

# Focal Point

## Recognize Talent? Celebrate It!

It's that time of year again...time to submit your nominations for the 2014 AIFD Awards! While plans are unfolding for the 2014 Symposium "Transition Transformation," it's time to start thinking about the 2014 AIFD Awards! Know of someone who deserves to be honored? Nominations are now being accepted through February 28, 2014 for the five awards that AIFD can bestow:

- Award of Merit – Industry
- Award of Merit – Non-Industry
- Award of Distinguished Service to AIFD
- Award of Distinguished Service to the Floral Industry
- Award of Design Influence

If you would like to nominate someone please send a letter that includes the following:

- The individual or company nominated
- The award you are nominating them for
- Why you are nominating them for the award

Please direct your letters to: Rich Salvaggio AIFD, CFD at [rsalvaggio@teleflora.com](mailto: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.

All of this information and more can be found on the AIFD website at <http://aifd.org/2014awardnominations/> or check out page 16 in this newsletter.

*\*Please note only the following AIFD members are allowed to nominate: Active (AIFD), Fellows, Life, Retired and Industry Partner members.*

### Inside

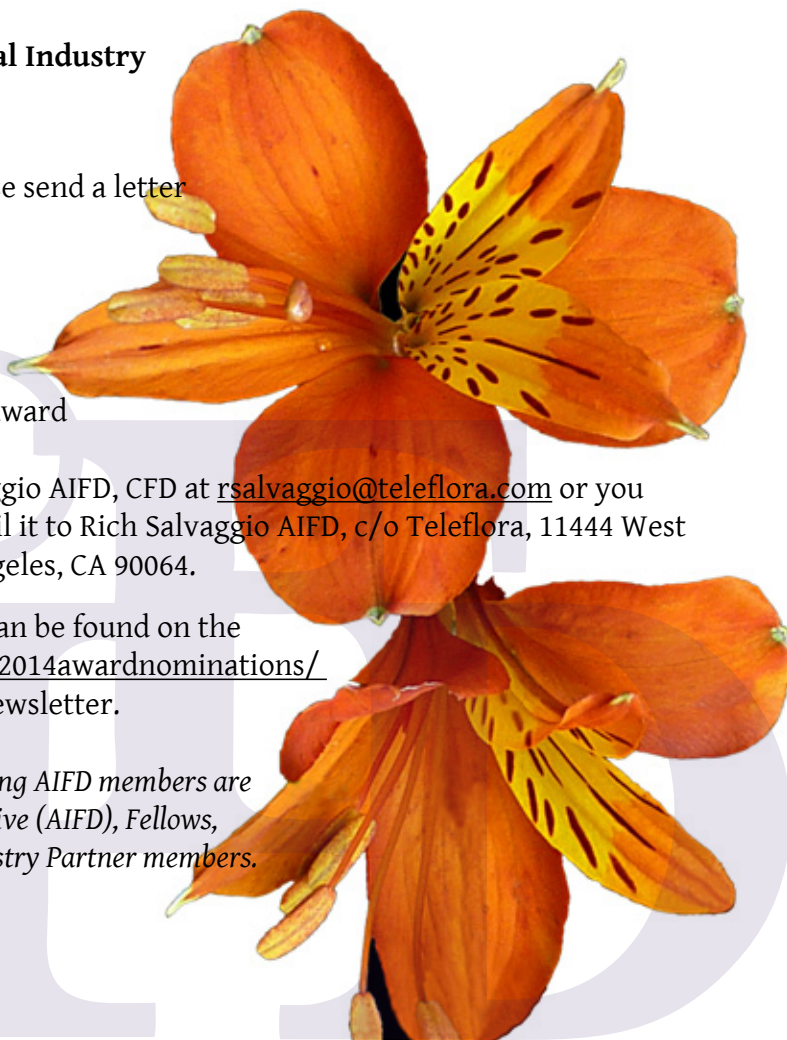
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# American Institute of Floral Designers

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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 3<sup>RD</sup> - JULY 7<sup>TH</sup>

# 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](http://aifd.org/2014-symposium)

# President's Welcome



"One of the great things about AIFD is that we support each other."

The beginning of a New Year gives us the chance to consider the many possibilities that the New Year will hold. Many times the plans we make focus on self-enrichment and education opportunities. I hope you will include at least one of the many educational events that AIFD offers you as you begin to fill in your 2014 calendar.

What educational opportunities you ask? There is a list of events scheduled that will happen in a town near you if you know where to look for them. The AIFD website, [www.aifd.org](http://www.aifd.org), keeps a list of coming events. If you are looking for one, know of one, or are presenting one, it should be listed there. Please send event information to be listed on the website to Molly Baldwin-Abbott, AIFD's director of communications and marketing. Please make sure you send complete event information with all of the details (date, time, location, speakers, registration info, etc.). Please e-mail this information to her at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com).

All of our regions have events that are a great way to get educational updates at a good price. These events are usually listed on the regions webpage or can be found on the AIFD event list. You should also know that you are not limited to just the events being held within your own region. Why not plan to visit another region and get acquainted with some of our members you may not know or have been wanting to meet? You never know where your next AIFD friend will be found.

Many of our own AIFD members are hitting the road to present shows and workshops at the numerous state conventions, wholesale houses and gift markets. If you have a favorite designer you may want to follow them on their Facebook page to see where they are appearing next. One of the great things about AIFD is that we support each other. Attending a show presented by one of our inspiring members is a great way to show off your AIFD pride and get CEU's at the same time.

Let's not forget to look at our Educational Partners and what they might offer in classes. They are a great resource of ongoing education. Even if you're not looking, maybe one of your employees or co-workers needs a shot in the arm. Why not refer them to our great Education Partners. The AIFD website gives you a list of Educational Partners and how to connect with them as well as their calendar of events for the coming year.

Yet another option for great educational opportunities comes

from our Elite Partners. Many of them offer a multitude of educational events on many topics and in all areas of the country. The AIFD website will give you web addresses to contact these companies for their upcoming classes being held in your area.

And last but certainly not least, the leader in the industry in the way of great educational programming is the AIFD National Symposium. Next year we will be in Chicago from July 3-7 2014 at the Chicago Hilton. After the first of the year we will be unveiling the programs and events that will make up Symposium in Chicago. Why not put it on your calendars now so that you don't miss out on what is sure to be an extraordinary educational experience.

I look forward to seeing you at least once during any of the great educational events happening this year and next!

Happy New Year!

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

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

**Pantone's 2014's Color of the Year is...**

## Radiant Orchid

Officially known as Radiant Orchid, the tropical shade is a color-wheel contrast to green, said **Leatrice Eiseman**, executive director of the Pantone Color Institute, but it's not the red that would have been a more obvious choice.

"It's a little different, it's a little off the beaten path, and it's not a primary color," she explains. "It's an invitation to innovation. The purple family offers an opportunity to do creative things." Pantone described Radiant Orchid as a modern and "surprisingly versatile shade" that can be worn by both men and women.

Read more at [www.pantone.com/pages/pantone/index.aspx](http://www.pantone.com/pages/pantone/index.aspx).



# Calendar

## 2014

January 22-24, 2014

TPIE- Tropical Plant Industry Exhibition  
Ft Lauderdale Convention Center  
Ft Lauderdale, FL

March 8-9 2014

Northeast Floral Expo  
Mystic Marriott  
Mystic, CT

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/](http://aifd.org/upcoming-events/calendar-of-events/).

## Bits and Pieces

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

• After four long, committed years, **John Klingel AIFD, CFD, PFCI** had a murder/mystery novel, *Thorn Boy*, published.

• **Tom Figueroa AIFD, CFD**, vice president/branch manager of Nordlie Inc. in Warren, Mich. was elected to serve as Michigan Floral Association President.

• Each designer participating in the Designers Studio 2014 taking place during the Philadelphia Flower Show will have their name entered into the drawing which will take place on the last day of the show. The winner will be offered a scholarship to the AIFD 2014 Symposium. This is for a general registration to the event and is valued at \$500. To sign up to participate in the Designers Studio please e-mail **Melinda Moritz** at [designersstudio2014@gmail.com](mailto:designersstudio2014@gmail.com).

• **Walter Fedyszyn AIFD, CFD, PFCI**, of Phillip's Flowers & Gifts in Chicago, won the Society of American Florist's Surprise Flowers VaseOff! Challenge. Read more at [www.multibriefs.com/briefs/saf/SAF111313.php](http://www.multibriefs.com/briefs/saf/SAF111313.php).

• AIFD has been advised that the Tennessee Department of Education is planning to eliminate all high school floral design education programs effective June 2014. AIFD has sent a letter to the Tennessee Department of Education urging them to reconsider. We encourage you to do the same and in so doing encourage others to join you.

### 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](mailto:mollybaldwin@assnhqtrs.com) or **Suzie Kostick AIFD, CFD, PFCI**, newsletter editor, at [skostick2003@yahoo.com](mailto:skostick2003@yahoo.com).

Imagine harnessing the talents and leadership of AIFD members such as **John Kittinger AIFD, CFD**, **Tim Farrell AIFD, CFD, PFCI**, **Joyce Mason-Monheim AIFD, CFD, PFCI**, **Suzie Kostick AIFD, CFD, PFCI**, **Tom Simmons AIFD, CFD**, **Jackie Lacey AIFD, CFD, PFCI**, **Marie Ackerman AIFD, CFD, PFCI**, **Janet Black AIFD, CFD, PFCI**, **Ted Bruehl AIFD, CFD, PFCI**, **Kevin Coble AIFD, CFD**, **BJ Dyer AIFD, CFD**, **Frank Feysa AIFD, CFD, PFCI**, **Michael Hollenbeck AIFD, CFD**, **Bill McKinley AIFD, CFD**, **Ron Mulray AIFD, CFD**, **Kim Oldis AIFD, CFD**, **Michael Quesada AIFD, CFD**, **Jim Rauch AIFD, CFD** and **Derrick Vasquez AIFD, CFD**.

This team of dedicated members make up the National Board of Directors and four times each year they gather to help set the directions and make decisions for the future of AIFD. Their most recent meeting took place at the end of October in Denver, site of the 2015 National Symposium (July 1-5) and as usual, these volunteers worked a solid day for the good of the Institute.

After President Kittinger called the meeting to order, the Board took care of easy business such as approving an agenda for its meeting and the minutes of the previous meeting. They also received for file a series of reports (all distributed two weeks in advance of the meeting) including those from the President and Executive Committee, President-Elect, Vice President, Secretary, Past President, Regional Chapters (all), Awards, Marketing, Social Media, Students, Foundation and 50th Anniversary.

They also heard from the staff with reports and recommendations relative to such items as communications (including a review of a letter sent to honor Fitz Design), a letter sent to Bellagio Hotel in support of **Kenneth Snaawaert AIFD, CFD**, a letter sent to Japanese Members of AIFD outlining the establishment of the Society of Japanese Members of AIFD, and correspondence between AIFD and the AIFD Foundation focusing on items to be given the Foundation by AIFD in support of its various fund-raising efforts.

Staff also presented the new certificate for Certified Floral Evaluator/Judges and presented a policy recommendation (which was fully adopted) reference to adornments to the official AIFD member pin.

The policy now reads "Each member inducted into AIFD shall be presented a gold pin in which the registered trademark of the Institute shall be featured. All members of AIFD shall be encouraged to wear this symbol of their membership at all times; especially when attending any floral industry event or when providing floral design education to other members of the industry or to the public at-large. At no time, except for when AIFD provides a small diamond above the 'I' of the trademark to represent a Past President of the National Board, shall anyone do anything that in anyway can be construed to deface or alter the registered trademark. Any other enhancement to the pin, i.e., background leaf, regional chapter symbol or other, may be worn at the discretion of the member."

Associate Executive Director **Kristen Philips** and Communications Director **Molly Baldwin-Abbott** provided detailed reports of their activities for which the Board continued to compliment them on the outstanding job they are doing for AIFD.

AIFD Treasurer **Tom Simmons AIFD, CFD** then presented his report and in so doing noted the June 30, 2013 year-end results as well as the financial statements of Sept. 30, 2013. Mr. Simmons then reviewed four policy modifications recommendations which had been assigned to the

Finance Committee.

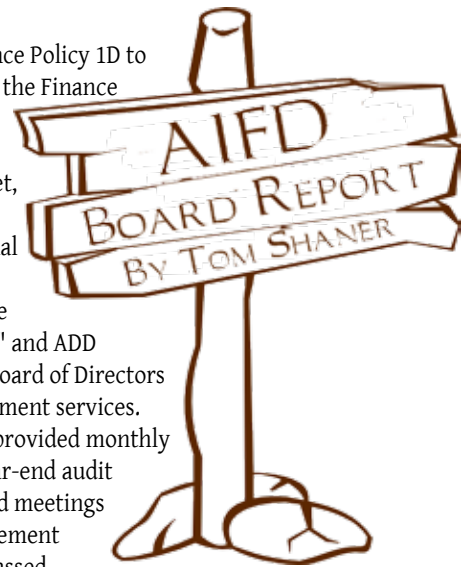
First was to amend Finance Policy 1D to now read, "The duties of the Finance Committee shall include: preparation of a proposed annual budget, review of final financial statements of the National Symposium, solicitation and control of committee budgets and negotiation" and ADD "recommending to the Board of Directors any contract for management services. The committee shall be provided monthly financial statements, year-end audit reports, minutes of Board meetings and a copy of the management contract." The motion passed unanimously.

Second was to amend Finance Policy 1E to now read "All committees seeking an annual budget of \$5,000 or more shall be required to submit a detailed budget request to the Finance Committee at least two weeks in advance of the Winter (10/10) meeting of the National Board of Directors." ADD "This policy shall be stated in each committee responsibilities notebook." The motion passed unanimously.

Third, to amend Finance Policy by ADDING 15. The Finance Committee shall annually review the budgets of the various regional chapters to help assure that they are remaining fiscally sound. During discussion, it was moved and seconded to amend the motion by adding between "annually" and "review at the time of the National Symposium." The original motion, as amended, then passed unanimously.

Finally, on the recommendation of Finance and Executive Committees, to amend Finance Policy by DELETING 8. Fifty (50) Percent of the net proceeds (over-and-above that necessary to balance AIFD's general budget) from the National Symposium shall be transferred, on the affirmative vote of the Board of Directors, as an expense each year to a restricted reserve account titled the Education Fund. Such funds will be reflected as a liability to AIFD and may only be used for the specific purpose of providing floral design education. They may only be expended on the recommendation of the Education Committee, with the endorsement of the Executive Committee, and subject to a two-thirds approval of those members of the Board of Directors present for a duly called meeting of the Board. (10/95) The transfer of funds to the Education Fund shall not exceed an amount equal to fifty (50) percent of the net excess revenue received by the Association. The motion passed unanimously.

Membership Chairman **Jackie Lacey AIFD, CFD, PFCI** then presented his report and in so doing reviewed the results of the 2013 Professional Floral Design Evaluation program and the notification given to participants. He also reviewed the process in which the committee provides candidates additional reviews. During his report, Mr. Lacey also presented the status of membership and a list of 2012-2013 members who have not yet renewed their membership for 2013-2014 and as such stand in suspended status.



*continued on next page*

# AIFD Board Report

*continued from page 5*

On the recommendation of the Executive Committee, the Board then tackled the issue of whether or not Membership Committee leaders who were instrumental in the development of the new Certified Floral Evaluator/Judge program and as such did not take the test in Las Vegas should be grandfathered in as Certified due to the obvious knowledge in developing the program and test. After discussion and concern expressed in terms of defining these individuals as well as other concerns, a vote was taken and the motion was defeated.

Mr. Lacey then noted the report and recommendations of the Executive Committee and in so doing moved to amend Membership Policies and Symposium Policies relative to the PFDE in the following manner: They (Participants) shall be responsible for bringing one of each of the following supplies and tools to complete designs: floral knife, hand pruner, ribbon shear, wire cutter or needle nose pliers, DELETE extension cord, DELETE glue pan or gun and appropriate glue and ADD Appropriate applicators will be provided. During discussion, it was agreed to modify the motion by making "wire cutter" and "needle nose pliers" their own item and by changing the addition to read "All other approved items will be provided." The motion passed unanimously.

Again, on the recommendation of the Executive Committee, another difficult issue was addressed -- reducing administrative expenses and eliminating perceived obstacles for candidates seeking to enroll in the PFDE process, to amend all appropriate Membership Policies relative to the PFDE so that educational pathways are strongly encouraged in lieu of required. A long discussion ensued in which many good points were made relative to the Institute's education philosophy as well as concerns about potential member candidates being confused about the membership process. Ultimately, it was agreed to Table the motion with the provision that the Membership Chairman and the Associate Executive Director work to develop alternative recommendations that might address all concerns.

Following the Membership Report, Symposium 2015 Coordinator **Marie Ackerman AIFD, CFD, PFCI** and Program Coordinator **Vonda LaFever AIFD, CFD, PFCI**, presented their recommended theme and logo for the Symposium. In so doing, they noted that the event will address not only the past (celebration of 50 years of AIFD) but, perhaps more importantly, a look to the future. They recommended the theme "Journey" and presented a modern logo to capture the idea. Ms. Ackerman then reviewed several educational concepts for the overall program including the addition of optional "hands-on" sessions and a requirement that all main stage designers provide one hands-on lesson.

A report from Education Partners Chairman **David Kesler AIFD, CFD** was then presented. It was agreed to accept the report and recommendations, but in so doing refer the matter to the Finance Committee to evaluate costs and to develop recommendations for how the implementation of such a program could be paid for by those utilizing the suggested calendar of events (an industry-wide education calendar in which AIFD members could post upcoming events). Further that the Finance Committee consider costs associated with converting all web contents to be multi-lingual.

The Board then returned to overall matters associated with the National Symposium. Vice President **Joyce Mason-Monheim**  
Focal Points 6

**AIFD, CFD, PFCI** reviewed the meeting of the National Symposium Committee held the day prior to this meeting of the Board. She noted that a test project will be tried for 2014 in which ten (10) \$100 "discount" certificates will be sent to a select group of members (personalized) so that the members can give the certificates to aspiring floral designers who have never before attended Symposium; the certificate could not be used in conjunction with any other discount, i.e., student registration, and would have to be received by the early-bird registration date with the caveat that registrations were still available.

Ms. Mason-Monheim further reported that the committee will recommend a policy change that the date of the meeting of the Symposium Committee be changed from being in conjunction with the Fall Meeting of the National Board to being held in conjunction with the Summer Meeting of the Executive Committee. She noted, too, that the committee recommended that the volunteer position of a "camera-man liaison" be continued. She reported on the tremendous work of Ms. Kostick and Ms. Jordan in developing the overall Symposium Manual. She reported that a policy change recommendation will be brought before the Board to change the responsibility of handling excess product at a symposium from the Marketing Committee to that of the Flower Room Manager. Lastly, she noted that Mr. Shaner has been asked to reach out to the Society of American Florists to see if the New Varieties display could again be a part of Symposium if AIFD Members agreed to take responsibility for it. (Note – SAF has agreed to have the New Varieties display returned to the AIFD National Symposium, but not until 2015 due to scheduling issues in 2014.) Other Symposium matters included Mr. Simmons' review of final details of the 2013 Symposium and Mr. Shaner's review of final negotiations required in paying the hotel bills.

Symposium 2014 Coordinator **Frank Feysa AIFD, CFD, PFCI** then presented an updated report of plans for the 2014 National Symposium which will be held in Chicago July 3-7. He presented his recommended budget which is based on the same registration tuition.

The last piece of Symposium business was Mr. Shaner's report on the site visit of the Executive Committee to the Anaheim (Orange County) Marriott and Hilton Hotels and the ultimate selection and contract negotiations with the Marriott Hotel. He further reported on the final negotiations with the Philadelphia Marriott necessary due to the hotel cancelling its contract with AIFD for 2016. He and Mr. Farrell noted that successful outcome of those negotiations.

President-Elect Farrell reviewed how the Bylaws Committee is reviewing possible changes to the newly amended Bylaws and how such changes will not be presented to the members until possibly the Spring of 2015. Finally, a discussion on ways in which AIFD can better attain its goals of attracting young persons into the floral industry and perhaps working with the Future Farmers of America took place.

The next time AIFD's leadership team will meet will be Jan. 27, 2014 when the Executive Committee will convene at the site of the 2014 National Symposium (Hilton Hotel, Chicago). Then over the March 28-31 weekend, the Finance Committee, Regional Chapter Presidents-Elect, Tellers, and Board of Directors will meet in Baltimore.



# History in the Making

AIFD was a busy, buzzing, beehive during its early years. Many of the activities we take for granted today such as our SAIFD Chapters, our Regional Chapters, the AIFD Foundation and the AIFD Awards were being established during the period between 1965 and 1985. Within that first twenty-five years AIFD spent much of its efforts and time developing the many important programs that are a vital part of the success AIFD has achieved today.



As we continue our walk down memory lane, it's important that we pause to reflect on just how incredible the journey of AIFD has been these past 48 years. The fact that AIFD has become a leading source for education within the

global floral community is, in itself, a major accomplishment, let alone the thousands of lives it and its members have changed, enriched and inspired. What was once a group of 12 - all primarily of Southern California - has now become over 1,200 strong from around the world with hundreds aspiring to one day become a member. As we spend the rest of the AIFD year reflecting back and celebrating those early days, let us not lose sight of where we are heading and what great things are yet to come!

**Special Note:** The AIFD 50th Anniversary Task Force is still looking for photographs and stories about AIFD and its members. If you have artifacts and photographs of past AIFD Symposiums, meetings and activities and members, we would love for you to send them to us. Know that all photographs and artifacts will be very carefully handled while they are documented and then returned to you. We know how special and important these historical items are, which is exactly why we would love to share them with everyone. Please send items to task force Co-Chair **Suzie Kostick AIFD, CFD, PFCI** at 1956 Mesa Grande Loop, NE, Rio Rancho, NM 87144.

It is amazing to consider the ingenuity and foresight the first leaders had for the direction of AIFD, let alone the dedication it took to get these projects completed. For those of us who are relatively new to AIFD - in the past 25 years - to think of a AIFD without symposium, without its students, without its regions or without the support of the AIFD Foundation is well, inconceivable.

Here is a time line of just a few of the important milestones in AIFD's history:

**1965 – AIFD becomes incorporated and opened Charter Membership**

**1966 – AIFD closes Charter Membership**

**1968 – AIFD Student Chapters were established**

**1968 – First AIFD Symposium was held at Cal Poly campus in San Luis Obispo, Calif.**

**1968 – AIFD established three industry awards to be given: Out of Industry Award, the Honorary Membership Award, and the College of Fellows**

**1972 – First Membership Directory was published**

**1972 – Bea Franbach AIFD, CFD was honored as the first member of the College of Fellows**

**1973 – AIFD members in the Southern states join to form the Southern Chapter of AIFD**

**1974 – The first National Student Competition was held on the Campus of Mississippi State University**

**1979 – First AIFD Symposium held outside of California takes place in Houston, Texas**

**1979 – The first memorial scholarship, The Allen Shackelford AIFD Memorial Scholarship, was approved by the National Board of AIFD and the first board of trustees was established**

**1981-1982 – The first scholarships were awarded by the Shackelford AIFD Foundations**

**1982-1983 – The 6 AIFD Regions were formed**

**1983 – AIFD hires its first Executive Secretary**

**1985 – AIFD National Board authorizes the formation of a separate entity to be incorporated as the American Institute of Floral Designers Foundation**





# KNOWLEDGE IS POWER

## CONTINUING EDUCATION IS KEY



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# Marketing Tip: Leverage Yourself on LinkedIn

By Lisa Greene AIFD, CFD, PFCI

To make the most of your LinkedIn profile you should have the following items in order: a professional, updated photo, an assortment of recommendations and live links to your website, blog, videos etc. Once in place these items can speak for you and maybe get you to stand out in the crowd.

Why do you need a photo? People like to know who they are dealing with and putting a face to a profile speaks volumes. If you do not have a picture browsers will wonder why you do not want to be seen. If you are hiding your face what else are you hiding? Although your English bulldog is absolutely adorable he is doing nothing to push your brand forward when you use his picture as your profile shot. LinkedIn is different from Facebook, it is your business qualifications on display. Upload a crisp, high-resolution headshot and people will notice your profile. According to LinkedIn's help center, the perfect size for your profile picture is between 200 x 200 pixels and 500 x 500 pixels. If the images height or width is larger than 4,000 pixels, it won't upload. Also, don't use your company logo for your personal profile page. Save that for your LinkedIn company page.

Display recommendations (these are different from endorsements). Recommendations are given by people

who are willing to put their name on a referral of your capabilities. Periodically send requests so you keep getting fresh recommendations. If you are not sure how to proceed LinkedIn provides detailed instructions on how to request a recommendation. If you have no recommendations it could look like no one is willing to stand up and use your services

again. Ask two or three people you've successfully worked with or are currently doing business with to write a positive, compelling recommendation for you. Let them know you're seeking their testimonials to validate the claims you make on LinkedIn about your career experience, skill sets and design capabilities.

And last but not least, add links from your profile to your website, blog, Facebook (one intended for business)

online work or any item where you are shown in a good light online. These links are examples people can reference on you and your work. Simply listing what you do is very different from showing people what you do. You can upload images, videos, audio, documents and presentation files to your LinkedIn experience sections to showcase examples of your body of work. Examples of real world work sell and add credence to your words.

Good luck tweaking your profile. Happy Holidays.



## Thank You to the 2013-2014 Elite Partners



Ted Bruehl AIFD, CFD, PFCI (pictured standing center) and Ricardo Costa AIFD, CFD (pictured standing left) presented an AIFD awareness class to eager students in Guadalajara, Mexico during a late October session at Fiorissima Internacional, an AIFD Education Partner.



## AIFD Southwest Chapter Members Celebrate the Holidays



The holidays were in full bloom as board members of the AIFD Southwest Chapter put on a fantastic holiday design program "Deck Those Halls: A Holiday How-to" in San Bernardino, Calif.

They had a very well attended event and everyone in attendance learned proper techniques for lighting a Christmas tree, designing all kinds of holiday arrangements, using non-traditional colors for impact and how to SELL, SELL SELL!

## How Did YOU Celebrate the Holidays?

AIFD wants your holiday pictures! Whether you created a massive Hanukkah sculpture, decorated a house for Christmas, masterfully created party tabletop displays for a New Year's Eve party or even if you decorated your shop festively, we want to see it! Please send your holiday photos to **Molly Baldwin-Abbott**, director of communications, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com). We will share some in the next issue of the newsletter. Please remember all photos need to be high resolution, print quality photos in order to be used.

## Fitz Design Announces Two AIFD Members Join the Design Team

*Patience Pickner AIFD, CFD, PFCI and Mandy Majerik AIFD, CFD, PFCI join Fitz Design as Design Specialists*

Fitz Design, the worldwide distributor of floral jewelry and accessories, is pleased to announce the addition of two Design Specialists to the Fitz Design Team, **Patience Pickner AIFD, CFD, PFCI** of Chamberlain, S.D. and **Mandy Majerik AIFD, CFD, PFCI** of Birmingham, Ala.

Patience (pictured right) is the owner of the Picket Fence in Chamberlain, S.D. and is a proud member of AIFD and PFCI. Patience currently serves Teleflora as the Minndakota Board President and has recently been selected as one of the three Mayesh Design Star finalists. Patience is also a three-time honoree of South Dakota Floral Associations Designer of the Year distinction.



Mandy (pictured left), a third generation florist, is owner of HotHouse Design Studio in Birmingham, Ala. Mandy, also a member of AIFD and PFCI, was the first to be selected as the Mayesh Design Star in 2012. A savvy businesswoman she has presented programs for the Society of American Florists and various other floral organizations around the country.

The Fitz Design Team is filled with industry leaders and educators from around the country dedicated to education and helping retail florists grow their business.

Pickner and Majerik will be joining the professional team consisting of: **John Hosek AIFD, CFD, PFCI**; **Ann Jordan AIFD, CFD**; **Suzie Kostick AIFD, CFD, PFCI**; **Jackie Lacy AIFD, CFD, PFCI**; **Vonda LaFever AIFD, CFD, PFCI** and **Joyce Mason-Monheim AIFD, CFD, PFCI** who represent Fitz Design by presenting innovative and entertaining educational forums.





## 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](mailto:chris@cafgs.org). For more information about NORCAL, visit our website at [www.cafgs.org](http://www.cafgs.org).*

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# 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](mailto: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](mailto:jmmonheim@yahoo.com). For complete program details please visit [aifd.org/membership/certified-evaluator-program/](http://aifd.org/membership/certified-evaluator-program/).



# 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](http://www.myteleflora.com) and click on Design Education





# Everything You Need to Know:

**W**hat better way to celebrate the holiday season than celebrating the flowers that are featured during this festive time! For this issue we are going to focus on Hanukkah. One of the most popular and heavily used flowers during this holiday is **Alstroemeria**, snow white to be exact.



The tradition of giving small gifts and exchanging Hanukkah flowers is followed. Jewish people share the joy of Hanukkah by sending beautiful Hanukkah flowers and gift baskets to their loved ones.

Hanukkah flowers arranged in beautiful baskets have symbolic significance. Blue and white are considered colors of Hanukkah, and the rare combination of blue (dyed) roses and white roses is in popular demand. Another popular combination of Hanukkah flowers is snow-white Alstroemeria accented with seeded eucalyptus. 'Winter Night Flowers' and 'Poinsettias' are quite popular Hanukkah flowers that can be seen in almost every Jewish household during the Hanukkah season. Hanukkah flowers such as lilies, white and blue roses and chrysanthemums make great floral centerpieces for the dining table.

**Common Names:** Alstroemeria, Alstro, Peruvian lily, Inca lily, lily of the Incas

**Botanical Name:** Alstroemeria, (al-str-MEAR-ee-ah)

**Availability:** Year-round

**Vase Life:** Long lasting, each individual flower lasts about one week and each stem will have blooms for up to two weeks.

**Storage Temperature:** 36-38F

**Ethylene Sensitive:** Yes, very sensitive. Ethylene damage includes flower fall and transparent petals.

**Description:** Clusters of delicate, trumpet shaped flowers on the end of short flower stalks that spray off of a single stem.

**Colors:** Purple, pink, dark pink, white, yellow, red, orange, and rust. Most colors are freckled or streaked with contrasting colors.

**Design Notes:** With multiple blooms on the end of each stem, Alstroemeria is a great flower to add more value to any arrangement. The colors of Alstroemeria mix beautifully with Asiatic lilies.

**Purchasing Hints:** Purchase when clusters have one or two flowers open and other buds showing color. Stems and leaves should be deep green.

**Conditioning:** Remove all of the foliage below the water line of the vase and most foliage below the blossoms of the flower. Note that there must be some leaves present for water uptake. Cut under water with a sharp knife. Be sure to remove the whitish portion of the lower stem if it is present. Hydrate in warm water for two hours before storage or usage. Use commercial floral food/preservative.

**Additional Notes:** Alstroemeria can cause an allergic dermatitis in some individuals. While this is not common and usually occurs after extended exposure to a large volume of product, care should be exercised when handling Alstroemeria. Anyone handling Alstroemeria should wash their hands with soap and water after exposure. Individuals who prove to be sensitive to Alstroemeria should handle the product with gloves. Always seek medical attention if an allergic reaction is severe. Leaf yellowing can be a problem with certain cultivars of Alstroemeria and is aggravated by floral preservative. Remove yellowing leaves and avoid cultivars with leaves that yellow in future purchases.

**Sources:** [www.hanukkahcelebrations.com/flowers.html](http://www.hanukkahcelebrations.com/flowers.html), <http://floraldesigninstitute.com>



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# AIFD Awards Committee Seeks Nominations!

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

## ***What does the AIFD Awards Committee do?***

The primary responsibility of the committee, made up of one member from each region, a representative from the Fellows of AIFD and the Chairperson, 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](mailto: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/>.***







## *The South Central Region of AIFD*

*Cordially invites you to the 3<sup>rd</sup> annual  
South Central Regional Design Forum*

*Sunday, April 6, 2014*

*9:00 am - 4:00 pm*

*Linda Kay Learning Center  
Baisch & Skinner - St Louis, MO*

*Join the SC Region as they present*

### *Wedding Magic*

*Building Your Wedding Business  
Through Better Marketing and  
Creative Design Solutions*

*Featuring industry expert*

*Jackie Lacy AIFD, PFCI*

*Sponsored by Fitz Design*

*\$35.00 includes lunch*

*Registration opens at 8:30 am*

*Morning session begins at 9:00 am*

*Lunch provided*

*Afternoon session begins at 1:00 pm*

*Auction held immediately following program*

*Fitz Design*



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# 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 **Polly Berginc AIFD, CFD**.

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

**Polly:** I am currently a Free-lance Designer and Event Consultant doing contracting wedding, corporate and special event work, and am Master Florist Manager certified. I meet with the clients, advising them to create their vision of the specific event, and handle all aspects involving the floral décor needs for that day.

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

**Polly:** Currently I am President of the North East Chapter. I have served as the AIFD chairperson for the 2013 'Crown Jewels' exhibit at the Philadelphia Flower Show, representing AIFD and the North East region. I am the past Editor of the North East Chapter's Newsletter from 2009 to 2013. I presented a luncheon program at the 2010 Boston Symposium, 'Sketch Pad Artistry' and I frequently present programs for garden clubs, local organizations, and floral wholesalers. I also conduct hands-on workshops in floral design education.

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

**Polly:** I truly believe in AIFD and its mission: To promote the art of floral design as a professional career. As an active AIFD member, I strongly believe that with teamwork, we can continue to educate, inspire and mentor students and florists to excel in the skills of floral design artistry and best serve our membership. Following my Presidency, I plan to continue to be active in our chapter, supporting our newly formed Education Committee. Through leadership, education, and service to our industry, I will continue to promote AIFD and the floral art profession.

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

**Polly:** My mother always encouraged me from childhood to follow my heart and encouraged my career in art and design. My love of nature and passion for flowers led me to the floral design field from my background in art and commercial drafting.

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

**Polly:** **Kirk Pamper AIFD, CFD** was my first mentor and encouraged me to seek membership. **Mary Linda Horn AIFD, CFD, PFCI** has been a very strong influence, mentor and friend, whom I first met at an 'AIFD Across America' workshop. Her continued support led me to increase my knowledge and design skills through education.

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

**Polly:** I have always been passionate about wedding work; the possibilities are endless. It's all in the details. I have always enjoyed the challenge of designing intricately detailed designs and incorporating materials in a creative way. I enjoy working with textiles, natural fibers, wire, and beading to add interesting elements to floral design.

**AIFD:** What issues are most important to you professionally?

**Polly:** My dedication to the industry and strong work ethic drives me to continually learn and keep up with the latest trends, design techniques, and products available to us in our field. To offer my clients and students the highest level of excellence and experience in professional floral design within my ability is a personal goal.

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

**Polly:** I have always loved the outdoors. Together with my husband Alan, we enjoy traveling and trail hiking locally and at national parks across America. I also relax tending my home gardens and enjoy amateur photography. I love to cook and entertain for family and friends.

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

**Polly:** Continual floral education is the key to your success! Learning new skills, techniques, and flawless design mechanics are crucial to improving your level of floral design. Your true creativity comes from within yourself and your heart; but your success begins with the knowledge and true understanding of the elements and principles of design. Dream, believe, and achieve!



# What's Going On?

# AIFD Chapter Reports

## North Central Chapter

### President's Letter

**Eldon Haab AIFD, CFD**

As I am writing this article we are speeding forward towards the holidays. We have trees to dress, centerpieces to create, open houses to dazzle the minds of our customers. There is glitter everywhere. I carry home a supply every night!

It is a time when our industry is challenged to make our mark and we as AIFD members assert leadership in presenting the holiday season to the public. We do it in many different ways. Some of our members started months ago as they traveled across the world working with companies to design the products we are using. Some of our NC members are setting up showrooms and store displays. Others have created designs that retail shops will sell to their consumers. Some of us are those retailers working with the public daily. With all of this going on, our AIFD chapter activities have quieted down, but they will pick up again soon.

We had a very successful "Natures Creative Edge" in the fall and our committees are hard at work on upcoming events. **SAVE THE DATE** for our chapter meeting March 15-16 in Chicago. Our show and meeting will be in conjunction with the Chicago Flower and Garden Show (CFGF) with this year's show theme being "DO GREEN...DO GOOD." We extend a welcome to any of you, even from other regions, to join us for a great weekend.

Our collaboration with CFGF offers a great opportunity to showcase AIFD to the public with designing on stage as well as a gallery of designs on display. This year's gallery design theme is "Design Reclaimed" using repurposed materials as the focus.

Our third annual Bobbi Cup competition will be an onstage as NC designers strive to win this coveted honor, joining the ranks of our past winners **Derek Woodruff AIFD, CFD** and **Carolyn Minutillo AIFD, CFD**.

Plans are in progress for a mentors seminar and actual mentoring interaction during the weekend. This is in conjunction with our mentoring program development and our attempts to reach out to all CFD members in our region as well as those interested in testing for the PFDE at next year's symposium in Chicago.

It is an honor to host AIFD'S national symposium "Transition Transformation" at the Chicago Hilton July 3-7, 2014. North Central members will have many opportunities to assist our symposium chairman, **Frank Feysa AIFD, CFD, PFCI** in bringing the spectacle of design to Michigan Avenue. He could even use

the help of members from other regions. To volunteer, contact Frank at [frank@ohiogreen.com](mailto:frank@ohiogreen.com). He will route you to one of the many activity chairs and you too can be an active participant!

So while it's somewhat quiet now, I hear the roaring thunder in the distance. Great things are coming to North Central and we are looking forward to our members getting involved and making them happen!

## South Central Chapter

### President's Letter

**Todd Sweeden AIFD, CFD**

Our South Central Region's Christmas present came early this year with the announcement of nine new inductees for the region. They will be inducted in Chicago in July 2014. Congratulations. We are very proud of you and look forward to having you join the ranks of our membership. This shows the outstanding talent within our region. Please join me in welcoming:

- Bitsy Carter CFD, Hope, Ark.
- Chelle Gerhardt CFD, Rogers, Ark.
- Justin DeGonia CFD, Poplar Bluff, Mo.
- Kimberly Martin CFD, Columbia, Mo.
- Adrianna Duran-Leo CFD, Albuquerque, N.M.
- Debbie Gordy CFD, La Porte, Texas
- Jin Sook Kim Chon CFD, Pasadena, Texas
- Mary McCarthy CFD, The Woodlands, Texas
- Rey Rodriguez CFD, Pleasanton, Texas

Let them know how excited we are to have them join us.

During this holiday season, if you are searching for the perfect gift, consider making a contribution in memory or in honor of special friends by donating to the Foundation. You may direct your gift to the South Central Region Fund or the Frankie Bess Shelton Fund and help those seeking education within our industry. One size fits all and no wrapping is required.

We are only months away from our Spring Design Forum taking place April 6, 2014 in St. Louis, Missouri. Be sure to mark your calendar as this is an event you don't want to miss. This will be a great chance to rejuvenate and revitalize your creativity. If you can come early and help with set-up, please contact **Frankie Peltiere AIFD, CFD** at [frankie@FestiveAtmospheres.com](mailto:frankie@FestiveAtmospheres.com). If you can't come, you can make a monetary contribution to help defray expenses. Whichever you choose, we want you to be involved in this important event.

We are in a fast paced, often frantic, industry. Please take time during this busy season to reflect on its reason. Connect with family and friends and make time to enjoy this very special holiday.

## North East Chapter

### President's Letter

**Polly Berginc AIFD, CFD**

Holiday wishes to all North East members. The holiday season is upon us, and as I welcome this busy time of year, I also love to spend evenings in front of a warm fire reflecting on this past year, and optimistically planning for 2014. My time as your chapter president is nearing the mid-term point, and I am so grateful and blessed to have the support of such a dedicated and hardworking board this year. These members truly care; and together as a team, are dedicated to promoting the field of professional floral design, and providing more educational opportunities for students and designers yearning to improve their skills. We still have much to accomplish, but I feel we are on track with our goals, and look forward with enthusiasm to our upcoming regional events. Together, we are making a difference in the future of our chapter. If you are not active within our region, now is the time to join in, meet new acquaintances, and become part of our chapter's future.

The North East Chapter's Fall Design Show, coordinated by **Theresa Colucci AIFD, CFD, PFCI**, was warmly received by the large number of attendees at Alders Wholesale in Campbell Hall, N.Y. on Oct. 15. Designers **Dan Vaughn AIFD, CFD, Ron Mulray AIFD, CFD, and Ken Norman AIFD, CFD, PFCI** each presented their dazzling visions from rustic chic to holiday glam, from autumn seasonal thru New Year's décor. Proceeds from the auction following the program benefited our scholarship fund. My sincere appreciation to Theresa and her team of designers and volunteers for a wonderful educational evening of inspiring holiday décor, and for their dedication, hard work, and efforts.

Philadelphia Flower Show liaison **Ron Mulray AIFD, CFD**, together with Chairperson **Sue Weisser AIFD, CFD**, Co-Chairs **Dan Vaughn AIFD, CFD** and **Deryck de Matas AIFD, CFD**, are moving forward with plans for the AIFD exhibit at the spring 2014 Philadelphia Flower Show 'ARTiculture' opening March 1. The theme of our exhibit, based on Korean art and culture, is being coordinated with The Philadelphia Museum of Art, the oldest museum in our country. Designers and volunteers from all chapters are welcome to contact Ron at [ronmulray@aol.com](mailto:ronmulray@aol.com) or Sue at [syengerweisser@gmail.com](mailto:syengerweisser@gmail.com) to participate. We look forward to their vision of design excellence at the show from this team.

The week ending the Philadelphia Flower Show, March 8 and 9, our Chapter will also be represented at the North East Floral Expo at the Mystic Marriott Hotel in Mystic, Conn. **Theresa Colucci AIFD, CFD** and **Michael Derouin AIFD, CFD, PFCI** are coordinating this new venture, along with the support of many members from our chapter. We look forward to our on-stage educational design program with designers **Bev McClure AIFD, CFD, Al DeLuca AIFD, CFD, and Tim Walker AIFD, CFD**. We will also be well

represented with a unique floral display at our NERC trade show booth, coordinated by **Deryck de Matas AIFD, CFD** and **Janet Black AIFD, CFD, PFCI**. Our hope is to educate and encourage florists and students to seek membership in our organization and to mentor and offer support if needed. We truly need regional member support of this important project, and will be needing volunteers to help at our booth. If you are planning on attending the show, please contact Janet or Deryck to volunteer a couple hours of your time during that day.

This is the season of giving; some of the most memorable gifts I have ever received were gifts from the heart; an act of kindness or a thoughtful gesture, an unexpected call or note from a dear friend. As your mailbox fills up with holiday cards from across the miles, may you appreciate how easily distances are shortened between the hearts of caring people. And may you realize what a valuable gift you give when you truly give of yourself and your talents.

Wishing all of our North East Members here and abroad a wonderful holiday season, and a prosperous and Happy New Year!

## Northwest Chapter

### President's Letter

**Lily Chan AIFD, CFD**

Fall is among us...we will be giving thanks to all that inspired us in one way or another. The gift of giving from our hearts is one of the greatest joys that many people are grateful to be able to do. Do something special this season by giving back...inspire others!

Christmas & New Year's are here. The malls near me are decorated with Christmas trees in their glory. Goodness gracious the smell of fresh pine, potted poinsettias, wreaths and garlands throughout the flower market gets me into the spirit ready for the New Year of what may come.

I know that you're all probably busy with the holidays season upon us. Remember, there are lots of designers out there looking to help and to be mentored. Just look to your directory for members that are willing to help. We have over 130 members in our chapter. Get in touch with them over the holidays, call or e-mail to say "Happy Holidays." You just never know what may come from just that phone call or e-mail.

Just a reminder, we will be having a Program/Workshop with **Tomas de Bruyne** in April. Keep your calendar open to join us for the weekend of April 12, 2014. We are still working on a venue. Details to follow.

Best wishes to all during this Holiday Season & a very prosperous New Year. Remember to give and to inspire others!



## Southwest Chapter

### President's Letter

Lorraine Cooper AIFD, CFD

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 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, PFCI** 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](http://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. Enjoy the beauty and joy of the upcoming fall and winter holidays and we look forward to seeing you in March in beautiful San Bernardino.

## Southern Chapter

### President's Letter

Sylvia Bird AIFD, CFD

Well by now I presume that everyone is getting busy for their holiday and wedding season? Every weekend in November we worked on 5+ events every weekend.

Not much to report on events within the Southern region though. Keep the date on your calendars for the Southern Conference. It will be held at Sea Palms Resort, St. Simon's Island, Ga. on April 4 - 6, 2014. **Randy Wooten AIFD, CFD, PFCI** is your contact for reservations and information at [wooten2594@windstream.net](mailto:wooten2594@windstream.net). Randy has secured a great line-up with **Brooke Raulerson AIFD, CFD**, **Gerry Gregg AIFD, CFD**, **Jackie Lacey AIFD, CFD, PFCI** and **René van Rems AIFD, CFD**. **Alison Bradley** and her husband **Dennis** will be there too. Alison is editor of the fantastic floral magazine *Fusion*. So make your New Year's Resolution to attend the Southern Conference.

See you there but have a great holiday season.



## Introducing the 2015 AIFD Symposium Theme & Logo and Call for Program Submissions

Would you like to present a program at the 2015 AIFD National Symposium "Journey" taking place June 30 - July 4 in Denver? To consider your proposal we need as much information as possible.

For the best consideration: Complete all questions on the application with as much detail as you can. We request a detailed outline of your program, including what principles or elements you plan to cover, sketches or pictures and/or a video clip. In this wonderful digital age, video cameras are everywhere. Think of this as an audition. Set up a simple scene, make a sample arrangement, relax, be yourself, talk about your program, explain it to the camera, make it come alive. Don't worry about the quality. We are looking for fresh ideas with educational content and your ability as a presenter to deliver the information effectively. If you are going on stage in front of a thousand people, you can perform for the camera. The video should be approximately 10-15 minutes in length, no editing or music needed—just you and your program ideas. Your video clip may be in any format: VHS, mini-DV, DVD or a digital file uploaded to us.

Design is a journey. We want each designer to demonstrate their design Journey and illustrate how it can be of insight to others. If you have any questions please contact **Vonda LaFever AIFD, CFD, PFCI** at [vondasue1@gmail.com](mailto:vondasue1@gmail.com). **Submissions are due by Jan. 1, 2014.**

Visit <http://aifd.org/2015-symposium> for more information and to download a complete application.

## Blast from the Past...

Pictured to the right is an AIFD directory from the past. Can you guess, based on the clues below, what year the directory is from? Post your guess on the AIFD Symposium Facebook page at [www.facebook.com/AIFDSymposium](http://www.facebook.com/AIFDSymposium). We will announce the answer on the page in a week.

- Frankie Shelton AIFD, CFD, PFCI was Vice-President
- The National Symposium took place in Los Angeles
- Susan Cruise AIFD, CFD was the Membership Chairman

Good luck and happy guessing!





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# AIFD News & Notes

## Communication Center

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



Dec. 4 - AIFD's Floral Food for Thought - December 2013

Dec. 2 - Beloved AIFD Member Passes Away

Nov. 22 - Now Accepting AIFD 2014 Award Nominations!

Nov. 20 - Do You Want Customers to Find You on the AIFD Website?

Nov. 7 - AIFD's Floral Food for Thought - November 2013

Nov. 6 - AIFD Focal Points is Hot off the Desktop!

Oct. 29 - AIFD Foundation Newsletter Fall 2013

*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](http://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](mailto: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/](http://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/](http://www.aifd.org/2012/01/pressclippings/) for website links to view them.

### December 2013

<http://move.themaneater.com/>  
SAIFD member mentioned

### November 2013

[www.perishablenews.com](http://www.perishablenews.com)  
2015 Symposium theme and logo announced

[www.pasadenanow.com](http://www.pasadenanow.com)  
AIFD member featured

<http://bitly.com>  
AIFD Education Partner featured

[www.concordmonitor.com](http://www.concordmonitor.com)  
AIFD member featured

[www.prlog.org](http://www.prlog.org)  
AIFD inductee featured

<http://www.ukiahdailyjournal.com>  
AIFD member article

<http://www.pasadenanow.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](mailto: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!**



American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

## AIFD Foundation Notes

### Applications for Scholarship & Grants Now Available!

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, 2014. Applications are available at [www.aifdfoundation.org](http://www.aifdfoundation.org).** Please make sure to check for eligibility requirements.

### Memorial and Year-End Giving

With the Holiday Season approaching please take 10 minutes NOW to go to the AIFD Foundation web site and make your year-end contribution to the Foundation. The future scholars of the AIFD Foundation will thank you, the AIFD Foundation will thank you, and most of all - you will thank yourself when April 15th rolls around! Your year-end gifts can be earmarked to any AIFD Fund or Chapter.

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.

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](http://www.aifdfoundation.org) or send an email to the AIFD Foundation, [Lona@aifdfoundation.org](mailto:Lona@aifdfoundation.org).

AIFD Foundation

525 SW 5<sup>th</sup> Street, Suite A • Des Moines, IA 50309

Phone: 515-282-8192 • [www.aifdfoundation.org](http://www.aifdfoundation.org)

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# AIFD Thanks Its Partners

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Alpha Fern Company  
[www.alphafern.net](http://www.alphafern.net)

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[www.lionribbon.com](http://www.lionribbon.com)

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California Association of Flowers Growers Shippers  
[www.cafig.org](http://www.cafig.org)

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[www.deliflor.nl](http://www.deliflor.nl)

DESIGN MASTER color tool, inc.  
[www.dmcOLOR.com](http://www.dmcOLOR.com)

Elite Flower Services, Inc.

Eufloria Flowers

Fitz Design, Inc.  
[www.creationsbyfitzdesign.com](http://www.creationsbyfitzdesign.com)

Fleur Creatif -Rekad NV  
[www.fleurcreatif.com](http://www.fleurcreatif.com)

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[www.florabundance.com](http://www.florabundance.com)

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[www.fss.com](http://www.fss.com)

Florida Nursery, Growers and Landscape Assoc.  
[www.fngla.org](http://www.fngla.org)

Florists' Review Enterprises

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Flowers &

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[www.fpflourishes.com](http://www.fpflourishes.com)

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[www.ftdi.com](http://www.ftdi.com)

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[www.greenpointnursery.com](http://www.greenpointnursery.com)

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[www.greenvalleyfloral.com](http://www.greenvalleyfloral.com)

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[www.mayesh.com](http://www.mayesh.com)

Mellano & Company  
[www.mellano.com](http://www.mellano.com)

Milagra Floral Imports  
[www.milagrawholesaleflowers.com](http://www.milagrawholesaleflowers.com)

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[www.quickflora.com](http://www.quickflora.com)

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[www.smithersoasis.com](http://www.smithersoasis.com)

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[www.teamfloral.com](http://www.teamfloral.com)

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

The John Henry Company  
[www.jhc.com](http://www.jhc.com)

The Modern Collections  
[www.themoderncollections.com](http://www.themoderncollections.com)

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

Transflora

Universal Greens & Flowers  
[www.universalgreens.net](http://www.universalgreens.net)

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[www.unlimitedcontainers.com](http://www.unlimitedcontainers.com)

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## EDUCATION PARTNERS/ PATHWAY PROVIDERS

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

Canadian Institute of Floral Design  
[www.ProFlorists.net](http://www.ProFlorists.net)

Fiorissima Internacional  
[www.fiorissimainternacional.com](http://www.fiorissimainternacional.com)

Floral Design Institute  
[www.FlowerSchool.com](http://www.FlowerSchool.com)

Floriology Institute  
[www.mybloomnet.net/floriologyinstitute.html](http://www.mybloomnet.net/floriologyinstitute.html)

Hennepin Technical College  
[hennepintech.edu/programs/overview/floral-design](http://hennepintech.edu/programs/overview/floral-design)

Institut de Artflor  
[www.idartflor.com](http://www.idartflor.com)

Institute Professional Flores Design Fa Ngai Long  
[www.adfdm.com](http://www.adfdm.com)

Instituto Mexicano Tecnico Floral Plantel Monterrey  
[www.imtf.com.mx](http://www.imtf.com.mx)

International Florist Academy and School  
[www.interfloristschool.com](http://www.interfloristschool.com)

Judith Blacklock Flower School  
[www.judithblacklock.com](http://www.judithblacklock.com)

Koehler & Dramm Wholesale Florist  
[www.koehlerdramm.com](http://www.koehlerdramm.com)

Nobleman School of Floral Design  
[www.noblemanschool.com](http://www.noblemanschool.com)

Palmer School of Floral Design/Palmer Flowers

Pui Wa Floral Design School  
[www.cpwdesign.com.mo](http://www.cpwdesign.com.mo)

Southern California School of Floral Design  
[www.philrulloda.com](http://www.philrulloda.com)

St. Louis Academy of Floral Arts  
[www.STLAFloaldesign.com](http://www.STLAFloaldesign.com)

Teleflora Education Center  
[www.myteleflora.com](http://www.myteleflora.com)

The New York Botanical Garden  
[www.nybg.org/adulted](http://www.nybg.org/adulted)

Tokyo Flower Design Center  
[www.hanaju.co.jp](http://www.hanaju.co.jp)

Yola Guz AIFD School of Floral Design

## STATE PATHWAY PROVIDERS

Arizona State Master Florist  
[www.azflorists.org](http://www.azflorists.org)

California Certified Florist Program  
[www.californiacertifiedflorist.org](http://www.californiacertifiedflorist.org)

Certified Professional Florist (Colorado)  
[www.coloradoflorists.org](http://www.coloradoflorists.org)

Georgia State Florists' Association  
[www.georgiastateflorist.com](http://www.georgiastateflorist.com)

Green Academy Belgium  
[www.greenacademybelgium.com](http://www.greenacademybelgium.com)

Illinois Certified Professional Florist (ICPF)  
[www.isfaflorists.com](http://www.isfaflorists.com)

Illinois State Florist Association (ISFA)  
[www.isfaflorists.com](http://www.isfaflorists.com)

Michigan Floral Association  
[www.michiganfloral.org](http://www.michiganfloral.org)

Minnesota State Florist Association  
[mnsfa.org](http://mnsfa.org)

New Hampshire Certified Floral Designer  
[www.nhsfa.com](http://www.nhsfa.com)

North Carolina Certified Professional Florist  
[www.ncflorist.org](http://www.ncflorist.org)

North Dakota State Florists Association c/o  
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South Dakota Certified Florist  
[www.sdfloarists.org](http://www.sdfloarists.org)

Texas State Florist Association  
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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.

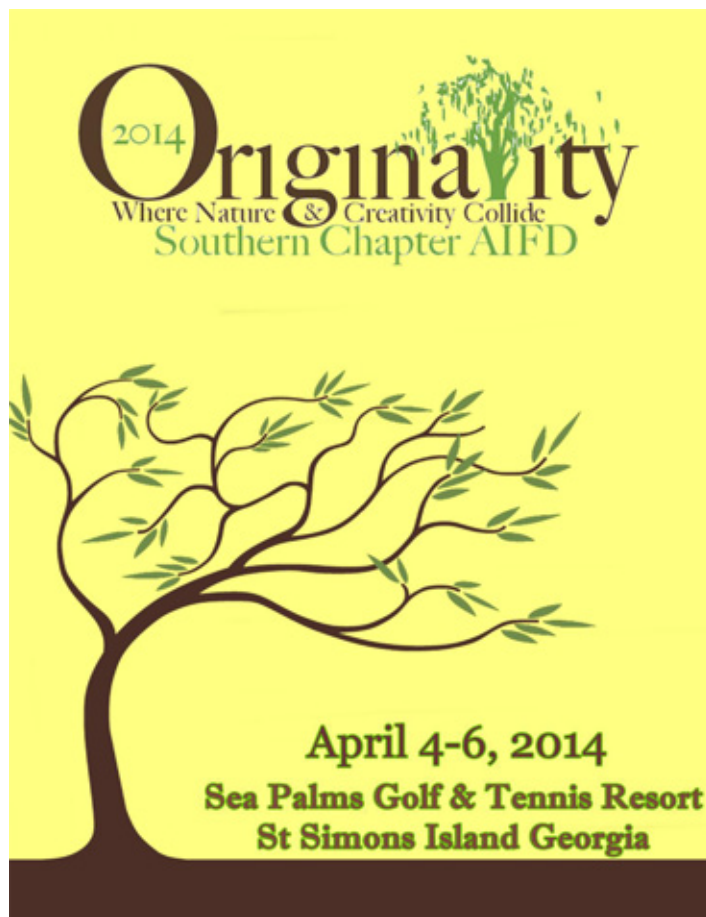
To place a job posting please e-mail it to **Molly Baldwin-Abbott**, director of communications, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com). Please make check payable to the American Institute of Floral Designers and send to AIFD, Attn. Molly, 720 Light St., Baltimore, MD 21230.

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](mailto: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/](http://aifd.org/2014-southern-conference/).

### AIFD and Social Media



[www.facebook.com/AIFD.CFD](http://www.facebook.com/AIFD.CFD)



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



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



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