine AIFD, CFD**, with her great achievement & accomplishment to being recognize as an Certified Floral Evaluator & Judge in this wonderful industry. She will be qualified not only judge Competitions in the Bay Area & North West...she will be able to judge at all AIFD competitions anywhere in the country, as an AIFD Certified judge if as by the AIFD Membership Committee.

At this time, we would like to congratulate **Leisha J. Cook CFD**, **Callie De Wolf CFD**, and **Jaime Hindley CFD**, they will not be awaiting to go to Chicago to do their transformation to being AIFD members...good luck to you. Also, congratulations to CFD members: **Jessica Munn CFD**, **Svetlana Chernyasky CFD**, and **Juliana Blanks CFD**. And to our continuing CFD members: **Danelle Ariaz CFD**, **Michael Daigian CFD**, **Aniko Kovacs CFD**, **Stacy La Salle CFD**, **Cecilia Roa CFD**, **Dee Lynn Schipman CFD**, and **DaNae Burke Smith CFD**.

We will have a Spring Show in April...TBA.

Southwest Chapter

President's Letter

Lorraine Cooper AIFD, CFD

Plans are well under-way for another exciting year in the Southwest Region! What a talented and dedicated group of volunteers we have! SWAIFD was well represented on the floral design team for the Society of American Florist convention in Chandler, Ariz. **Lorraine Cooper AIFD, CFD** our 2013/2014 SWAIFD President, **Alex Jackson AIFD, CFD** and **Brian Vetter AIFD, CFD** all worked tirelessly to showcase the newest varieties of flowers from all over the world. The convention was highlighted by the final night gala with incredible table décor featuring hydrangea, roses, and lots and lots of orchids.

Congratulations to **Joyce Mason-Monheim AIFD, CFD, PFCI**, our national Vice President, for her win in the annual Sylvia Cup Design Competition. The Sylvia Cup is the U.S. floral industry's longest-running annual, live national floral design competition. The theme this year was "Steam-Punk" and you can check out the pictures at www.facebook.com/SocietyofAmericanFlorists. Congratulations Joyce!

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 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

Well it's report time again and nothing much has happened within Southern Region since the last report.

This medium does however give me opportunity to remind you all of the Southern Chapter Conference – Originality – Where Nature & Creativity Collide. It will be held April 4-6, 2014. The venue is the Sea Palms Golf & Tennis Resort, St. Simons Island, Georgia.

The excellent designers who have agreed to show their many skills are **Gerry Gregg AIFD, CFD, Brooke Raulerson AIFD, CFD, Jackie Lacey AIFD, CFD, PFCI** and **René van Rems AIFD, CFD**. We look forward to being inspired and motivated by these talented designers. During the conference there will also be a Student Design Competition, a New Products display and an area for Vendors to show you their products.

René van Rems AIFD, CFD will also be conducting a Workshop, where he will demonstrate his 'up-to-the-minute' ideas and designs.

All details can be found on the Southern website or by contacting **Randy Wooten AIFD, CFD, PFCI** at wooten2594@windstream.net who is the chairman for the Conference. We look forward to welcoming you all to Georgia and the Southern Conference. If any of you have ideas to promote education throughout the Southern Region then feel free to contact any of the Southern Board. In February we will be assisting FFA in Florida. **Robyn Arnold AIFD, CFD** will be helping FNGLA with this program. **Lynette McDougald AIFD, CFD** is our FFA liaison person for National FFA so for any help and/or information contact Lynette.

Remember that **Tim Lawing AIFD, CFD, Carol Inskeep AIFD, CFD** and **Janet Frye AIFD, CFD** are continually posting notices on social media – check out their latest news and reports.

I guess for some of you it's been 'the lazy days of summer' but of course for others it has been a busy time with weddings and events. Why don't you write to Southern Board with some of your experiences – be they good or not so good. I've personally just worked on a wedding which was held in two very large tents. Everything was fine for the four days of build up until the bride and groom arrived at the venue. Then the heavens opened and we had one of the biggest thunderstorms you can imagine, we had to sweep the water out of the tent whilst the guests were in the 'cocktail reception'. All was fine once the bride and groom walked in...but as we all find out you

never know what will happen to test us.

Enjoy the rest of the summer – busy season will start before we know it.



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 **Sharrai Morgan AIFD, CFD**, owner of Holly's Fine Flowers in Port Townsend, Wash. Sharrai was inducted into AIFD in 2012.*

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

Sharrai: I have been the Proud Owner of Holly's Fine Flowers located in beautiful Port Townsend, Washington for the last six years and have been working in the floral industry for the past 14 years. My tasks involve everything a small business owner would do from design and display to marketing and promotions, from hands on workshops to local reach out programs, from customer relations and flower processing right down to washing buckets and taking out the trash.

AIFD: What leadership role(s) do you hold within AIFD and throughout the floral industry?

Sharrai: I have been serving as the President for our WA State Puget Sound Unit of Teleflora Members for the past two years and will continue into that role again for next year. I also am proudly and currently serving as the secretary for our AIFD NW Region Board of Directors.

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

Sharrai: Shedding the light on AIFD and promoting its mission to potential new members and customers in my local and outlying areas are my personal priority goals.

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

Sharrai: More simply stated in short: You could say that I was born with an inherit green thumb as the love of flowers is part of my genetic make up from both sides of my family. My love of flowers and plants was inherited at a very early age from both my grandparents and my mother.

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

Sharrai: Over these past few years I have been mentored by many different folks in the professional floral design industry which have lead to projects such as working on the Rose Parade, Neo Flora, Tacoma Art Museum Flora and Fine Arts, Northwest Flower and Garden Show Exhibitions, AIFD Symposium stage presentations, and most recently competing in SAF'S Sylvia Cup design competition. I could not have been a part of these amazing events without the love and mentorship from my AIFD family, My Teleflora Family, and my Local Washington Floral Wholesaler family.

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

Sharrai: I am a foliage fanatic! I love love love different greenery and fillers! You know how some people are attracted to anything with glitter well I am attracted to anything textural or variegated. I enjoy bending, folding, twisting and weaving different foliage to my will just so they can become something else and take on a whole new life of their own. I honestly think my favorite time to design is late at night when the world is quiet and I have no price or design limitations such as for an art piece or festival display. It's just me, the music, and my flowers.

AIFD: What issues are most important to you professionally?

Sharrai: I always want to look upon my chosen professional path in the floral industry with bright new shining eyes, with enthusiasm and excitement and to do this I must never stop seeking further education in my design craft and business practices. Secondly, I wholeheartedly believe that to be kind is of the utmost importance. Everyone can't be good at everything so learn and share collaboratively in a kind and eager manner. Lastly, I strongly believe that it is of the utmost importance to work with like-minded genuine individuals and associations that hold the same strong design values as I do. To take pride in our work and social relations, to speak affluently and inspired when sharing with others, to do and complete the things we say we will do efficiently as possible, and to represent ourselves in a professional but fun manner.

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

Sharrai: When I am away from my beloved flowers I delight in surrounding myself with family, friends, and loved ones in the great outdoors, especially when fresh local cuisine is involved. I enjoy my corner of the world very much and am so thankful for all the beauty and bounty the Pacific Northwest has to offer.

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

Sharrai: Don't be scared or intimidated to go for your PFDE and earn the AIFD accreditation! There are many professional AIFD members who are welcoming, supportive, passionate, and want to cheer you on and watch you succeed. There are members out there who have passed their first time and there are some who have tested multiple times finally to pass. This shows and proves their dedication and strong will of character and that there are many levels of expertise that can be encouraged through AIFD. The biggest regrets in life are the risks we do not take especially when there is so much to gain and so very little to loose!

AIFD News & Notes

Communication Center

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



Oct. 18, 2013 - AIFD Salutes Industry Partners

Oct. 16, 2013 - Now Accepting AIFD 2014 Award Nominations!

Oct. 1 - AIFD's Floral Food for Thought - October 2013

Sept. 29, 2013 - If You Haven't Already Filled it Out, AIFD Needs Your Help with Membership Survey

Sept. 25, 2013 - AIFD Needs Your Help with a Membership Survey

Sept. 19, 2013 - AIFD Members Top Finishers in Mayesh Contest

Sept. 18, 2013 - AIFD Focal Points is Hot off the Desktop!

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.

October 2013

www.perishablenews.com
AIFD 50th Anniversary

rockrivertimes.com
AIFD member featured

www.themaneater.com
AIFD inductee featured

www.bellinghamherald
AIFD member featured

September 2013

www.corning-observer.com
AIFD member featured

www.redbluffdailynews.com
AIFD member featured

www.perishablenews.com
PFDE results

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!

AIFDSYMPOSIUM

My First AIFD Symposium

BY JENNIFER LINEHAN, CF, BEAUTIFUL BLOOMS BY JEN, SYLVANIA, OH

It was so exciting to be chosen by the Michigan Floral Association to go to the AIFD Symposium for free! I have always wanted to attend and was planning on testing in 2014 in Chicago. This was an awesome opportunity to check everything out so that I was more prepared for testing. It was nothing like I had imagined!

When you attend the Great Lakes Floral Expo you come home with tons of notes on design, business, social media, etc. and come home ready to get on your computer and update everything and train your staff.

At the AIFD Symposium you take tons of pictures and come home wanting to be more creative and redesign all the weddings you have planned. I would describe each show as a fashion show with flowers. It's incredible to see the possibilities!



The Kabuki by Yutaka Jimbo, AIFD,CFD.

I learned that anything can be used in a floral design and that I need to shop at my local home improvement store for supplies more often because if I build it myself then none of my competitors will have it!

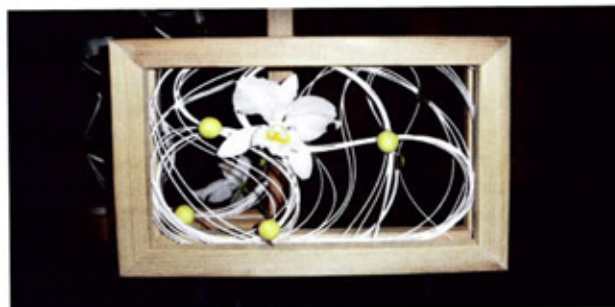
Next year I will definitely pay for the premium registration because the lunches and dinners looked amazing. Not only do you get to dress up but the arrangements on every table were incredible and you only get access with the premium membership.

They also need tons of volunteers to put on the productions and you can volunteer for whatever time you have available. They work with your schedule which I think is great and you could learn so much.

I am so thankful to the MFA for sending me and the best part of the last show was that when they drew for a free registration to symposium in Chicago, I was the name they pulled! If only I would have been so lucky in Las Vegas at the slot machines... ❁



This amazing backdrop and bouquet are from Tomas De Bruyne's class The Seduction of Passion.



Floral artwork perfect for your corporate clients by Svenja Brotz, AIFD, CFD and Katharina Stuart, AIFD, CFD, at their show Got Passion.



Hanging floral design by Kenneth Snauwaert, AIFD, CFD, at his show Orchid Obsession.

AIFD Thanks Its Partners

INDUSTRY PARTNERS

Accent Decor, Inc.
www.accentdecor.com

Acolyte

AIFD Foundation
www.aifdfoundation.org

Alpha Fern Company
www.alphafern.net

Baisch & Skinner

Berwick Offray, Hampshire Paper and Lion Ribbon
www.lionribbon.com

Biz One, Inc.

Bloom Nation, LLC

BloomNet

burton + BURTON

California Association of Flowers Growers Shippers
www.cafig.org

California Cut Flower Commission

Cameo MacGuffin \Posy Pockets
posypockets.com

Candle Artisans, Inc.

Connie Duglin Linens

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.

Eufloria 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.

Wm. F. Puckett, Inc.

EDUCATION PARTNERS/ PATHWAY PROVIDERS

Aimi Floral Designers
www.shokubutu-kobo.com

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

Canadian Institute of Floral Design
www.ProFlorists.net

Fiorissima Internacional
www.fiorissimainternacional.com

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Hennepin Technical College
hennepintech.edu/programs/overview/floral-design

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

STATE PATHWAY PROVIDERS

Arizona State Master Florist
www.azflorists.org

California Certified Florist Program
www.californiacertifiedflorist.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

Illinois Master Florist (IMF)
www.tnsfa.org

Michigan Floral Association
www.michiganfloral.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.sdfloirists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org