

Focal Points

Join the Best, Be the Best

Professional Floral Design Evaluation Application Deadline April 15

Floral design artists anxious to earn the floral industry's coveted Certified Floral Designer (CFD®) designation with the ultimate goal of being an Accredited member are being reminded by the American Institute of Floral Designers (AIFD) that the deadline to submit an application for this year's evaluation is April 15.

To be eligible to be evaluated, a design artist must first successfully complete one of five education pathways. Included in the education pathways is one that recognizes a designer's past experiences (three years or more in the floral industry). Other pathways include: completion of courses that meet learning objectives as established by AIFD and offered by approved private floral design schools or state floral association certification programs, completion of a series of online and hands-on courses offered by AIFD and completion of undergraduate degree or studies in approved programs.

Once an interested floral designer has completed an education pathway, he or she may then enroll into AIFD's two-part Professional Floral Design Evaluation (PFDE) system by registering as a Candidate and completing their Application to Participate in the PFDE in Chicago.

The Candidate will then receive a copy of *The AIFD Guide to Floral Design: Terms, Techniques and Traditions* and will be instructed to go online to take the first part of the PFDE: an online test based on educational objectives and knowledge that can be learned from *The AIFD Guide* reference tool. They must successfully complete the online test with a score of 80 percent or better by May 1.

After successfully completing an education pathway and scoring 80 percent or better on the online test, the candidate is then fully eligible to participate in the second phase of the PFDE – a live design session in which he or she demonstrates his or her design proficiencies. The next live PFDE session will take place on July 1 in Chicago two days prior to the opening of AIFD's National Symposium "Transition Transformation". Advance registration is required and must be received by April 15.

During the live evaluation, candidates will have four hours to create five specified designs which will then be evaluated by seven distinguished AIFD members. AIFD provides the candidates all flowers and hardgoods necessary to complete the designs. To enroll to earn a CFD or to just learn more about this floral industry recognition program, visit <http://aifd.org/membership/become-cfd-and-aifd/>.

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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.

Calendar

2014

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/.

President's Welcome



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

Happy Spring! This greeting may be little premature but if any of you are like me I am sure you are looking forward to spring and warmer weather. I love the changes in the seasons, especially the spring with all the beautiful flowers that are about to burst into full bloom. Spring gives us a reason to be thankful for what we have missed over the long cold winter season.

As AIFD members, spring gives us a new opportunity to express our gratitude and renew our thankful attitude for the many partners that support AIFD throughout the year - especially with Symposium. These partners help make it possible for us to give you a reasonable price for registration for Symposium. There are not many opportunities that provide the high quality, diverse, innovative educational experience like the one we experience at the AIFD Symposium. A big reason AIFD can offer this magnitude of education is due largely in part to the support from our AIFD Partners.

The next time you pick up your directory or look on the website, take time to read the list the names of the partners that contribute to AIFD. This will allow you to thank them the next time you are placing an order. It is so important to let them know that their money is being well spent at Symposium and that you noticed their presence.

In addition to the numerous partnerships, Symposium also relies on a grant from the AIFD Foundation to support the many Symposium educational experiences. You may or may not know that the Foundation raises monies for student scholarships, grants to attend Symposium, and grants to attend regional educational offerings. When you attend Symposium you will see an active Foundation working to raise funds that it can give back in the form of these scholarships and grants.

You will see its Trustees selling raffle tickets, holding silent auctions, organizing luncheons with live auctions, as well as its perennial favorite, the hands on workshop the day after Symposium. All these activities and the monies raised from them help fund the AIFD Foundation and its benefactors. Remember that the foundation is a 501c3 tax status, which allows all of the contributions to be tax deductible.

As we start to make our plans to attend "Transition Transformation" in Chicago, please be mindful of the many contributions that make it possible for Symposium to be an

affordable educational event and remember to let those who have given so generously know that their support is appreciated.

As always, myself and the entire leadership team of AIFD look forward to seeing you in Chicago.

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

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



Transition Your Style, Transform Your Technique

Join AIFD in Chicago for the 2014 Symposium!

"Transition Transformation" • July 3-7 • Hilton Chicago • aifd.org/upcoming-events/2014symposium

Schedule of Events

To view the entire schedule of events please download the event brochure at <http://aifd.org/wp-content/uploads/2014/02/2014SymposiumBrochure.pdf>.

Hotel Information

Hilton Chicago
720 South Michigan Avenue
Chicago, Ill. 60605

The AIFD 2014 National Symposium will take place at the newly redesigned and reimagined Hilton Chicago. AIFD has a limited number of rooms awaiting you at special rates, available on an exclusive basis — \$172 for single/double occupancy plus tax. A one night deposit is required at time of reservation, refundable 72 hours prior to arrival. You can book your reservations in the following ways:

- <https://resweb.passkey.com/go/AIFD2014>
- Hilton Reservation Toll Free Number, 877-865-5320, reference group code "AIF"

Reservations must be made Friday, June 6, 2014.

Volunteer Information

Symposium is a major event that would be impossible to stage without the help of hundreds of volunteers. For many attendees, the time spent working as a volunteer is one of the most rewarding parts of their Symposium experience. If you'd like to volunteer, we'd love to have you. You do, however, need to be registered as a Premium or General attendee of Symposium in order to volunteer. If you are interested in volunteering please visit <http://aifd.org/upcoming-events/2014symposium/#volunteer>.

Registration Information

The programs lined up for "Transition Transformation" are truly sensational and an early registration sell-out is possible. Be sure to register early! Advance registrations will close June 15 and must be received with proper payment in the AIFD office by that date.

AIFD highly recommends the Premium Registration as it is the greatest value. This includes all programs, seminars (except for those indicated otherwise), and meal functions. However,

there are other options designed to fit everyone's budget and time restrictions. A General Registration includes all 7/5 to 7/7 sessions, the opening reception and Partners Expo. Or, you may opt for a Single Day Registration and view only the programs and activities of the day(s) of your choice. On-site registrations (if available) will open at 8 a.m. on July 2 in the Hilton Hotel Chicago. No checks will be accepted for on-site registrations; cash or approved credit cards only.



BACK STAGE PASS – ONLY 50 AVAILABLE!

Be one of only 50 Symposium attendees to visit with and discuss, up close and personal, the designs of seven (7) featured stage designers. This exciting optional registration opportunity (\$125 fee required) takes you back stage after the seven programs where the designers will show you their techniques and answer your questions. A special "Back Stage Pass" ID will give you access to all up close and personal sessions and if you cannot attend all the backstage pass discussions feel free to loan your pass to a friend. There will only be 50 passes awarded on a first come/first-serve basis and you must have a General or Premium registration to

qualify. So, register now!

Travel Information

Two airports service Chicago (O'Hare and Midway). From each, it's approximately a \$25-45 cab ride to the Hilton Hotel on Michigan Avenue. Or, try the CTA (Chicago Transit Authority) Train. Stations are available at both airports. For details, visit www.transitchicago.com/airports. While this will save you significant money (train only \$4-5), you will need to walk approximately six blocks from your downtown train stop to the hotel.

State Association Registration Winners

Congratulations to the following floral designers who have won a free Symposium registration:

- Paul Latham** of Fleur De Lis Events and Design in Louisville, Ky. - gifted from the Kentucky Florists Association
- Debbie Kenney** of Bernalillo, New Mexico - gifted from the New Mexico State Florists Association
- Katherine Rodocker**, AMF of Flowers and Home in Bryant, Ark. - gifted from the Arkansas Florists Association



Teaching, learning, sharing...

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

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

No one does more than
teleflora.

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



Members Do Care

Keeping AIFD members up-to-speed on the activities of their volunteer leaders is on one-hand, a pleasure. On the other, it can seem like I'm writing a boring "who cares" article because Molly wants it for *Focal Points*.

After more than 30 years in this seat, however, if there's one thing I know, it's that the members of AIFD do care about the decisions and directions their leaders are making and taking. Ergo, I hope the following summary of the AIFD's National Executive Committee's (**John Kittinger AIFD, CFD, Tim Farrell AIFD, CFD, PFCI, Joyce Mason-Monheim AIFD, CFD, PFCI, Suzie Kostick AIFD, CFD, PFCI, Tom Simmons AIFD, CFD, Ann Jordan AIFD, CFD, Jackie Lacey AIFD, CFD, PFCI, Kristen Philips, IOM and Tom Shaner**) recent meeting the end of January in bitter-cold Chicago will be of interest to you.

Among the agenda items addressed by the Executive Committee was a review of how the Institute if working to help provide support to the AIFD Foundation. It was noted that the Foundation had graciously awarded the Institute \$15,000 to support the educational programming of the 2014 National Symposium. AIFD has, in turn, provided the Foundation with a long list of benefits to assist in its fund raising effort.

In the area of AIFD membership, as was requested by the Board at its meeting in October, a policy amendment was developed for presentation to the Board in March. The change affects the manner in which the design work of PFDE candidates is reviewed. The goal of the policy change is to allow AIFD to more quickly advise candidates of their results.

The proposed amendment will expedite the executive review of candidate creations by bringing the National Executive Committee directly into the final process in lieu of them having to wait until mid-August to address specific questions.

The Board in October also asked that Membership Chairman Lacey review plans to have the Membership Committee better promote the membership process and re-produce the old "Steps" DVD. Mr. Lacey focused on a plan to mentor every candidate and to re-produce the DVD. He also reported that after discussions with Mrs. Philips, and a review of the present membership process, he would report back to the Board that he saw no need to change the existing membership process except to the extent that there not be a requirement that candidates coming into the membership process by reporting three or more years of industry experience have their work experience verified.

In October, the Board had asked that the Executive Committee consider the present PFDE requirement that a candidate be required rather than strongly recommended to complete certain educational requirements. The Executive Committee concurred that they would recommend that "required" be replace with "strongly recommend" to help overcome perceived obstacles to entering into the membership process.

The next discussion was in recognition of the 100th Anniversary of the Texas State Florists' Association in July 2014. Mr. Shaner

was asked to draft for Board approval a suggested resolution to be presented to TSFA.

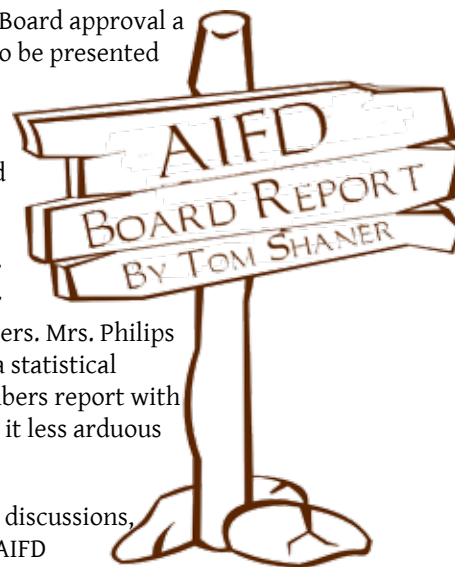
The Executive Committee also looked at the present continuing education reporting program for AIFD members and for Certified Floral Designers. Mrs. Philips was asked to develop a statistical review as to how members report with an eye toward making it less arduous for AIFD members.

After the membership discussions, the focus went to the AIFD website. Treasurer Simmons, pursuant to the Board requesting that the Finance Committee consider the following requests by the Education Partners Committee that, 1.) the website be adaptable to various languages and 2.) that a Floral Industry Calendar be established on the Institute website, noted that for less than \$1,000 a program could be added to the website that would give visitors the option of reviewing the site information in any language of their choosing. It was noted that not all information would translate perfectly, so a disclaimer would be needed. The Executive Committee, recommended that the Finance Committee include funds for this language translation program in the 2014-2015 budget.

On the matter of the Industry calendar, it was agreed to establish such a calendar but that only Education Partners and recognized floral industry organizations such as the Society of American Florists and state floral associations would be able to list their events.

AIFD's National Symposium was the next large topic for discussion. Mostly it focused on the present geographic rotation. Noting the format wherein "hands on" workshops are offered in the mornings of the general education days, Mr. Shaner reported he could develop a schedule that would reduce the overall event by one day. He was asked to present such to the Board in March. The matter of the six-regional rotation was then reviewed. After discussion, it was agreed that there are many advantages to the Symposium having a specific two or three point rotation and that if agreed by the Board, AIFD should solicit hotel proposal for a multi-year contract.

Then the big task of reviewing AIFD's present committee structure and each committee's mission was considered. Secretary Kostick presented a detailed review. She noted how many members preferred short task responsibilities. The Executive Committee then reviewed the mission of each committee and provided input to Ms. Kostick so that appropriate recommendations for change could be presented to the Board. Changes will include the merger of the Certification Committee into the Membership Committee; the elimination



continued on next page

Board Report

continued from page 6

of two Vice Chairs of the Membership Committee but the addition of specific (non-chaired) chairs such as Membership Recruitment, Membership Retention; and the development of a Partners Advisory Committee.

It was also agreed that a Volunteer Pool should be established so that members can offer to be asked to do specific tasks when needed rather than be required to make a long-term commitment to serve on a specific committee, i.e. assisting in the set-up of the Partners' Expo.

While somewhat unrelated to Committees, during the discussion of Student Competition, it was agreed that AIFD would present a nice certificate of recognition to all SAIFD students participating in the annual student design competition as well as a \$250 non-transferable voucher for them to participate in the PFDE in the following year. This, and the possible change in the PFDE education requirement, has led to a proposal that Education Partner and State Affiliate certification programs be given a comparable certificate.

2015 AIFD Symposium Call for Program Submissions Deadline Extended

Would you like to present a program at the 2015 AIFD National Symposium "Journey" taking place June 30 - July 4 in Denver? You still have time. *The deadline to submit programs has been extended until March. 15.* 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. **Submissions are due by March 15, 2014.**

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

Bits and Pieces

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

• Share your Valentine's Day beauty with us! AIFD is looking for photos of your designs, bouquets, shop decorations, etc. that you created for this past Valentine's Day to include in the next issue of the newsletter. Please send any pictures you want to share to **Molly Baldwin-Abbott** at mollybaldwin@assnhqtrs.com.

• **Chieko Fukushima AIFD, CFD** received notice from the College of Southern Nevada that she is the recipient of the 2014 NISOD Excellence Award. The college is sending her to a Dinner and Award Reception at the University of Texas at Austin on May 25.

• The World Floral Expo 2014 is taking place March 26-28 at the Donald E. Stephens Convention Center in Chicago, IL. Details can be found at www.worldfloralexpo.com.

• A unique opportunity exists to visit South Africa from Oct. 15-29 with **John and Kelly Schroeder** of Valleybrook Gardens. The Schroeder's have been leading tours for nursery industry travelers for over a decade. Their trips are fun and educational, with plenty of opportunities to enjoy the interesting countries and places they visit. The tour will include Capetown, Johannesburg and the Garden route. More information is available on their website at www.valleybrook.com under the tab 'Professional Horticultural Tours.'

• The Mississippi State University Chapter of SAIFD held a raffle for a McCarty's Pottery Black Eyed Pea platter. Proceeds from ticket sales will defray costs for spring semester activities including Artist in Residence with **Hitomi Gilliam AIFD, CFD** and Southern Conference of AIFD in St. Simon's Island, Ga.

• The 2014 Great Lakes Floral Expo is taking place March 7-9, 2014 at the DeVos Center in Grand Rapids, Mich. There will be a MFA Design Contest held Friday, March 7, 2014. Details and registration information can be found at <http://michiganfloral.org/glfe.html>.

Got News???

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.



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

Marketing Tip: Show Off Your Style

By *Cherrie Silverman AIFD, CFD*

In our current age of internet commerce, as a professional florist, you need to be showing the viewing world your unique designs and design style.

If you practice taking photos of your work and displaying on your website, you will find that your site stands out way beyond your competition. Clients tell me all the time that they choose my shop because I have pictures that are different from everyone else... my site stands out and captures their business.

Steps to taking photos of your work:

1.) Prepare a photo taking area that is very close to your design area. This will become the MOST VALUABLE space in your shop. It's important that taking a picture is not burdensome. Not outside, not at the other end of your shop – but, very close to where you are designing. Mine is less than six feet away.

2.) You'll have to experiment with the most comfortable set up that works for you. My area has had several setups through the last six years. First, I used a table against a white wall. Then I used photography material. You can buy solid sheets of material, in any width, from photo supply websites like Denny Manufacturing Company (www.dennymfg.com). We can't use paper backdrops, because our medium uses a lot of water, which ruins the paper immediately. Currently, I am using a roll of linoleum, which I have attached to the wall behind it, coming down from the ceiling. It rolls down to a makeshift table and rolls over it. No background lines, no more worries about dirt and water stains. Works fabulously.

3.) Lightening – Love LEDS! They are the best for single object picture taking. I have five mega LEDs that I bought from Home Depot. Two poles on either side of the picture hold two lights each. The fifth light is suspended overhead from a ceiling tile. My pictures sparkle. There are also LED rings that you can fit on the lenses of your camera. I am looking into that currently.

4.) Equipment. Invest in a decent camera. Again, this is where all of my marketing budget goes – to my efforts on the internet. There are companies out there where you can buy refurbished equipment. I particularly like B&H Camera (www.bhphotovideo.com), I think their customer service is outstanding. If you get something and it doesn't work for you, they have no problem returning and replacing with a better suited product. Buy a tripod – very important to keep your camera stable.

5.) Editing Software. Personally, I like Adobe Lightroom. It's easy to use.

Allows me to edit, watermark, metatag, and export to wherever I need the photo to go. I asked photographers that came into my shop which program to use and Lightroom was highly recommended by all. When I started, I used iPhoto, then onto Photoshop Elements, which is an extremely easy program to use.

A final tip, if you feel overwhelmed by technology, invest in an Apple Computer – desktop or laptop. Apple offers their customers this incredible product called "One -To-One Training." For \$99.00 a year, you can have a single one to one 45 minute training session with an Apple Consultant every day. This is how I learned my way around computers and photo editing.



AIFD was in full force at TPIE this year! **Janet Black AIFD, CFD** asked **Brittany Madon** to come assist with the event. **Rae Roberts-Griffith AIFD, CFD** displayed her lovely bouquets. Enjoy the photos above and to the right from the event!



KNOWLEDGE IS POWER

CONTINUING EDUCATION IS KEY



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

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- FTD Webinar Series, free online presentations
- FTD Mercury POS Training, a free three-day training course
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Questions? Please contact us at education@FTDi.com
or 800.788.9000 ext. 6240.



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like us at facebook.com/MercuryNetwork.



FTD

Flowers say it better. FTD says it best.™

History in the Making

AIFD Historical Trivia...

How Well Do You Know Your AIFD?

- 1.) What year were the Student Chapters established?
- 2.) Who served as Vice President of AIFD between 1969 and 1970?
- 3.) What year was the first Membership Directory published?
- 4.) Where was the first AIFD Symposium held?
- 5.) Who served as AIFD National Secretary between 1988 –1989?
- 6.) What role did the “Deacon’s” play at the National Symposium?
- 7.) What year were the regions formed?
- 8.) How many National Symposiums have been hosted by AIFD?
- 9.) What year did AIFD establish its Annual Awards?
- 10.) Can you identify the Student Regions by their chapter names: Gateway Chapter; Shirley Haas Chapter; Graham Chapter; Gordon Chapter; Menzies Chapter; Forbes Chapter; Scott Chapter; Trillium Chapter; Prairie Chapter; Ogilvy of Airlie Chapter; SUNY Cobleskill Chapter; Forsythe Chapter; Anderson Chapter; and Elaine Wynn Chapter?
- 11.) In the early years AIFD granted honorary memberships as a public relations effort to recognize those who may not otherwise be eligible for AIFD membership but whom had contributed in some way to the floral industry. Who were the first two recipients of these honorary memberships?
- 12.) Who were the original six chairpersons of the regions as appointed by then National President **Frankie Shelton AIFD, CFD, PFCI**?
- 13.) How many symposiums have been held in Chicago?
- 14.) Who were the first companies to be recognized as AIFD Partners?
- 15.) Who served on the first Board of Directors for AIFD?

Answers are posted on page 28! Good Luck!

Many interesting and need-to-know facts are missing from the AIFD Archives. There have been many important milestones that helped direct the progress of AIFD and changed the face of AIFD that are missing from our timeline. Many of you served on a board or a committee that implemented these changes. Maybe you were part of a great accomplishment that changed AIFD. We want to know what that was!

Don't be afraid that you are telling us something we already know. And certainly don't worry about boasting or bragging that you took part in a historical event. We want to know all about your experience! So please send us your memories of what you did that helped make AIFD the great organization it is today. Nothing is too big or too small to share!

If you send us photographs we'll handle them with great care, record them and return them to you quickly. We know how precious these memories are to you.

Please send materials to **Janet Black AIFD, CFD, PFCI** at janetblackaifd@gmail.com or **Suzie Kostick AIFD, CFD, PFCI** at skostick2003@yahoo.com.



AIFD and Social Media



www.facebook.com/AIFD.CFD



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



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



www.youtube.com/user/AIFDHqtrs

AIFD 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/.



American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

AIFD Foundation Symposium Events!



Make plans to join us at the 2014 AIFD Symposium in Chicago and get ready for "The Art of the Pump"! AIFD members are asked to create or adorn a pair of shoes for the silent auction to benefit the AIFD Foundation. Some lucky pairs will even be selected to be auctioned off LIVE during the AIFD Foundation luncheon. Additional items will be auctioned off during the "Couture and Creative" silent auction. Contact the AIFD Foundation office for more information.

You also won't want to miss the AIFD Foundation's *"It's All in the Details: Bouts to Bouquets"* Workshop featuring Joyce Mason-Monheim AIFD and Carol Caggiano AIFD. This hands-on workshop gives you the opportunity to revive already learned mechanics as well as to modify and create new and more efficient methods.

Southern Chapter Conference

AIFD Foundation Scholarship Winner Announced



The AIFD Foundation Board, in conjunction with the Southern Chapter, would like to congratulate Jessica Hartley for being awarded the Southern Chapter Conference Scholarship. This scholarship was made possible by the Southern Chapter Fund and will assist with the expenses for Jessica to attend the Southern Chapter Conference in Georgia.

Congratulations Jessica!

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

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Everything You Need to Know:

As a nod to the 2014 Winter Olympics, this issue's Feature Flower will highlight the national flower or "emblem," as it is known in Russia, which is Chamomile.

Chamomile (*Matricaria Recutita*) is a bright, fragrant and fruity flower and is a member of the daisy family. This flower is found all over in Russia and different areas of the world. The distinctive continental climate is fine and appropriate for farming of these flowers and Chamomile is abundantly found in this country. The flowers have white petals and bright yellow centers. The plant grows higher than a daisy plant, reaching anywhere between six inches and two feet in height and the leaves are dark green and feathery.

These beautiful flowers are developed locally and in other foreign countries too, but the former are moderately low-priced. Chamomile is considered as a herb that can cure many health disorders. These flowers are not only considerably important in a person's life but also quite essential to the nation, perhaps the whole globe! Most of the public in Russia present flowers, such as this one, as a token of love, respect and gratitude.

Chamomile is used as a natural remedy to cure different health disorders in European countries from the ancient times. Some of these include:

- Used to treat Hysteria, nervous disorders and anxiety
- Prevention of gangrene
- It works incredibly to break typhoid
- Chamomile is used to heal bruises and sprains
- It effectively heals calluses and corns
- Oil taken out from blue Chamomile acts as an outstanding calmer
- You can receive short time respite from acute toothache if you keep some Chamomile flowers in your mouth for some time
- The haze of Chamomile flowers help cure cold and cough and relieve asthma problems in children
- Dried Chamomile flowers create a soothing concoction
- Chamomile tea assists you to settle in a better sleeping pattern. It is considered as an effective soothing herb
- It is an excellent hair tonic and can be used as a nourishment to get the lustrous shine in your hair
- You can feel a comfortable and relaxing effect if you regularly use Chamomile flower bags throughout bathing
- In Russia, Chamomile tea is known to help stomach aches, colds, anxiety, muscle aches, and insomnia



Sources: <http://EzineArticles.com/2486025>, www.theflowerexpert.com/content/flowerbusiness/flowergrowersandsellers/national-native-popular-flowers-of-russia, <http://loveflowers143.blogspot.com/2012/07/chamomile-national-flower-of-russia.html>.

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The South Central Region of AIFD

*Cordially invites you to the 3rd 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
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Featuring industry expert

Jackie Lacey 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

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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 **Stacey Carlton AIFD, CFD**.*

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

Stacey: I work full time as Floral Specialist at Whole Foods Market South Loop Chicago and part time as a freelance wedding and event designer. My job duties with Whole Foods Market include maintaining the financial success of the department through buying, margin accountability, and spoilage control, floral designing for all occasions, leading educational hands on workshops, and supervising the floral team.

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

Stacey: I am a proud AIFD North Central Chapter board member and a member of the National Marketing Committee. From the beginning of my career with floristry I have been proud to share my knowledge with others as President of my SAIFD Chapter at Triton College. In 2011 I co-chaired "Namaste" a luncheon at the AIFD National Symposium in San Francisco, and in 2013 I co-chaired AIFD's exhibit at The Chicago Flower and Garden Show. Teaching floral design to attendees was the most rewarding part of the experience! Judging the student design competition at the AIFD National Symposium in Miami brought my journey full circle. Sharing my feedback with student designers was incredibly fulfilling. In 2013 I was invited to teach an AIRS program at Kishwaukee College with their eager and talented floral design students. I look forward to serving AIFD and the industry further by co-chairing 2014's Blooms Over Chicago committee and designing the lobby decor for "Transition Transformation." I love to be involved!

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

Stacey: As a member of AIFD I hope to inspire others to explore their passion of creativity with botanicals in new and exciting ways. I hope to encourage the masses to recognize our abilities as artists and to evoke conversations because everything in life gains value when shared. Let's use our skills to motivate and inspire others in our industry and beyond! I feel like taking our talents outside our shops and events is a strong first step. Let's fill the streets with flowers!

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

Stacey: There are far too many to name but my strongest influences grew from observing my mother **Sue Vanderhulst Bal AIFD, CFD**. I was in the womb when she studied floral design! I have been strongly encouraged and inspired by **Bob Friese AIFD, CFD**, **Howard Silver AIFD, CFD**, **Hitomi Gilliam AIFD, CFD**, and **Moniek Van den Berghe**.

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

Stacey: When preparing to test for AIFD I had the support from various AIFD members. Relentless support from my first design instructor and mother **Sue Vanderhulst Bal AIFD, CFD**, confidence from the illustrious **Bobbi Ecker-Blatchford AIFD, CFD**, simple but solid quips from **Howard Silver AIFD, CFD** and **Daniel Stober AIFD, CFD**, and strong design principles from the magnetic **Hitomi Gilliam AIFD, CFD**. Finding different perspectives and a multitude of inspirations encourages success!

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

Stacey: My absolute favorite mediums of floral design are expressed in fashion and gallery installations. Floral on the runway is a personal obsession. Blending the human art form with nature's palette and putting it in motion is incredibly exciting! Textiles, trends, and mathematics speak to me so fashion and I have a very organic relationship. Floristry used solely as art is the clearest way to communicate our talents as masterpieces. NC AIFD's annual woodland event Nature's Creative Edge is the quintessential example and my favorite retreat.

AIFD: What issues are most important to you professionally?

Stacey: Sourcing social and ecologically responsible product is very dear to me. Educating our peers and consumers about flowers with a conscience is crucial to the honest future success of our business. From organic flowers to fair trade and locally grown product, our industry is filled with potential.

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

Stacey: I love being a mom to my little baby Rosiel! I enjoy all mediums of art. I adore photography, fashion, and street art to name a few.

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

Stacey: Floristry, as with other art forms, requires knowledge and practice in addition to a consistent flow of inspiration to be successful. Studying with an array of instructors from different backgrounds encourages an expanded skill set. Surround yourself with supportive people, keep an open mind, and never stop learning. Once you've mastered the rules it's time to bend them!

What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Eldon Haab AIFD, CFD

POLAR VORTEX - It sounded like a wild ride or a Disney movie until it came blowing into the North Central Region in early January. It made me envious and even tempted to move to another region (OK, I quickly crossed off going to the North East region since we were sharing it with you. ICE...SNOW... COLD COLD TEMPERATURES...FROZEN PIPES...NO POWER... DAYS WHEN WE WERE NOT OPEN...CUSTOMER SCARCITY... Let's put that behind us!

We have thawed and are warming up for the busy season ahead. It's gift shows and wedding shows, appointments for summer and fall weddings.

COME SPRING SUNSHINE! Warm our body and spirit with new growth and new ideas. Many of us are involved in spring state association shows and opportunities to teach and demonstrate new ideas and techniques to others. It is also an opportunity to learn and renew our own talents as we learn from others. Few of us are to the stage of knowing it all or having all of the tricks....I look forward to gathering others ideas and integrating them into our own store possibilities.

North Central members will have our spring meeting and show, March 15-16, in conjunction with the Chicago Home and Garden show at Navy Pier. Many of our members will be designing for a gallery presentation which is great public awareness. Stage shows and demonstrations will be presented and a major highlight will be the designation of our 2014 Bobbi Cup winner. It's an opportunity to share ideas, increase our own talent potential, and to spend time with friends from North Central.

And then comes summer and we welcome all of you to Chicago for "Transition Transformation," our 2014 Symposium. Chicago is a fun city to visit but top this off with a great Symposium at the Hilton, right on the lake front. **Frank Feysa AIFD, CFD, PFCI** and his team are putting on the finishing touches with a great line up of programs and designers. It is an opportunity for all North Central members to be involved... some in stage presentations, some in hospitality roles, and tons and tons of behind the scenes activity to make it happen. Let's just share that you don't have to be a North Central member to be involved. Volunteer! Get out your calendar, reserve July 3-7, and have a great time with your AIFD family. North Central is looking forward to hosting you.

South Central Chapter

President's Letter

Todd Sweeden AIFD, CFD

Welcome 2014! We have put the past year behind us and are now moving forward into the best year of our lives. That mind set always proves to be a positive one and with that comes a new focus to revitalize and rejuvenate!

The South Central Region is preparing to fill offices and Board positions for the 2014-2015 terms. A strong slate of officers and Board members has been proposed for your consideration. Please take a close look at your ballot when it arrives and vote for those candidates you feel with strong conviction will represent our region well. These extremely qualified individuals have all agreed to serve, if elected, and are willing to give of their time and talents. Thank you, **Lynn Moss AIFD, CFD, PFCI** and the Nominating Committee, for a job well done. Remember to vote and don't wait or put it aside. VOTE!

On Sunday, April 6, 2014, we will have our 3rd Annual South Central Region Design Forum in St. Louis, Miss. at Baish and Skinner Wholesale. This is our only fundraiser. The event is partnered with Fitz Design, who will be sponsoring **Jackie Lacey AIFD, CFD, PFCI**. Learn skills that will help sell and market your wedding services, see what's hot in bridal bouquet fashions, and be inspired by the latest trends in wedding reception décor. Following Jackie's program, stay for an exciting live auction and raffle. There will also be amazing door prizes, including a free General Registration to the 2014 AIFD Symposium in Chicago. Space is limited so register early. To RSVP and for travel and lodging information contact **Frankie Peltiere AIFD, CFD** at 314-740-0338 or at Frankie@festiveatmospheres.com. This will definitely be an event you don't want to miss. But, if you cannot attend, you, too, can be an important part of this fundraiser by contributing money or a fabulous auction item. Thank you in advance for your support of this important forum.

This year is off to a fast start so, hold on and jump on board, become involved and tell everyone to "Meet you in St. Louis!"

North East Chapter

President's Letter

Polly Berginc AIFD, CFD

Warm Winter Greetings to all North East Members. Winter has blanketed the North East Region with snow the past two months, but that has not dampened our spirits, as we are in full swing preparing for a busy spring schedule of events.

We are at the Philadelphia Convention Center setting up for this year's fabulous AIFD exhibit, themed on Korean Art &

Culture. PFS liaison **Ron Mulray AIFD, CFD**, together with Co-Chairpersons **Dan Vaughn AIFD, CFD** and **Deryck de Matas AIFD, CFD**, and **Claire Won Kang AIFD, CFD**, have a fabulous vision for this year's show. This year's 185th Philadelphia Flower Show, 'Articulture,' which opens March 1, combines art and horticulture in a variety of uniquely themed displays. Our exhibit, based on Korean art and culture, is coordinated with The Philadelphia Museum of Art, the oldest museum in our country.

The week ending the Philadelphia Flower Show, March 8 & 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, PFCI** 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 De Luca 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 year, the participation of and volunteering of our region's members has been overwhelming; your passion and dedication to AIFD and the floral industry is inspiring. With teamwork and planning, we are moving forward with more education and mentoring, and promoting AIFD and our mission to encourage and welcome those interested in membership. My sincere gratitude and thanks to all members who have stepped up and become more involved to help reach our chapter's goals.

As we look forward to spring and warmer weather, our student chapters will be having their end of year programs, and we will be looking forward to attending "Transition Transformation" in Chicago. I look forward with anticipation to seeing many of you in Philly and Mystic, Conn. in the near future.

Northwest Chapter

President's Letter

Lily Chan AIFD, CFD

The Rose Bowl Parade was spectacular...especially with AIFD design teams that included some from the Northwest. These teams worked night and day between Christmas and the day of the Rose Bowl parade...wow! We can see that the weather was perfect in Pasadena unlike the cold that we had in the Northwest.

Holiday trimmings are packed and put away until next December. We still have some die-hards in the neighborhood that have all their lights up in their yard.

Chinese New Year was on January 31, you will find flower vendors selling on the street, cut quinces or peach blossoms, narcissus bulbs, orchid plants, and other cut flowers all through Chinatown. Valentine's Day on February 14 had the romantics buying flowers for their sweethearts or someone that they love, including chocolates, Mylar balloons, and teddy bears, too. In March, Bouquet to Arts is during the week of March 17 and designers far and near will be exhibiting at the De Young Museum in Golden Gate Park. This is an annual event where designers interpret a given piece of artwork or space to create. A busy winter going into spring.

Our most anticipated design program and workshop is the weekend of April 13 & 14 with **Tomas De Bruyne** from Belgium. The program is still a work in process. **Wil Gonzales AIFD, CFD**, one of our Board of Directors, and his team including **Wendy Pine AIFD, CFD**, **Susan Ishkanian AIFD, CFD** and **Eliza Wong AIFD, CFD**, each sitting on the Board of Directors, are working diligently in getting this program & workshop up and running. The program and workshop will be held at City College of San Francisco. Please stay tuned for additional information. Spread the word that Tomas will be here to share his beautiful designs, techniques, and floral art with us...it's his first time to the Bay Area.

Please remember, scholarships are still available for students in both the regional and national levels. Please go to our AIFD website at www.AIFD.org to find out more information. Please know that our continued success in AIFD is to educate and inform all that are involved in the floral industry of new trends and new creative ideas to bring to the public. We cannot do this without you.

My best to you in 2014!

Southwest Chapter

President's Letter

Lorraine Cooper AIFD, CFD

The new year brings out the best in our SWAIFD members because it is FLOAT TIME! Led by the incredible talents of **Jim Hynd AIFD, CFD**, the dedicated team again brought home the honors with their fabulous creativity and designs with several floats in the annual Rose Bowl Parade. Kudos to all of the AIFD members who showed the world what we are all about. Details are plentiful for the annual SWAIFD Wedding Extravaganza! On Saturday, March 8, 2014 we are lucky to have **Alex Jackson, AIFD, CFD** for a fabulous hands-on class detailing elements of bridal bouquet design. There are only 30 available spaces for this class so be sure to register early! Don't forget the annual SWAIFD Fiesta after the class! Sunday, March 9, 2014 will be a full day of amazing flowers, creative techniques and lots of fun and excitement. **Ikuko Hashimoto AIFD, CFD**, **Brian Vetter AIFD, CFD, PFCI**, **Martin Flores AIFD, CFD** and **Sylvia Bird**

AIFD, CFD, PFCI will delight us all with a trip around the world showcasing floral customs, trends and traditions. Don't forget to stick around for the after-party and auction! Those of us who attended last year came away with a bag full of new ideas and this year will be no different. Don't forget www.designinlinemagazine.blogspot.com and www.facebook.com/swaifd for all the happening in SWAIFD!

Southern Chapter

President's Letter

Sylvia Bird AIFD, CFD

Happy New Year to you all. I hope that you all had a successful Christmas holiday season and the dreadful weather – wind, rain and snow – didn't impede sales too much. So now onto a brand New Year. TPIE took place in Florida at the end of January. By the time you are reading this the show would have taken place so hopefully you enjoyed visiting or read about the great vendors and their product.

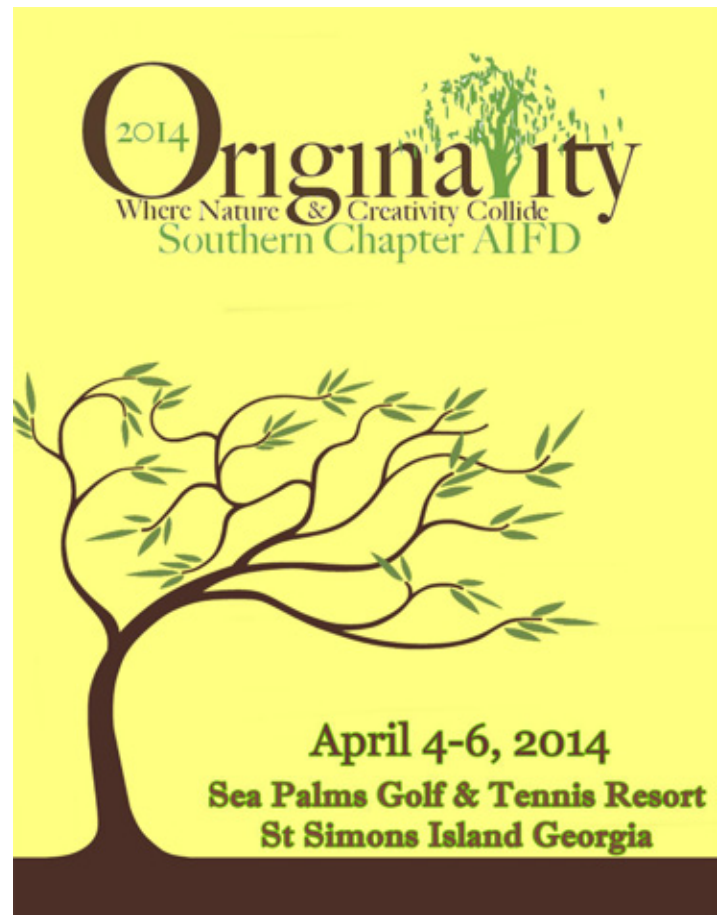
Easter and Spring are also coming so start publicizing soon. **Robyn Arnold AIFD, CFD** is the liaison for Southern's involvement with FFA. This year it will be in Orlando on March 8. If you are able to help in any way – be it teaching, testing or observing students, or if you can donate or sponsor product then please contact Robyn (or myself), she could really do with any help you can offer.

Jim DelPrince Ph.D. AIFD, CFD, PFCI has forwarded me the following information about students at Mississippi State University – MSU has 29 floral management majors this spring, up nearly 30% from last year. **Hitomi Gilliam AIFD, CFD** will be presenting an AIR program in March both teaching and presenting a public show. MSU ranked 1st amongst the baccalaureate degree granting SAIFD chapters in the 2013 student competition. Three MSU students received the James and Helen Phillip Scholarship from the American Floral Endowment. The winners were **Kailie Dunlap, Jena Koren** and **Brittany Sims**. Kailie is a Phi Theta Kappa scholar at Mississippi State. Kudos to everyone involved.

We were sad to be told of the death of **Johnny Childers AIFD, CFD** in December. Johnny was a really great and funny man. We will miss him. Condolences to his family.

Don't forget our Southern Conference which will be in Georgia April 4 – 6. The venue is St. Simon's Island. All details are posted on the AIFD website or contact **Randy Wooten AIFD, CFD**. Designers this year are **Brooke Raulerson AIFD, CFD**, **Gerry Gregg AIFD, CFD**, **Jackie Lacey AIFD, CFD, PFCI** with **Rene Van Rems AIFD, CFD** holding a three hour hands on workshop. Save the date.

Looking forward to seeing everyone at Southern Conference. Keep busy.



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/.



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AIFD News & Notes

Communication Center

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



Feb. 21, 2014 - Last Chance for AIFD 2014 Awards Nominations!
Feb. 7 - Beloved AIFD Member Passes Away
Feb. 5 - 2014 Symposium Registration Now Open!
Feb. 3 - AIFD's Floral Food for Thought - February 2014
Jan. 20 - Nominations Accepted for AIFD 2014 Awards!
Jan. 15 - Beloved AIFD Member Passes Away
Jan. 3 - AIFD's Floral Food for Thought - January 2014
Dec. 20, 2013 - AIFD Members Offered Discount for SAF "One-Day Profit Blast" Program
Dec. 17 - AIFD Supports Careers Across the Industry
Dec. 11 - Nominations Accepted For AIFD 2014 Awards!
Dec. 11 - AIFD Foundation Newsletter Winter 2013
Dec. 10 - AIFD Focal Points is Hot off the Desktop!
Dec. 9 - Beloved AIFD Member Passes Away

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.

February 2014

www.pratttribune.com/article/20140218/NEWS/140219275
AIFD member featured

www.delcotimes.com/lifestyle/20140205/flower-show-2014-returns-to-its-roots
AIFD at the Philadelphia Flower Show mentioned

www.windycitymediagroup.com/lgbt/Wedding-arrangements-in-bloom-at-upcoming-show/46101.html
AIFD at the Chicago Flower & Garden Show mentioned

www.baltimoresun.com/news/maryland/baltimore-city/north-baltimore/ph-ms-valentines-day-0213-20140211,0,6765444.story
AIFD Member Featured

January 2014

www.windycitymediagroup.com/lgbt/Wedding-arrangements-in-bloom-at-upcoming-show/46101.html
AIFD NC Chapter meeting mentioned

www.colusa-sun-herald.com/articles/parade-11642-flower-sweepstakes.html
AIFD member featured

www.wkyt.com/wymt/home/headlines/Bell-County-native-travels-to-Pasadena-California-238391591.html
AIFD member featured

www.wkyt.com/wymt/home/headlines/Bell-County-native-travels-to-Pasadena-California-238391591.html
AIFD certification mentioned

December 2013

www.texashomeandliving.com/digital-issue/11-12-13/
AIFD member Tony Huffman AIFD, CFD designs featured

<http://thesheridanpress.com/?p=16064>
AIFD member picked to do floats for Rose Parade

Learning is in the AIR

SAIFD Chapters Participate in Artist in Residence Programs

College of Southern Nevada - Elaine Wynn Chapter

The Elaine Wynn Chapter of SAIFD held their Artist in Residence (AIR) program on Oct. 2, 2013 at 6:15 p.m. The presentation was located at the College of Southern Nevada - Summerlin Campus. **Rick Crause AIFD, CFD** was the presenter that evening and the introduction of Rick was provided by **Nancy Blouke**, SAIFD president. **Connie Jo Harris CFD** assisted Rick in his presentation. Thirty students were in attendance and the program was observation only.

Rick centered his presentation on fast and easy Christmas tree decorating techniques. A pre-lit Christmas tree was provided in the classroom as a prop to display Rick's designs. The first design technique that Rick demonstrated was a tree spray using beautiful red, glittered sprays, red poinsettia picks and two types of silver glitter leaves. The ending result was a gorgeous spray that he positioned onto the tree. The next designs that Rick presented were a variety of Styrofoam tree discs. Such discs included an adorable red and white pixie elf scene, two quarter piece Styrofoam wreath style discs that displayed an assortment of bulbs, ribbons, and festive picks in the lime green, pink and orange colors scheme. Another wreath style Styrofoam disc displayed a variety of bulbs, ribbons and picks in an elegant mixture of purple hues. After explaining the techniques to create such discs, Rick then positioned each disc onto the tree to showcase their beauty. The last tree design that Rick demonstrated was a tree garland brilliantly decorated with assorted bulbs, ribbons, and large floral blooms in hues of gold, copper and orange. Rick, again, showcased this design by wrapping the garland around the tree in a spiral design. The main idea that Rick wanted to emphasize was how easy and fast you can decorate your tree using these types of designs, as well as the ease for packing and storing. Rick also explained other techniques and options to embellish the tree when using such designs.

The presentation concluded with a photo slide show displaying Rick's previous work of incredible Christmas tree decorations. Such decorations included a Rebar Tree, a Candelabra Tree, and the 50's Tree Set. At the end of the program, Nancy Blouke presented a gift bag and thank you card to Rick, on behalf of the

Chapter's appreciation for his time. Rick provided a wonderful program full of clever tips and techniques. He not only provides informative information, but presents it in a charismatic and humorous way. All of the students were inspired by his designs and were ready to utilize his unique techniques for their own decorations.

University of Illinois - Scott Chapter

The Floral Design Club at the University of Illinois held a festive Artist in Residence (AIR) program on Oct. 17, 2013 at 7 p.m. **Trisha Locke AIFD, CFD**, a highly skilled floral designer, presented "The Great Pumpkin Design: Tips and Techniques." She owns and operates Locke Floral Studio in Champaign, Ill. and teaches floral design at Parkland College.

First, Trisha showed 10-12 advanced floral techniques and creative pumpkin design examples through the use of a PowerPoint presentation. Examples of creative pumpkins added interest and gave the members of the audience lots of inspiration.

Next, Trisha displayed a traditional pumpkin design. She then showed ways to use the advanced techniques to enhance the design. Trisha encouraged each workshop member to choose three to five techniques which were their favorites and create an eye-catching design. Tips on color use, scale and depth were interwoven throughout the design time.

Each workshop attendee created their own spectacular and festive pumpkin to take home. Trisha worked with each attendee to design the most pleasing pumpkin design.

Our sponsors were Trisha Locke, Bill Doran Company in Peoria Heights, Ill., the UI Horticulture Curriculum in the Crop Sciences Department at the University of Illinois, and the Floral Design Club. There were 35 workshop attendees including University of Illinois Floral Design Club members, other University of Illinois students, and University of Illinois faculty and staff. Trisha Locke gave a very interesting and inspiring presentation.

Cal Poly State University - Gordon Chapter

The Cal Poly Floral Design Team hosted an Artist in Residence (AIR) Program featuring **Allen Nunn AIFD, CFD** of Petersburg, England and South Africa.

The program was held Wednesday, Oct. 23, 2013 from 4 - 6 p.m. in the Floral Lab on campus. Allen is a Gold Medal Winner at the World Famous Hampton Court and Chelsea Flower Shows.

The program featured the Chelsea flower shows. Nunn showed the students how the location looks before they start (an empty room) and how it looks when it is completed. The arrangements that he made for the students were some of the sample designs that he showed in his power point presentation. It was a great learning experience for the students to see the use of flowers, fruit and vegetables in a design. We invited the campus to come and we also invited the local FFA high schools to attend, two of the high schools came. Everyone that attended were very excited that they came to the program.



City College of San Francisco - Menzies Chapter

The SAIFD Menzie Chapter at City College of San Francisco hosted an Artist in Residence (AIR) program on Dec. 12, 2013, along with the Environmental Horticulture/Retail Floristry

Department's Open House and Holiday Sale which benefits student scholarships. **Guillermo ("Wil") Gonzalez AIFD, CFD** was the featured designer in the Retail Floristry Department. Wil was inducted into AIFD in 2008 and is a Past President of three industry related organizations. The Northwest Region of AIFD, Nor Cal/ Nevada Teleflora Education Unit and Ukiah Garden Club. He continues to sit on the AIFD NW Regional Board where he leads and coordinates many exciting events such as the upcoming Tomas de Bruyne program and workshop on April 13-14, 2014. Wil's wealth of floral knowledge and experience have made him a sought after designer with many local garden clubs and prestigious events such as the Tournament of Roses Parade and San Francisco's de Young Museum's annual Bouquets to Art fundraising celebration. Wil's presentation focused on holiday floral arrangements



and displays for the retail florist. He stressed the importance of utilizing materials that are available, cost effectiveness and creativity. He inspired and intrigued the audience with his clever mechanics and unique usage of materials. He made sure everyone learned five new things from his program. Wil is a fantastic mentor and the students learned many new techniques in floral design.



Many students were involved with the Open House by presenting their final design projects which also focused on holiday themes. Their fabulous designs were displayed for everyone to enjoy and were the icing on the cake for the night.



The program was sponsored by the Environmental Horticulture/ Floristry Department at City College of San Francisco. Forty-one people attended the program which included CCSF students, Industry Professionals, and AIFD NW Chapter members. AIFD Northwest Chapter President **Lily Chan AIFD, CFD** was present along with **Greg Lum AIFD, CFD** who spoke to the audience about competition design. Also, CCSF instructors **Jenny Tabarracci**

AIFD, CFD, Holly Money-Collins AIFD, CFD and Department Chair **Steven Brown AIFD, CFD** were present and coordinated the festivities of the event.

More Information on AIR

Artist in Residence (AIR) is a cooperative program of industry partners and active and student members of AIFD that work together to facilitate the placement of AIFD guest educators at colleges and universities with SAIFD Chapters. Each SAIFD Chapter is required to host an AIR program on an annual basis.

Through this program, leading industry designers are linked to the campuses with SAIFD Chapters. AIFD designers/ commentators are invited to teach and demonstrate some of the floral industry's latest trends, techniques and styles. This knowledge helps to strengthen student's skills as they enter the job market. In addition, the students also receive the benefits of hands-on, one-on-one design work with the guest artist. The AIR program builds bridges of community and career opportunities while also helping industry designers become more knowledgeable about colleges and their training programs.

For more information on this program, including how to host an AIR program, please visit <http://aifd.org/students/artists-in-residence/>.

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www.accentdecor.com

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Alpha Fern Company
www.alphafern.net

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www.lionribbon.com

Biz One, Inc.

Bloom Nation, LLC

BloomNet

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California Association of Flowers Growers Shippers
www.cafigf.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.

Euforia 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

Knud Nielsen Company, Inc.

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

Verdissimo/InfiniteRose

Virgin Farms Inc.

Wm. F. Puckett, Inc.

Zoom-Bloom

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
www.cpwdesign.com.mo

Southern California School of Floral Design
www.philrulloda.com

St. Louis Academy of Floral Arts
www.STLAFloaldesign.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.isfaflorists.com

Illinois State Florist Association (ISFA)
www.isfaflorists.com

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

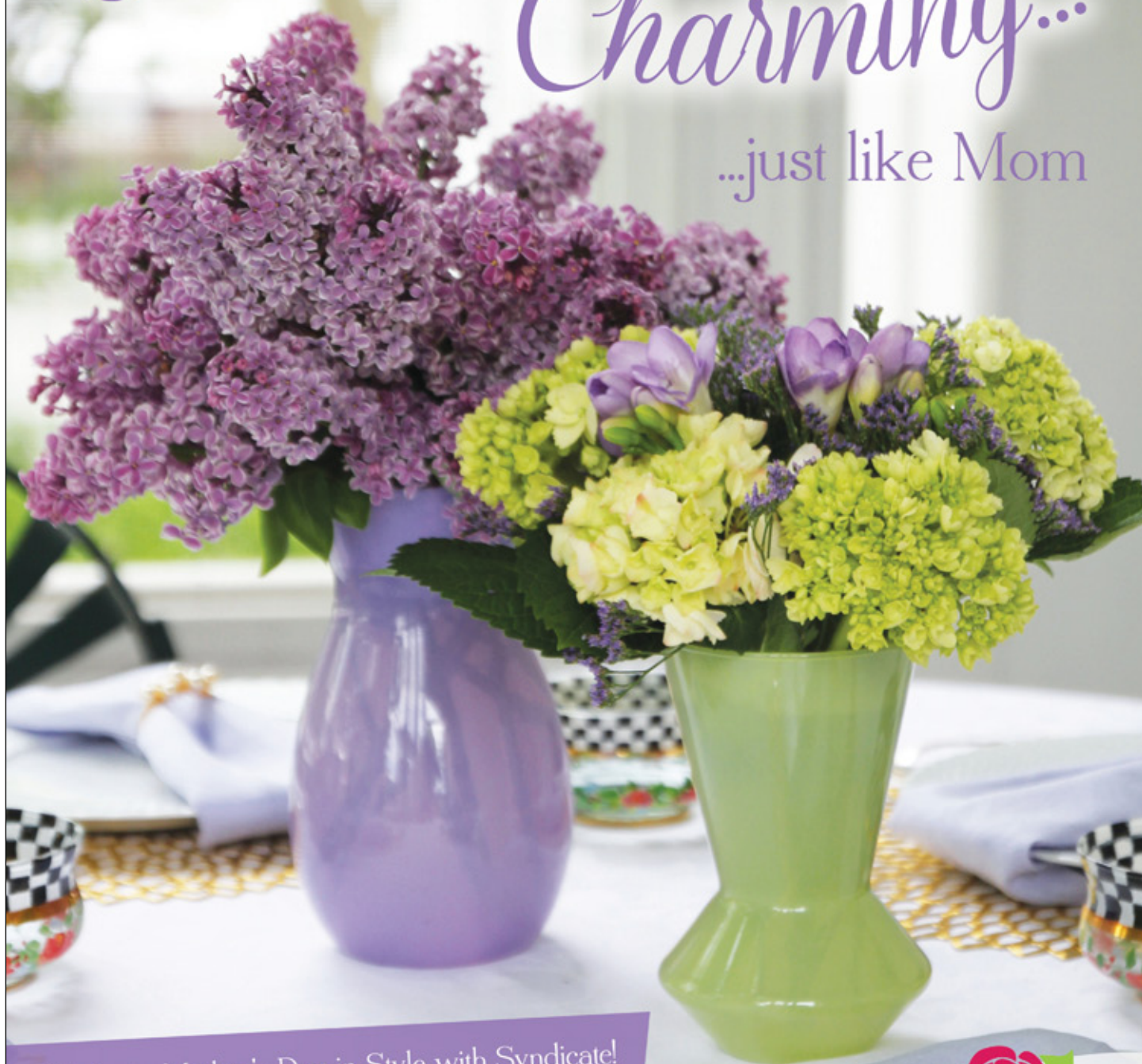
South Dakota Certified Florist
www.sdflorists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

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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. 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/>.

Florist Shop Manager - Fancy Florist - Amherst, NY
Fancy Florist is a leader in providing fresh cut flower garlands and products to the East Asian communities of America for over 15 years. Currently we are looking for a dynamic and outgoing sales manager to join our growing team. Details include:

- Full-time 40 hours a week with flexible schedule
- Must have 3 or 4 years experience managing a Florist business or working in a wholesale a Florist business
- Knowledgeable in different types of fresh cut flowers and floral products
- Previous experience in floral design for weddings, funerals and special occasions is required
- Must be able to learn and sell all floral products to temple and Indian customers using telephone and internet/website
- Must be computer literate, accounting skills an asset
- Health insurance provided

Florist (*two positions immediately available*) and **Floral Shop Manager** - **Hamilton, Bermuda**

Florist - Responsibilities include, but not limited to:

- Able to create designs for hand ties, table centerpieces and accents for weddings and events, along with designs for hotel and restaurant weeklies.
- Focus on developing and maintaining strong customer relationships.
- Is flexible with a positive outlook.

Floral Shop Manager - build a strong floral team and develop new and existing business. In addition to having strong floral experience, the successful applicant will also:

- Meet with clients, estimate budgets, create proposals and then ensure that all proposals/orders meet budget.
- Create flower lists and order flowers within a specific timeframe. Monitor and order floral supplies.
- Manage the orders that come in via telephone, email and walk in to ensure the flowers are prepared in the required timeframe and delivered on schedule.
- Scheduling staff to ensure all work is done according to deadline.
- Work with the owner and marketing team in implementing our design aesthetic but also spearheading your own design initiatives.

AIFD Member to Participate in Public floral Show and Demonstration

Mississippi State University and the Columbus-Lowndes Convention and Visitors Bureau will host world-renowned floral designer **Hitomi Gilliam AIFD, CFD** on Friday, March 28 in a public floral design show and demonstration.

Hitomi's floral design presentation will be held from 2-3:30 p.m. at the Trotter Convention Center, Columbus, Mississippi. Her program topic is on the beauty and expertise of professional floral design and will be of interest to anyone who loves well-made, creative floral design. This program culminates Ms. Gilliam's Artist in Residence program at Mississippi State University where she will teach classes to MSU horticulture students.

To order tickets (\$10 each), call the Columbus-Lowndes CVB at (800) 327-2686 or (662) 329-1191, www.visitcolumbusms.org.

Answers from Trivia on Page 11:

- 1.) 1968
- 2.) Eulalah Overmeyer AIFD, CFD
- 3.) 1972
- 4.) On the campus of CAL Poly, San Luis Obispo, Calif.
- 5.) Holly Money-Collins AIFD, CFD
- 6.) The "Deacon's" as they were called were members of the AIFD Foundation who's responsibility it was to raise funds during the AIFD National Symposium. They often did this during a fun and humorous "pass the plate" collections during luncheon events held at symposium or at regional events.
- 7.) Between 1982 -1983
- 8.) 46 in all between 1968 and 2013
- 9.) 196
- 10.) Gateway Technical College; Golden West College; College of San Mateo; Cal Poly State University; City College of San Francisco; Kishwaukee College; University of Illinois; Seneca College, Joliet Junior College; Mississippi State University; SUNY Cobleskill; Texas A&M University; Ohio State University; College of Southern Nevada.
- 11.) William Cahill - wedding fashion designer and Edward Goeppner - retired floral designers from Podesta Baldacchi in San Francisco.
- 12.) Northeast - Dick Salo AIFD, CFD; North Central - Jan Bjurstrom AIFD, CFD; South Central - Jim Morley, AIFD, CFD, PFCI; Northwest - Bill Taylor AIFD, CFD; Southwest - Bob Gordon AIFD, CFD; Southern - no appointment was made as they currently had an existing President.
- 13.) Five not including the upcoming "Transition Transformation!"
- 14.) Flot-aire; American Can Co.; Smithers Oasis; Roses Incorporated; Design Master; Needl-Pak Company; Lion Ribbon, CO; Floralife, Inc; Gand Industries Inc; AL Randall CO.
- 15.) OK you caught us...this is a trick question. There are no records that show who served on the very first board of directors for AIFD. Which is why we need you to help us record the history of AIFD.