

Focal Point

AIFD Introduces New Online Member Portal

The AIFD Communications Committee is excited to share with you several new streamlined and interactive features which dynamically enhance your online portal! We realize this is a lot of information, but it is very important for you to review. Then, log in to your new AIFD member portal and get started!

- **All computer types & browsers welcome:** AIFD's new portal can be used by all computer types (PC and Mac) and all browsers - AND it is mobile and tablet friendly!
- **Easily access your invoices & receipts:** Once logged in you will see "My Transactions" and "My Invoices," where all items will be tracked and stored for you to print as needed.
- **New Job Board/Career Center:** Hiring or in transition? You can view job postings on our new Job Board, or post a job by clicking "My Listings" within your portal.
- **Coming Soon - AIFD Resource Center:** AIFD will soon launch an expansive and dynamic resource center that will include videos, hyperlinks, documents and other items that showcase educational material for floral designers. Some resources, however, will only be available to members.
- **Coming Soon - Options for membership dues payments:** More details will be announced in February, but here's a hint: We think you will love it!

So, what do you need to do?

1. **LOG-IN AND CHANGE YOUR PASSWORD** - Use your username and password to sign into the log in area (found on every page of the AIFD website) and immediately change your password to something you will remember. You can hit the "Forgot Your Credentials" button to have your password emailed to you at any time.
2. **REVIEW AND UPDATE YOUR CONTACT INFORMATION.** This is required! AIFD had to move all data from one system to another so it is imperative that you review your data and be sure it is correct before the February dues billing. Scroll to the very bottom of your profile and review your "Additional Address Locations." Be sure the "Address Type" labels are correct on all of your addresses.
3. **UPLOAD YOUR PROFESSIONAL HEADSHOT** (Accredited Members Only) We were not able to transfer your photos from the old database so you must upload your photo in your profile. It will also be used in the printed directory. Once logged in you will see a button in the center of the page that says "Add Photo/Logo." You MUST follow the directions in the pop up to properly upload your photo, and if it uploads properly you will then see it in your profile.

If you have any questions or problems please contact AIFD headquarters and we will be happy to help you along this process. We look forward to interacting with you on a more personal level!

Inside

Pantone Color of
the Year- 4

Marketing Tip - 6

Symp. Designer Spotlight - 12

AIFD Award Nominations - 22

SAIFD Updates- 24

American Institute of Floral Designers

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Executive Director: Thomas C. Shaner
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Director of Finance & Administration: Monica Shaner
Director of Communications: Molly Baldwin-Abbott
Director of Membership: Stephanie Dodd

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

2015

Jan. 12 - 30, 2015
Basic Floral Design
Floral Design Institute
Portland, Ore.

Feb. 2 - 6, 2015
Advanced Floral Design
Floral Design Institute
Portland, Ore.

Feb. 7-8, 2015
The Floral Entrepreneur's Weekend
Floral Design Institute
Portland, Ore.

April 10 - 12, 2015
AIFD 2015 Southern Conference
Aloft Hotel
Birmingham, Ala.

May 29 - 31, 2015
Designing for Competition & Evaluation
Floral Design Institute
Portland, Ore.

June 28, 2015
2015 AIFD Professional Floral Design Evaluation
Session
Sheraton Denver Downtown Hotel
Denver, Colo.

June 30, 2015 - July 4, 2015
2015 - "Journey"
Sheraton Denver Downtown Hotel
Denver, Colo.

For details on events visit
[aifd.org/upcoming-events/
calendar-of-events/](http://aifd.org/upcoming-events/calendar-of-events/).

President's Message



"I appreciate the vast array of talents and expertise that together make us such a wonderfully creative group."

As the holiday season quickly approaches, I know that many of our members are busy putting their creative talents to good use in so many facets of the floral industry. Retailers and freelancers alike are spending almost every waking minute creating beautiful floral decorations to enhance the homes of clients. Many of our members are busy preparing for upcoming parades and holiday celebrations. AIFD designers will be busy with high profile events that span the country, bringing gorgeous florals everywhere from The White House on the East Coast to the Rose Parade on the West Coast.

Although blessed to work with beautiful product, it is the talent and knowledge of these individuals that display a level of excellence in design that is un-paralleled. During this time of year, I am so proud to be a member of AIFD; but this year, in particular, I am truly honored for the opportunity to serve as your President.

During October, I had the pleasure to visit leaders of the floral industry at a special meeting in Miami to discuss how we can all work jointly to promote an increase of floral consumption in the United States. Together this group has focused on an initial task of increasing awareness of Women's Day in the United States. This holiday is already an established holiday in many parts of the world. It is celebrated on March 8. I will keep you posted as efforts continue to successfully promote this holiday.

I was also able to visit with The South Central Chapter during late October. Denver Wholesale Florist hosted the event for this chapter and it was a huge success. They produced an exciting sympathy program that featured work from designers from all eight states in the region. Each designer did just a few pieces and spoke to the audience about their design concepts and inspirations. The collaborative effort was quite effective, moved along very nicely, and provided a day of programming that was very educational.

An added treat to my travels was the chance for me to visit with some AIFD icons. While in Florida, I was able to get in a visit with **Wilton Hardy AIFD, CFD, PFCI**, and while in California I was able to meet up with **Rocky Pollitz AIFD, CFD, PFCI**. Both shared with me insight and advice that I consider so valuable. To me, the most admirable quality is the ever-lasting passion they have for AIFD. Between the two of them they have 82 years experience in our organization! What legends!

Our Policies and Procedures have been updated to reflect the current operations of our organization. I am particularly grateful to **Suzie Kostick AIFD, CFD, PFCI** for her continued efforts in working with these updates.

Please be on the lookout soon for information on our 2015 Symposium. "Journey" is promising to be a wonderful event filled with education and celebration. **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** have been spending countless hours to ensure that this is a fabulous convention. I know I speak for all in AIFD when I say thank you for your dedication to this huge undertaking.

If you have any photos or memorable stories from the last 50 years of AIFD, please send them along to **Janet Black AIFD, CFD, PFCI** at janetblackaifd@gmail.com. Janet is compiling some of our history for a special project to be released this summer in Denver.

Elections for both our National Board and our Regional Chapters will be taking place in the early Spring. Please take the time to vote and carefully consider the leadership of AIFD for the next year. We have moved to an electronic process for the voting procedures. This will save our organization considerable funds. The process is easy and efficient, I think you will all be very pleased at this decision of the National Board of Directors.

As we just celebrated Thanksgiving, I want each and every member of AIFD to know that I am personally thankful for your membership in our organization. Your financial commitment, through your dues, is truly appreciated, and be assured I am always keeping in mind value of membership for all. More than that, though, I appreciate the vast array of talents and expertise that together make us such a wonderfully creative group. There is not another organization in the world that can even compare to AIFD.

Happy Holidays to all. I am really looking forward to 2015 with great anticipation!

A handwritten signature in cursive script that reads "Timothy P. Farrell".

Tim Farrell AIFD, CFD, PFCI
AIFD National President 2014-2015

Pantone Announces 2015 Color of the Year as... **MARSALA**

Pantone 18-1438

Pantone, an X-Rite company and the global color authority, announced PANTONE® 18-1438 Marsala, a naturally robust and earthy wine red, as the Color of the Year for 2015.



"While PANTONE 18-3224 Radiant Orchid, the captivating 2014 color of the year, encouraged creativity and innovation, Marsala enriches our mind, body and soul, exuding confidence and stability," said **Leatrice Eiseman**, executive director of the Pantone Color Institute®.

"Much like the fortified wine that gives Marsala its name, this tasteful hue embodies the satisfying richness of a fulfilling meal, while its grounding red-brown roots emanate a sophisticated, natural earthiness. This hearty, yet stylish tone is universally appealing and translates easily to fashion, beauty, industrial design, home furnishings and interiors."

Marsala for Fashion

Marsala was a hit on the Spring 2015 runways with fashion designers featured in the PANTONE Fashion Color Report Spring 2015. The impactful, full-bodied qualities of Marsala make for an elegant statement color when the color is used on its own or as a compelling accent when paired with many other colors. This highly varietal shade combines dramatically with neutrals, including warmer taupes and grays. Because of its burnished undertones, sultry Marsala is highly compatible with amber, umber and golden yellows, greens in both turquoise and teal, and blues in the more vibrant range.

Marsala for Interiors

Complex and full-bodied without overpowering, Marsala provides a unifying element for interior spaces. Add elegance to any room by incorporating this rich and welcoming hue in accent pieces, accessories and paint. Marsala's plush characteristics are enhanced when the color is applied to textured surfaces, making it an ideal choice for rugs and upholstered living room furniture.

More details can be found at www.pantone.com/pages/index.aspx?pg=21163.

Article source: www.pantone.com/pages/pantone/pantone.aspx?pg=21168&ca=10.

AIFD Wants Your Valentine's Day Arrangements and Photos

With Valentine's Day quickly approaching, AIFD wants to put in our order early! We want to see what you created, arranged and shared with your community for this special holiday.

Did you get a unique request for an arrangement? Did you use any new and exciting marketing techniques this year? What seemed to be the theme for arrangements this year, simple and elegant or extravagant and elaborate? We want to know and see it all.

AIFD is asking you to send in your Valentine's Day arrangements. Please include details on what materials you used, techniques, and styles. Don't skimp on telling us all of the good stuff! Please also include any high resolution, print quality photos you have. This can be your chance to brag!

Send all information and materials to **Molly Baldwin-Abbott** at mollybaldwin@assnhqtrs.com by Feb. 20.



All-new Designs!

bookstore

Learn the techniques to create 60 trendy flower designs with our latest book, *Modern Flower Arranging*.

new!

Modern Flower Arranging

Step-by-step Instructions for Modern Design



20 modern design concepts
60 all-new arrangements
Each arrangement has a four step how-to

Softcover, 128 pages,
MFA1013

\$29.95

This book is intended for the floral designer who seeks to advance beyond traditional arranging. It offers step-by-step instructions for designs that run the gamut from updated classics to current and emerging trends.

new from
florists' review





More books available at shop.floristsreview.com, or call 800.367.4708

Members Approve Bylaws Amendments

With more than 95 percent of those voting casting a favorable ballot, the Bylaws of AIFD have been amended to add certain clarifications which members requested when the Bylaws were re-drafted in 2013.

Less than one-half-of-one-percent of those voting opposed the proposals and four percent voted against certain sections (mostly seeking additional clarification).

The new amendments focused primarily on two areas: 1) listing the categories of membership in AIFD, and 2) defining the responsibilities of the officers.

Several of those voting posed a couple of excellent questions which are deserving of an explanation.

One member pointed out that historically AIFD has listed both the old section of the bylaws along with the new section so that comparisons could be made before voting. In that, the amendments were totally new sections to be added to the bylaws, there were no comparisons to be made. The introduction about the proposed amendments did refer to this.

Five members asked about the number of years necessary to become a Life Member. The number of years required to become a Life Member is established by Board policy. It is presently 35 years. Generally, quantifying numbers are best left out of bylaws and governed by policy to allow more flexibility with future changes.

Three members asked why Sustaining Members (who they felt paid no dues) were given the right to vote. To clarify, Sustaining Members do pay dues. Sustaining Membership is a special category made available to all accredited members for them to use at their discretion should an emergency ever be encountered, i.e., health or financial crisis. Members are only allowed to use the sustaining status for two years in their entire AIFD career. They pay half of the dues.

One member also asked if the bylaws should state that the Vice President automatically moves into the office of President-Elect. In fact, this is not an automatic ascension. Board policy governs that before the VP is able to move into the office of President-Elect, he or she must receive a favorable vote on his or her role as VP from a majority of the Board.

Thanks to all the members who voted for the amendments to the AIFD Bylaws and for asking for additional clarification.



Designers Studio at the Philadelphia Flower Show

The Designers Studio has become one of the most popular features of the annual Philadelphia Flower Show. Professional designers participate in competitions where three designers are each given identical materials and the freedom to create whatever they desire. **Tim Farrell AIFD, CFD, PFCI** is there to emcee the program and explain the principles and elements of each design to the audience. When the designs are complete, the audience votes for their favorite.



Participating in the Designer Showcase may win you a registration to the AIFD Symposium! You will receive one chance for this valued prize for every time you participate in a competition or demonstration in the Designer Showcase.

If you would like to participate, please contact **Melinda Moritz** at designersstudio2015@gmail.com.

Aside from being great fun for designers and audience alike, this is a great opportunity to promote the floral business in general and each designer's shop in particular.

The dates for the 2015 flower show are Feb. 28 thru March 8.



REMINDER: AIFD

Balloting to Go Electronic



In an effort to save several thousands of dollars in printing and postage, be green, ensure accuracy in counts and give members an easy way to cast their vote for the members who represent them on the Board of Directors, effective with the March 2015 balloting for National Directors as well as Regional officers and directors, the AIFD voting process will be one that is conducted online rather than via the U.S. Postal Service.

"The information members receive about the various candidates will be exactly the same as that which they have received in the past," pointed out **John Kittinger AIFD, CFD**, chairman of the Nominating Committee. "Via their e-mail address on file with AIFD, members will receive notice specific to their region of balloting and will have two weeks to vote. The process is easy."

Members will receive a link to the appropriate regional ballot for them. They will then vote on each office position, go to the bottom or top of that page and click on "save." The next office will then display and they will vote again in the same manner until they have completed voting for all positions. If a member does not wish to vote for a specific officer or wishes to write-in another candidate, he or she may easily do so. After completing all votes, there is an opportunity to review the ballot and edit a vote if appropriate. Voters will then receive a confirmation that their ballot has been cast.

"Via their e-mail address on file with AIFD, members will receive notice specific to their region of balloting and will have two weeks to vote. The process is easy."

This new electronic voting system prevents a member from voting for more than the prescribed number, i.e., only two of the four running for the National Board, while still allowing a vote for fewer than the maximum number allowed. For the few AIFD members who do not have an e-mail address, AIFD will be prepared to allow them to vote by calling the headquarters office and having a proxy ballot cast for them. This option will only be open to those who do not have an e-mail address.

Marketing Tip: Use the Holidays to Market Yourself!

By Lisa Greene AIFD, CFD, PFCI



December is a month where we are all so busy it is hard to get time to eat and sleep, never-mind spend time working on marketing or enjoying the holidays with family or friends. This leads some to question why it is we do what we do. (One look at the results of your labors will answer that question.)

Marketing and promoting our services is a task that is never far

from the top of the list. Therefore, in December a good call is to always be "on" and ready to talk about services offered. Opportunities abound with every person who compliments your work. Respond to the compliment with a positive comment about what you are doing. Instead of saying "This is my sixth tree today, can't wait to get home tonight" say something like: "I think this is the prettiest one today! I just love these colors together."

One comment often heard is "You can come to my house when you are finished here!" Be ready with your card and let them know you would love to talk about their décor needs. Sales training teaches us that reaching goals is a numbers game. To be successful you have to cast your line many times before you land a fish.

Take pictures of your work. Share pictures on social media. Curate the images and video clips and create a video for use on your website. Realistically video making may have to be postponed until January but it is well worth the effort. (Visit www.youtube.com/watch?v=2a-9iugh2UQ to see a video example.)



As 2014 comes to an end, I wish you happy hunting for customers while you are out decorating may you come back to the shop with a few new prospects.



Partner Spotlight: Green Point Nurseries

As a new feature to *Focal Points*, "Partner Spotlight" will feature an interview with one of AIFD's Elite Partners. We would like to introduce you to **Eric Tanouye**, president of Green Point Nurseries, a 2014 Gold Elite Partner. Read on to get to know Eric a little better.

What is your company's goal in regard to being an AIFD Partner member?

Our goal is twofold. First, to bring awareness to the full spectrum of flowers and foliage that Hawaii has to offer. Many designers will only see what their wholesalers bring in. By knowing and having access to what's available your design possibilities will be virtually limitless. Secondly, staying abreast with the latest design trends is essential for our business. We need to know what our customers want in order to help them succeed. And as the motto goes, "Your Success Is Our Success". We are a firm believer in that.

If there was one aspect you could change or enhance, that would better your experience and investment as an AIFD Partner, what would that be?

I would like to borrow from the "Farm-to-Table" movement of knowing where the products come from and how they were raised. This knowledge gives the designer a greater appreciation for the products and it will allow them to tell a story of what went into their designs. And there's no better way to promote sales by telling a good story. I would suggest that you allow a grower to speak briefly about their products prior to a design demonstration. It creates a farmer/designer relationship that will enhance the audience's experience as well.

What issues are most important to you professionally?

Hawaii's flowers has long been perceived as not being appropriate for wedding designs. This is far from being the reality and we want to change that perception. We've produced wedding design workshops and demonstrations and promoted the designs via traditional and social media. This educational process is ongoing. Hawaii's wide array of colors, shapes, sizes and textures along with beautifully scented flowers allow designers to be unique and also win the bride's heart.

Tell us something that very few people know about you?

I am a college dropout. I was two years into my college life, studying horticulture, when my father expressed concerns that

he needed help with the newly started Green Point Nurseries. Family is important to me and as the eldest son, I decided to help my father make his dream a reality.

It's now been a year since my father passed away and I am happy to say that my two sons are helping me with the company and they both have been able to get that college education. I'm glad to see that my sons will work with me and continue Green Point Nurseries as we transition into the future.

What are your hobbies?

Quite frankly, at this time I have no hobbies. Producing high quality flowers and foliage and bringing them fresh to market (something I enjoy) requires constant attention, and I also have industry commitments, which I wouldn't be able to do without the support of our outstanding Green Point team. When I have down time I spend it with family.



Please share with us your favorite or most unusual floral industry story.

Back in 2007 we orchestrated an event design demonstration called "NeoTropica", led by Hitomi Gilliam, AIFD. She was assisted by Lois Hiranaga and Deb Di Bella, both AIFD designers as well. NeoTropica was actually Part I of two events. The second event was called, "Feast for the Senses", a food & wine event

celebrating an anniversary of a restaurant run by internationally renowned chef Alan Wong. The restaurant is located in Macy's flagship store in Honolulu and Macy's provided the venue for NeoTropica. The two events worked seamless together creating one unforgettable event. The event designs created for NeoTropica were installed in the restaurant's foyer and dining room transforming the space into a spectacular environment for a high-end food & wine event.

Our flowers partnered with brands such as Alan Wong's and Macy's and then having both events sell out, is definitely our favorite industry story!

In the photo (l-r): AIFD President Tim Farrell AIFD, CFD, Eric Tanouye and AIFD Past President John Kittinger AIFD, CFD.

A Visit to Green Point Nurseries

By Polly Berginc AIFD, CFD



On a recent holiday in the Hawaiian Islands, I had the pleasure of visiting with **Eric Tanouye**, Vice President of Green Point Nurseries, on the big island of Hawaii. I now have a totally new perspective and true appreciation for what it really takes to grow these beautiful tropical flowers, and the ongoing efforts to ensure that their high quality product is available to florists world-wide for years to come. These clean, well-tended, environmentally friendly nurseries are nearly

self-sustaining; using Ancient Hawaiian farming traditions together with the latest new farming techniques available.

Eric's strong belief in continuing innovation is the driving force to this highly successful business, which was started by his late Father, Harold, in 1957. Harold's implementation of new ideas and methods of cultivation and packaging for shipment through the years have brought Green Point to its high quality standard of today; as Hawaii's premier producer and exporter of specialty Anthurium, Orchids, tropical flowers, and foliage. Green Point has been the recipient of several awards for their Anthurium, and the company has received awards of excellence and recognition from state, agricultural and the growers industry. This year at Symposium in Chicago, Green Point Nurseries and Eric also were honored and presented with the Award of Merit – Industry, for their crucial role in advancing the floral industry, and for their long-held commitment and dedication to the AIFD Symposium.

We started our tour at their main office and shipping center, located off of Kealakai St. in Hilo. This operation center houses the sales and office staff, the receiving and cleaning area for the flowers coming in from the nursery, the packing and shipping area, as well as other aspects of the business. Green Point has approximately 50 employees, each uniquely trained in two or more essential jobs throughout the operation.

From their main office, we walked out into acres of Anthurium, grown outdoors in shade houses under polypropylene nets, at approximately 300 feet above sea level. These fields are carefully planted by the cultivation crew in a lava cinder growing medium with a slow release fertilizer, in rows four feet wide and four feet apart for optimal care and harvesting. Eric's Father was the innovator to first to plant Anthurium in the lava cinder medium, revolutionizing the growing technique, improving soil drainage and moisture retention, and reducing attacks of natural pests such as nematodes, aphids and spider mites. The average crop grown in these

conditions has a lifespan of six years; with each plant yielding six to eight blooms per year, which are harvested at the perfect maturity time for each blossom.

The second nursery we toured, located at the Kurtistown facility, truly reflects the modern and innovative techniques of this business. This location, developed by Harold in 1993, has an elevation of 900 feet above sea level, with seven acres of crops grown totally under roof. This method of cultivation protects the crop from disease and weather related issues, such as sun burn of the plants. The Anthurium and Oncidium Orchids crops grown here under these environmental conditions and at this elevation have an increased life span of eight years, with the protective light-filtered roofing having a ratio of 45% light and 55 % protective shade. With an average of 120 inches of rain per year, this facility also has a unique rain water collection system, which catches all rain water from the roof, channeling it to be stored into protected reservoirs; and with use of an irrigation system, supplies water for all the greenhouses. These reservoirs have a two million gallon capacity, which is a four to six month water supply. Every detail and aspect of this facility reflects Harold and Eric's commitment and continuation of the highest efficiency in growing techniques, and planning for optimizing the crop supply for the constantly increasing demand of their floral products for their customers worldwide.

Their third nursery facility, located in the Kapoho area south of Hilo, is at sea level and dedicated to the growing of orchids such as Aranda and Dendrobium. Eric and his Father have experimented over the years with cultivation of the different varieties of Anthurium and Orchids at different elevations and under different growing conditions as part of their research to maximize their crop production and ensure highest quality.

Eric's commitment and passion for producing high quality flowers is also shown by his dedication of specific planting areas within his greenhouses for public and private hybridizers to research and develop new varieties of Anthurium. Years before they are named and ready for release on the commercial market, these new hybrids are cultivated and grown at this advanced testing site under a variety of conditions. The University of Hawaii is currently developing a striking deep pink scented Anthurium. I look forward to its release in the future years, it's absolutely beautiful!

The heart of this amazing operation is a quiet, clean area of the greenhouses, where the propagation of new Anthurium plants by highly trained staff takes place. The new propagules are grown in an on-site tissue lab, which is a lengthy process over a one to two year period. The new plants are started in a glass flask for several months, micro-propagating the leaf tissue culture in an Agar gel solution. Once removed from the flasks,

Continued on page 28.

Visit from the Stork

Katie McCormick Kharrat AIFD, CFD and her husband **Arteen** welcomed a son, **Cyrus Reza Kharrat**, on Nov. 9, 2014. He was 8 lbs., 11 oz. and 21 inches long. Katie is happy to report they are all happy and healthy and doing well. Their daughter Maddy has been a great big sister!



AIFD's Director of Communications **Molly Baldwin-Abbott** and her husband **Kevin** welcomed their first baby into the world on Dec. 15, 2014. They had a beautiful baby girl named **Paige Ann Marie Abbott** and she was 7 lbs. 11 oz. at birth.



AIFD's Focal Points editor **Marisa Guerrero AIFD, CFD** and her husband **Adan** welcomed son **Andrew Zane Guerrero** into the world Nov. 10, 2014. Andrew was 7 lbs. 8 oz. and 20 inches long at birth. He joins his proud big brother **Addison** in their family!



Bits and Pieces

Compiled by **Marisa Guerrero AIFD, CFD** and **Molly Baldwin-Abbott**

- The Mayesh Design Star 2015 is **Beth O'Reilly AIFD, CFD**! AIFD members **Patience Pickner AIFD, CFD, PFCI** and **Tony Medlock AIFD, CFD** were finalists. Congratulations to all three members.
- Northwest Region members **Greg Lum AIFD, CFD** and **Brenna Quan AIFD, CFD** win for their beautiful designs at the Ninth Moon Floral Design Showcase. **Katherine Zhang AIFD, CFD** led the demonstrations as the featured designer. View photos at www.oregonlive.com/hg/index.ssf/2014/11/floral_design_mum_competition.html.
- **Poppy Parsons AIFD, CFD**, lead designer and owner of Smart Flowers in Swift Current, Canada, won the Inspired Designer title at the Garden and Floral Expo that took place Oct. 22 - 23, 2014 in Toronto. Parsons created a European hand-tied bouquet in just 20 minutes, winning the competition which was judged by the Canadian Academy of Floral Art based on ten criteria.
- The 2015 Vermont Flower Show – “Spring Reflections” – will bring three days of spring to life as it offers a place of reflection and prepares us for the exciting season ahead! The show is taking place Feb. 27 - March 1, 2015 at the Champlain Valley Exposition in Essex Jct., Vt. For more details visit <http://greenworksvermont.org/vermont-flower-show/>.
- The World Floral Expo 2015 is taking place March 11 - 13, 2015 at the LA Convention Center in Los Angeles, Calif. Visit www.worldforalexpo.com for more details.
- The Boston Flower Show is taking place March 11-15, 2015 at the Seaport World Trade Center in Boston. For more details visit www.bostonflowershow.com.

Got News???

E-mail your tips, ideas, articles and images to **Molly Baldwin-Abbott**, director of communications, at mollybaldwin@assnhqtrs.com or **Marisa Guerrero AIFD, CFD**, newsletter editor, at debbies_bloomers@msn.com.



Everything You Need to Know:

Schlumbergera is a small genus of cacti with six species found in the coastal mountains of south-eastern Brazil. Plants grow on trees or rocks in habitats which are generally shady with high humidity and can be quite different in appearance from their desert-dwelling cousins. Most species of Schlumbergera have stems which resemble leaf-like pads joined one to the other and flowers which appear from areoles at the joints and tips of the stems. Two species have cylindrical stems more similar to other cacti. This

genus contains the popular house plants known by a variety of names including Christmas Cactus, Thanksgiving Cactus, Crab Cactus and Holiday Cactus, which are Schlumbergera cultivars, and flower in white, pink, yellow, orange, red or purple.



Here are a few ideas on how to care for them and the steps to follow to get them into bloom for the holiday season. In September and October, Christmas cactus plants should be kept in a cool room where temperatures will remain around 50 degrees, give or take a few degrees. Be sure not to expose them to freezing temperatures. It's also very important they be kept in a room where no artificial light will be turned on at night. The key to getting Christmas cactus to flower during the holiday season is the proper light exposure, correct temperatures and limited watering. So during the fall months, the Christmas cactus should be placed in a spot where it receives indoor indirect bright light during the daylight hours but total darkness at night. (Much the same exposure you would give a poinsettia except a Christmas poinsettia requires warm temperatures whereas the Christmas cactus needs a spot where the temperatures are cool during the fall months.)

Since the Christmas cactus is a tropical plant it will require watering on much the same basis as any other type of tropical plant. A good procedure to follow is to water the plants thoroughly and then allow about the top inch of soil to dry before watering again. However, during the fall and winter months, the plants should be watered less frequently in order to get them to bloom.

Christmas cactus require about 50 to 60 percent humidity. So it's a good practice to place a glass, vase or tray of water near the plant. As the water evaporates it will provide the humidity the cactus needs. A humidity tray is another method of providing the humidity the Christmas cactus requires. This is done by filling a waterproof saucer with gravel, then adding water halfway up the gravel. Place the pot on the gravel surface. The Christmas cactus should never be placed near a door that opens and closes to the outside. Likewise, keep it away from heating ducts or near the fireplace or drafty areas.

In late October or early November, make an application of a 0-10-10 type liquid fertilizer. A second application of this fertilizer can be made in February. During the growing season from April through September, fertilize the plants with an all purpose liquid houseplant type fertilizer. The fertilizer you use should have a nitrogen ratio of no higher than 10 percent. Of the three numbers on a fertilizer container, the first number is nitrogen.

How do the professionals get Christmas cactus into bloom for the holiday season? They keep them in cool greenhouses where the temperatures average approximately 50 degrees and where the plants receive between 12 and 14 hours of total darkness each day and watering is done sparingly.

One of the most frustrating things that can happen to Christmas cactus is after the flower buds have developed they drop off the plant. Bud drop can be caused by anyone of several different conditions. Usually it's because of over-watering, lack of humidity or insufficient light.

After The Christmas holiday season, the Christmas cactus should be given about a 30 day rest. Again place it in a cool room and provide limited water. Don't worry if it loses a few leaves or joints and appears weak during this rest period.

The best time for repotting a cactus is in February, March or April. However, keep in mind the plant will flower best if it's kept in a container where it's pot-bound. If your Christmas cactus is given proper care and is placed in the right location, it's not unusual for it to flower several times throughout the year.

Sources: <http://en.wikipedia.org/wiki/Schlumbergera> , <https://www.humeseeds.com/xmascccts.htm>



Save the Date for the AIFD 2015 Southern Conference! This annual event is set to take place April 10-12, 2015 at the Aloft Hotel-Rosewood Hall in Birmingham, Ala.

Highlights: distinguished industry designers including **Michael Derouin AIFD, CFD, PFCI**, **Jodi Duncan AIFD, CFD**, **Stacey Carlton AIFD, CFD** and **J Schwanke AIFD, CFD, PFCI**, entertaining socials, a three hour hands-on workshop and much more!

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Registration: Registration will open soon but for now, make sure you mark these dates on your calendar! Download the event brochure at <http://aifd.org/wp-content/uploads/2014/10/2015SouthernConf.pdf>.

Questions: Contact Conference Chairs **Mandy Majerik AIFD, CFD, PFCI** at mandy@hothousedesignstudio.com or 205-324-2663 or **Kevin Hinton AIFD, CFD** at kevinhinton@comcast.net or 662-255-6530.



AIFD launched a new online member portal in late November and with it comes a brand new Job Board/Career Center! Visit <http://aifd.org/about-us/job-bank/> for more details.

Florist Position Open – Annapolis, Md. Posted 11-13-2014

INTRIGUE – design & decor (Florist Position – Annapolis, MD)
We are looking for the next amazing Intrigue designer and are seeking a truly creative and visually driven Floral Designer for our team. This position works side-by-side with the Floral Design Manager to essentially oversee the floral and décor department. The ideal fit for our team will have multiple years of experience working both in a production or retail setting and wedding/event work. Intrigue is an upbeat floral design firm that loves what we do and we need a designer that will bring in great positive energy and help keep the team excited about the work we do.

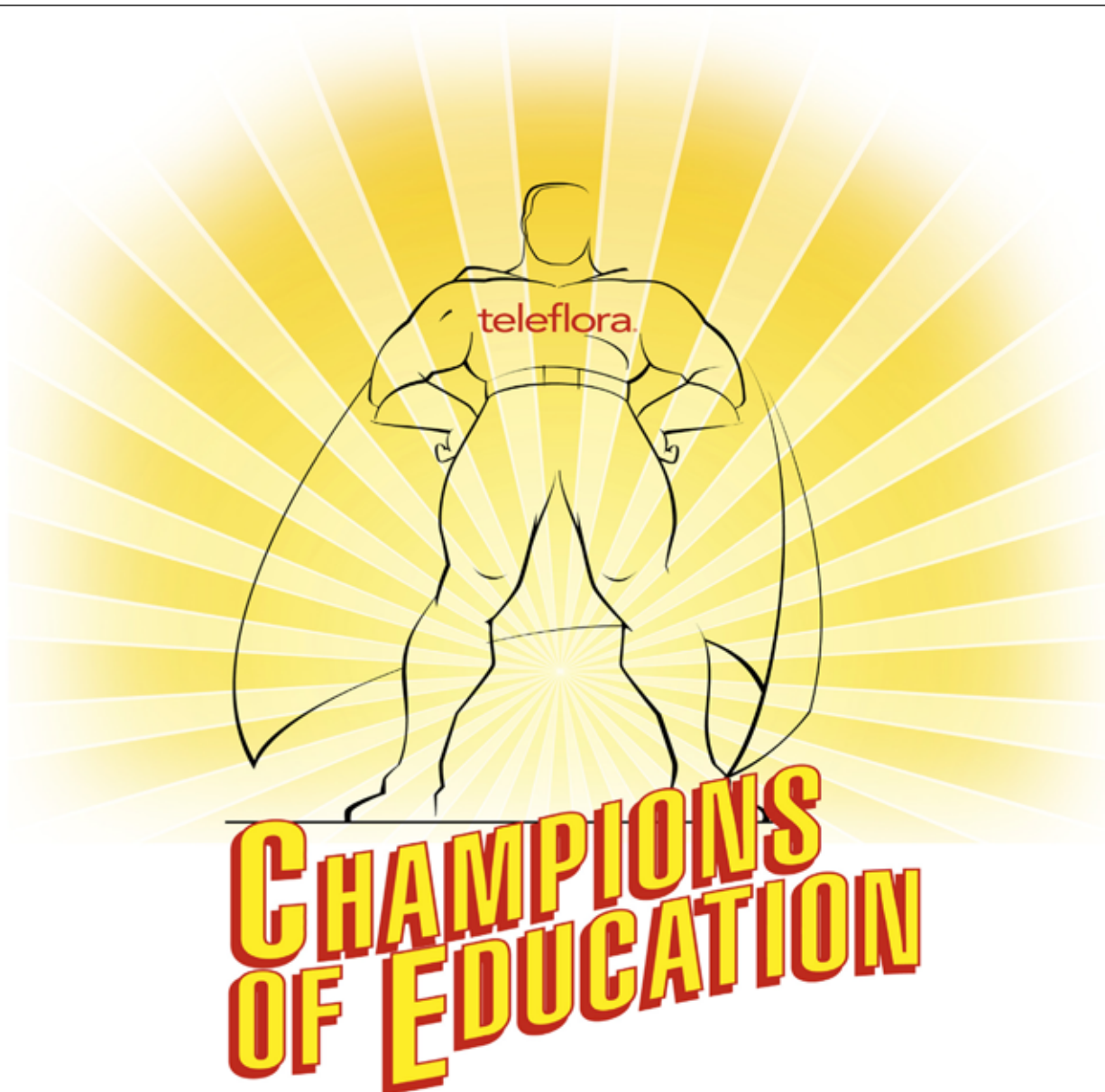
The floral designer needs to be knowledgeable and experienced in a wide range of flowers, foliage, and floral accents. They must know their names, seasonal availability, seasonal pricing, processing and proper floral storage. Knowledge of dried goods such as Oasis products is also vital.

Hours vary from week to week. Flexibility is vital. Average schedule is 9 a.m. – 4 p.m., Tuesday-Friday 10 a.m. – 6 p.m. and Saturday with occasional evenings and Sundays. Compensation is flexible for the right designer.

Duties include, but are not limited to, the following:

- Daily floral work conceptualizing, planning and executing floral design elements weddings and social events
- Coordinate with sales and marketing team to assure proper designs are being created
- Communicate with a variety of wholesalers and growers on a weekly-daily basis placing orders and coordinating delivery schedules
- Design and lead floral staff with efficiency, creativity and timeliness.
- Assist in creating floral staff schedules for designers, warehouse team, installation and removal teams.
- Assist and oversee event delivery and installations
- Staging of studio space and on-site event space
- Maintain stock of all floral department inventory, report missing and damaged items and supplement new inventory when needed.
- Create and change in-house showroom displays monthly
- Must be highly flexible, intuitive, creative and organized to meet the pressure and demands of a volume driven floral design studio while maintaining the highest quality standards.
- Attending monthly networking and industry events
- Assisting in client meetings and sales related consultations
- AIFD or formal training preferred, but, not required.

To apply, e-mail your resume and portfolio to sarah@intrigue-designs.com.



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Alex Jackson AIFD, PFCI
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Darla Pawlak AIFD, PFCI
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Jerome Raska AIFD, AAF, PFCI, CAFA, MCF
Tom Simmons AIFD
Gerard Toh AIFD
Cindy Tole
Kevin Ylvisaker AIFD, PFCI

2015 SYMPOSIUM DESIGNER ARTICLE

Sharon McGukin AIFD, CFD, PFCI

*AIFD will be highlighting each designer that will be presenting a hands-on class during the 2015 Symposium taking place next summer in Denver.

CASCADES

Floral Trend Alert: The return of the cascading bouquet

Learn wiring and taping techniques

One of the most important skill sets for floral designers who aspire to create cascading bouquets is the art of wiring and taping fresh flowers. This technique allows you to lengthen flowers or to position them in ways that are not inherent to their form.

Design with flair



Cascades can be designed in many shapes and styles. They can be very structured in form or they can be natural and free flowing. Allow your creativity and the bride's signature style to guide you.



Flowers of the heart
www.sharonmcgukin.com

Basil
Dendrobium Orchids
Carnelia Lilies
Foam Board Bouquet Holder

The return of the cascade

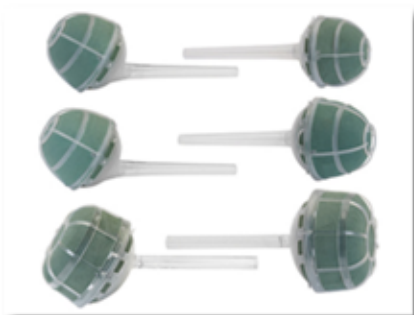
**Elegance
and Grace
are back**

Having begun my career in the 70's, the first bridal bouquet I learned to make was a cascade. I was always impressed by how gracefully cascading bouquets hung

from a bride's hand. The flowers flowed like a piece of floral art hanging before it's canvas - the backdrop of a bridal gown. This trend continued through the 80's highlighted by the memory of Princess Di's impressively sized, yet regal bouquet.

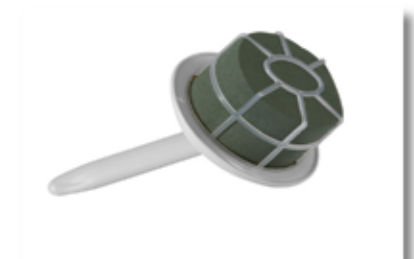
Then, arrived the trendy new 'Martha Mound'. The roundy mounded smaller, more simple hand-tied bouquet that could be easily duplicated by novices. For the most part, the art of designing a cascading bouquet was lost, even for professionals.

Fortunately, in terms of trends, whatever we have been doing - we decide to do the very opposite in order to be 'trendy'.



Using a foam holder

It is important to choose the correct shape and size of foam holder for the bouquet you want to design. There are a variety of options with these Smithers-Oasis foam based bouquet holders.



The Luxe bouquet holder is one of my favorites for cascading bouquets because of its oval shaped foam; allowing the designer more space for stem insertions.



The Smithers-Oasis foam collection also offers holders with popular metallic finishes.

In addition, the style of the bridal bouquet should reflect the style of the bride's gown. This year 'rustic' is trending-out and 'elegance' is trending-in for wedding sites, decor, and dresses. Once again we return to elements of grace. The graceful cascading bridal bouquet has returned to favor.



To create a fresh flower cascading bouquet, the designer must either (a) wire and tape each of the flowers to form the composition or (b) use a foam based bouquet holder.

Cover a colored bouquet handle

New bouquet holders can be used that are clear plastic and therefore well hidden. However, if using green or white plastic bouquet-holders, it is important to cover the handle with a decorative treatment for a finished look. Fresh foliages, floral materials, ribbon, fabric or other materials can be glued securely onto the handles with cold adhesive or attached with UGlu, double faced tape, or with hot glue from a glue gun or pan. Flowing materials such as bear grass or strands of beads can be glued into the stem of holders that have hollow handles.

When decorating the handle of a foam based holder, it is best to do so while the foam is dry. Next, place the face of the foam into a shallow bowl to soak just the foam with water. Then, remove the holder and place it with the foam side down on a paper towel to drain before inserting flowers. This will prevent water damage to the decorative holder.

Questions? Ask - sharonmcgukin@yahoo.com.



Floral Educator, Sharon McGukin (Mc-Goo-kin) AIFD, AAF, PFCE, is nationally known for her captivating style of Floral 'Edutainment' - educational tips with entertaining insights.
www.sharonmcgukin.com



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Holiday Tip

Have you ever been situated with a box of assorted colored glass Christmas ornaments and thought they will never be used?

Well.....if they are a solid color glass ball, you can place them in hot water to remove the coloring from the ornaments and you will get all silver ornaments.

Submitted by Russ Kleismit AIFD, CFD

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The amount donated will also be added to the cumulative total of your ongoing contributions.

THE 50TH CLUB FUND GIVES BACK TO THE REGIONS

The interest and dividends from this fund will provide financial support toward an educational event for each of the six Regional Chapters of AIFD in an effort to give back to the grassroots of where AIFD and the AIFD Foundation started.

TO DONATE SIMPLY VISIT aifdfoundation.org



Jacob McCall AIFD, CFD Joins Prestigious FTD Education Team

FTD®, a leading provider of floral-related products and services to retail florists and consumers, announced the addition of **Jacob McCall AIFD, CFD** to its prestigious FTD Education Team.

McCall started his career in the floral industry more than 17 years ago. Over the years, he has worked in a retail flower shop, consulted on product design and development and traveled throughout North and South America educating consumers and peers. McCall is currently the Director of Design and Marketing for The Elite Flower in Miami, Fla.



"I am humbled to be asked to join the ranks of some of the most amazing, talented individuals in the floral community," said McCall. "It is an honor to represent a brand that is the standard of the industry and to have an opportunity to educate beyond limits. I look forward to sharing my talent and perspective, and to be reshaping the future of floristry."

No stranger to the world of floral design competition, McCall won the coveted Sylvia Cup at the Society of American Florists (SAF) Convention earlier this year. He also took first runner up as the U.S. representative at the 2011 America's Cup in Brazil, competing against nine countries. In addition, McCall won the Iron Designer Competition at the International Floriculture Expo for two consecutive years, 2011 and 2010. He was inducted into the American Academy of Floriculture in 2012, as well as the prestigious AIFD in 2010.

FTD's already well-established Education Team includes industry-leading, AIFD-certified floral designers and business consultants including:

Tina Coker AIFD, CFD, PFCI
Jeff Corbin AIFD, CFD, PFCI
Deborah De La Flor AIFD, CFD, PFCI
Ann Jordan AIFD, CFD
Kristine Kratt AIFD, CFD, PFCI
Ian Prosser AIFD, CFD, PFCI
J. Keith White AIFD, CFD
Randy Wooten AIFD, CFD, PFCI

To find additional information about the FTD Education Team or the exclusive education programs offered to FTD Member Florists visit FTDi.com/FTDUniversity.



PLAN TO REGISTER EARLY

2015 AIFD National Symposium "Journey"

June 30 – July 4, 2015

Sheraton Denver Downtown

1550 Court Place

Denver, Colo. 80202

The 2015 Symposium "Journey" is set to be one for the record books. With the immense excitement that is building, AIFD is predicting a sell out. So, we highly recommend you prepare to register early.

MAKE YOUR HOTEL RESERVATION TODAY:

Single Rate: \$144 + tax

Double Rate: \$144 + tax

Triple Rate: \$159 + tax

Quad Rate: \$174 +tax

To make a room reservation please call the hotel at 888-627-8405 and make sure to reference AIFD in order to receive the rates listed above.

Details will be announced soon so keep checking back to the website at <http://aifd.org/upcoming-events/2015-symposium> and mark the dates on your calendar today!



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Interview with a Japanese Traditions Specialist

By Abby Jenkins

Mississippi State University (MSU) School of Human Sciences is hosting Japanese culture expert **Chieko Iwata**. During her time at MSU, she will continue to offer events and workshops open to the community and students with the purpose of understanding and appreciating Japanese culture including floral design. Her visit is a major portion of the MSU Japan Outreach Program and Iwata will be in residence in Starkville for two years. One of the most recent events was a Japanese tea ceremony, which she further explains in depth in our interview together.

Abby Jenkins (AJ): Tell us about the kimono. What does it symbolize and represent?

Chieko Iwata (CI): The kimono is originally from China. Japanese people adopted the kimono to fit to their lifestyle and the Japanese culture. The color combinations in kimonos represented either seasonal colors or the political class to which one belonged.

AJ: Are there various kimonos for different situations?

CI: Kimonos are not worn daily, but mainly for special occasions. Silk kimonos are worn for occasions like weddings, parties and special events. All black silk kimonos (formal kimonos) are worn for funerals. Casual kimonos, which are made from cotton, are worn for occasions like: tea ceremonies, flower arranging, and Japanese festivals.

AJ: When is it appropriate to host a Japanese tea ceremony? Certain time of the day?

CI: Japanese tea ceremonies are appropriate for any time of the day. One example of hosting a tea ceremony would be to show off a special floral arrangement to friends. Other examples to host a tea ceremony would include: in memory of someone, birthday celebrations or anniversaries.

Japanese tea ceremonies can be hosted for many occasions.

AJ: Tell us about the etiquette surrounding the tea, rituals and customs?

CI: The Japanese tea ceremony itself is a spiritual Zen that is very simple and quiet. The tea ceremony is a ritual of preparing and serving Japanese green tea. The tea is served along with traditional Japanese sweets to balance with the bitter taste of the tea. The tea ceremony is much more than just drinking tea

it is all about the preparation, movement and gestures between guests.

AJ: What are some common floral designs used in the tea ceremony?

CI: The most popular design that is used in the tea ceremony is a linear design. In Japanese tea ceremonies there are not many flowers used in designs. Only odd numbers of flowers are used in designs, not even numbers. Usually very little color is used in the tea ceremony room and that is also applied to the floral

design colors as well. For special occasions like weddings, typically more color would be used in the floral designs.

AJ: What is your favorite flower and why?

CI: Cherry blossoms have always been a favorite of mine. Cherry blossoms are special to me due

to the reminder of the country Japan and give me a "spring-time" feeling when I see them.

One of Chieko's main goals to achieve before she leaves Mississippi State is to plant one cherry tree on campus. She hopes that this will help students recognize the tree's beautiful flowers and remind them of the Japanese culture. Chieko hopes that the program will continue to expand and grow after she leaves the University. At the end of her residency, Chieko plans to return to Japan and teach the Japanese traditions to international students.

Top photo caption: Chabako, the container which holds accoutrements for tea ceremony.

Bottom photo caption: Bowl of persimmons with permanent botanical leaves by NDI used as tea ceremony decoration.



Abby Jenkins is a Sophomore Horticulture major in the Floral Management Concentration.

What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Laura Parker AIFD, CFD

Once again the amazing members of the North Central Chapter have been busy, busy, busy this fall and early winter with everything from decorating governors mansions and national landmarks, to planning and preparing for a busy season of garden shows, parades and special events!

Laurel Jon Hollopeter AIFD, CFD, along with other volunteer designers from Iowa, decorated the Governors' mansion for the holiday and did a fabulous job. **Jenny Behlings AIFD, CFD, PFCI**, and **Patience Pickner AIFD, CFD, PFCI** spent a few days in Washington on a special job for Halloween! **Alice Waterous AIFD, CFD, PFCI** and her fabulous design team (that included some talented North Central members - **Tonja Vander Veen AIFD, CFD**, **Suzie Kostick AIFD, CFD, PFCI**, and myself) decorated a 33 ft. fresh tree for the Detroit Lions and trimmed out Meadowbrook Hall, the fourth largest museum home in the United States with an astounding 100 rooms! The great floral team at Blumz, owned by **Jerome Raska AIFD, CFD, PFCI** and **Robbin Yelverton AIFD, CFD, PFCI**, decorated the stages at Campus Martius in Detroit for the Annual Tree Lighting for the city! There are so many amazing things happening it is impossible to mention them all!

Looking forward to spring, North Central is happy to announce that we will be hosting the great leadership team from Fitz Design, as **Dan Fischer** and **Suzie Kostick AIFD, CFD, PFCI** join us for our midyear meeting in conjunction with the Chicago Flower & Garden Show (CFGs) on March 14 & 15! The Fitz Team will be sponsoring our main stage public awareness program, a hands-on design class, and a business marketing session! We will also hold our annual "Bobbi Cup" design competition on the main stage at the CFGs, which is always an amazing experience for both participants and observers! We welcome any members from our neighboring chapters to join us for the weekend!

In addition to all this excitement and joy we have, like so many other AIFD Chapters, we have also experienced a number of significant losses this year. We lost beloved members, and many members said good-bye to dear loved ones. We extend our thoughts and prayers to all our AIFD friends and family that are grieving this season. **Ralph Waldo Emerson** said, "The Earth laughs in flowers," so let's all remember to share the joy we take in our work, and spread laughter and joy everywhere we go.

South Central Chapter

President's Letter

Eva Riter AIFD, CFD

2014 was a great year for the South Central Chapter of AIFD.

Our recent Design Forum in Denver on Oct. 26 called "In Loving Memory...Funeral Tributes For Today" was a great success! It was the first of its kind in our region. I am so proud of the commitment and dedication shown by our members; all of South Central's eight states were represented. There was an incredible array of designers, styles, floral product, and ideas to take back to our design tables. I know everyone had a great time expanding their knowledge and learning from some of the industry's best designers what others are doing in their home states including different styles and great new techniques. Special thanks are in order for **Sandi Yoshihara-Sniff AIFD, CFD** and **Lisa Weddel AIFD, CFD, PFCI** for creating this special event, to **Marie Ackerman AIFD, CFD, PFCI** for supporting them both every step of the way and to DWF Wholesale in Denver for hosting.

Our next regional design forum, "Inspired by the Blossom!" will be held on March 22, 2015 in Houston, Texas at Pikes Peak Wholesale. "Inspired by the Blossom!" hosted by **Ken Senter AIFD, CFD** will be an art and bridal bouquet design forum featuring **Beth O'Reilly AIFD, CFD** and the 'Texas Six' - **Ace Berry CFD**, **Michael McCarthy CFD**, **Nicola Parker CFD**, **Kim Jones CFD**, **Alan Masters CFD** and **Donna Senter CFD**. The cost is only \$35 and includes lunch! Plus, there will be door prizes, raffles and an auction to follow. Please contact **Ken Senter AIFD, CFD** at 281-861-8525 for more information. Don't miss this opportunity to expand your horizons in what we all love to do!

In other news... Congratulations are in order for **Beth O'Reilly AIFD, CFD** of Austin, Texas for being announced as the 2015 Mayesh Design Star!

I am also excited to announce that South Central is the host region for AIFD's 2015 Symposium "Journey" being held in Denver, Colo., June 30 - July 4, 2015. We are proud to have **Marie Ackerman AIFD, CFD, PFCI** as the Symposium Coordinator. South Central will be hosting a special design program called "Inspired by the Material." We are very honored to be hosting the Symposium in AIFD's 50th Anniversary year!

2015 is shaping up to be an exciting year. South Central is perfect testimony of what great things can be achieved.

North East Chapter

President's Letter

Theresa Colucci AIFD, CFD, PFCI

As we plow through our busy holiday season, our focus is on the present. Now with January upon us, our thoughts turn to planning for the next year. For us in the North East, our immediate thoughts go to The Philadelphia Flower Show and The North East Floral Expo.

The Philadelphia Flower Show theme is "Lights, Camera, Bloom!" Co-chairs, **Daniel Vaughn AIFD, CFD** and **Deryck DeMatis AIFD, CFD** have put together an amazing team of designers and have been collaborating on the set and displays. I don't want to give away any secrets, but our booth will be sure to delight audiences of all ages! If you are interested in volunteering, be sure to give one of them a call. If you have never been to the Philadelphia Flower Show, this is the year to do it. The Philadelphia Flower Show is the largest indoor flower show in the world and it is on the list of "100 things you must do before you die." So make plans to see it and visit with your North East AIFD family!

The North East Floral Expo, commonly known as NEFE, is planned for March 13-15 and the theme this year is "(re) engage." This expo will be held in Mystic, Conn. and is as close to National Symposium as you can get! Great design shows, hands on classes and business seminars. They also host a mini "Partners" style trade show and Saturday night dinner extravaganza! Our North East Chapter will be the designers for a wedding reception style dinner and runway bridal show. Our featured designers are: **Patricia Patrick AIFD, CFD**, **Robert DeBellis AIFD, CFD, PFCI**, **Rebecca Carter AIFD, CFD**, **David Siders AIFD, CFD** and **Rudy Grant AIFD, CFD**. Many of our members attend from our region and throughout the country as stage talent and attendees. A wonderful educational weekend to consider!

Bundle up and stay warm and have a prosperous Valentine's Day!

Northwest Chapter

President's Letter

Kim Oldis AIFD, CFD

I hope you all enjoyed the holiday season and now have time to relax a little bit to revive and recharge for 2015.

I am thrilled to share with you that we are having education and awareness opportunities from Canada to the Golden Gate. I would like to encourage you to participate - even if it is by just sending a note to the chairs of these events offering support. It always amazes me when I witness all of the positive energy, time, effort and sharing that our members do...it fills my heart and passion for AIFD!

Karen Genoud AIFD, CFD chaired our first event this year - A Body Jewelry Workshop with **Kevin Ylvisaker AIFD, CFD, PFCI** as the featured designer. Flora Fresh in Sacramento was our gracious host - their wholesale house is simply incredible and generous beyond words. A great day of learning new

techniques - there were several high school AG teachers in attendance and as that is part of our mission - EDUCATION - we were happy to see them soaking in the knowledge! Thank you Karen and crew for making this program happen.

Our first "consumer awareness event" this year was in Portland, Ore. **Leanne Kesler AIFD, CFD**, **David Kesler AIFD, CFD** and The Floral Design Institute was one of the major sponsors for this event that took place at the Lin Su Gardens - The Ninth Moon Showcase. **Katherine Zhang AIFD, CFD** was the featured designer giving three demos to the public. **Brenna Quam AIFD, CFD** represented our Chapter, her design took the "Juried Award," **Greg Lum AIFD, CFD** received the "Award for the Best Use of the Chrysanthemum" and **Erik Witcraft AIFD, CFD** received "The People's Choice Award" - other featured designers were **Sharrai Morgan AIFD, CFD**, **Jaime Hindley AIFD, CFD**, and **Callie DeWolf AIFD, CFD**, supported by **Wil Gonzales AIFD, CFD** and **Lynde DiSomma CFD**. **Brian Smith AIFD, CFD** was on the team of judges for the competition. I was one "proud president" to witness our outreach to the Lan Su Gardens as well as to the community.

For the New Year we have begun in earnest to plan a program at Kirby Signature's Floral Supply in Burnby, British Columbia (near Vancouver) on Feb. 1, 2015 - Design Creativity and Profit for your Business.

Tony Graff has graciously offered his education center to our chapter. **Susanne Law AIFD, CFD** is our chairperson for this event and she is making great progress in planning. We encourage, not only our Canadian members to attend, but all members. On Jan. 31 there will be a social event and Feb. 1 the design program. Watch for all of the details...we will keep you posted!

We have a couple of other events in the planning stages for the spring and will keep you all updated as we progress, hopefully in the Seattle area and San Francisco areas.

As you can see we are filling up our calendar for this year. I would like to thank all of you for your encouragement to continue to strive to create opportunities for all our members, florists, students - and I challenge you to share your passion of flowers with all.

Southwest Chapter

President's Letter

Ken Snauwaert AIFD, CFD

Greetings and Happy Holidays! Once again the Southwest Chapter is planning its annual Wedding Show on March 1, 2015 at the National Orange Show Event Center in San Bernardino, Calif. Save the date for a twist on our annual wedding show with the theme the "Extreme Wedding Challenge on March 1, 2015. Designers will randomly be given a wedding challenge to complete on stage! Those of you who attended last year came away with many new ideas and this year will be no different. More details will follow.

continued on page 25

AIFD Awards Committee Seeks Nominations!

ATTENTION AIFD MEMBERS – While plans are unfolding for the 2015 Symposium “Journey,” it’s time to start thinking about the 2015 AIFD Awards! Nominations are now being accepted through February 27, 2015 for the six awards that AIFD can bestow:

Award of Merit – Non-Industry

This award is presented to individuals outside the floral industry who are selected because of their 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 flowers in a public way? Has what the nominee done with flowers brought about a greater awareness of flowers and or floral design? Does the awareness this nominee promotes come about through education?

Award of Merit – Industry

This award is presented to members of the floral industry who are NOT members of AIFD but who are involved in the floral industry. This award can be given to an individual, group or company. Is the nominee an AIFD partner? Has the nominee provided support or contributions to AIFD and if so in what manner? Is the nominee active and do they further the floral industry in other allied or trade organizations? What specific contribution has the nominee made to the advancement of the floral industry as a whole?

Award of Design Influence

The Award of Design Influence recognizes floral design visionaries whose creative body of work has national influence and constitutes a legacy of innovation. Has the nominee supported or contributed to AIFD in any way? What specific contribution(s) or advancements has the nominee made to the American design style? What impact has the nominee made on the American style of design? How does this person share their design talents? Does this person have the ability or intention to continue to influence American design?

Award of Distinguished Service to the Floral Industry

This award is presented to AIFD members who have made a significant contribution to the floral industry. 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 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 promotion of the floral industry and AIFD at the industry and consumer levels?

Award of Distinguished Service to AIFD

This award is given to longstanding members of the American Institute of Floral Designers in grateful recognition of extraordinary service to the Institute, upholding its goals and

supporting its activities.

Recipients shall be known as ‘Fellows of AIFD’ and are granted Life Membership. 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 AIFD committees has the nominee served on? What has the nominee done to promote and further AIFD? Has the nominee represented AIFD for or served on other allied or trade organization committees and events?

AIFD Special Award of Recognition

This recipient of this award is chosen by the National Board of AIFD. If you know of someone who might qualify for this award, please contact a member of the National Board with your suggestion. Presented by the Board of Directors in recognition of meritorious and dedicated services to the American Institute of Floral Designers. The National Board may choose to select a person based on many qualities, some being: What specifically has the person done in service to AIFD or the Industry? Has this service impacted AIFD, its members or its mission?

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, PFCI
AIFD Awards Committee Chairperson
E-mail: rsalvaggio@teleflora.com
Fax: 310-966-3610
Mail: Rich Salvaggio AIFD, CFD, PFCI
c/o Teleflora
11444 West Olympic Boulevard
4th floor
Los Angeles, CA 90064

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

Details can be found on the AIFD website at <http://aifd.org/2015-award-nominations>.



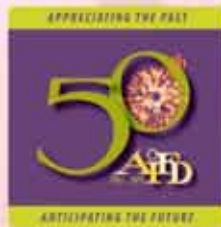


American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

Celebrating 50 Years of Advancing the Art of Professional Floral Design



In celebration and in recognition of the 50th anniversary of the American Institute of Floral Designers, the AIFD Foundation proudly announces The 50th Club. The 50th Club Fund is established as a fundraising effort to support the ongoing mission of the AIFD Foundation to further continued floral education. The goal of the fundraising is to have 50 donations of \$500.00 and 500 donations of \$50.00 to establish a fund in the amount of \$50,000.00. We hope to meet this goal prior to the Symposium in Denver.

The interest and dividends from this fund will provide financial support toward an educational event for each of the six Regional Chapters of AIFD in an effort to give back to the grassroots of where AIFD and the AIFD Foundation started. In order for the region to receive this support, The 50th Club Grant Application must be completed by a member of the Regional Chapter and must outline the educational use of the funds.

Each donation will provide a way to recognize, honor, or contribute in memory of an individual or company. The amount donated by each will be added to the cumulative total of the individual's ongoing contributions. To join The 50th Club go to the AIFD Foundation web site (www.aifdfoundation.org) and click on The 50th Club logo for a printable donation form. For questions or to pay by credit card call Lona at 480-358-1791 or lechristoffers@assoc-mgmt.com

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 and are considered as a charitable contribution in the eyes of the IRS.

AIFD Foundation | 6919 Vista Drive, West Des Moines, IA 50266

Scholarship & Grant Application Deadlines

Please refer to the individual application forms for additional eligibility and application requirements. Completed applications for scholarships and grants must be received by January 31, 2015.

Grants

To further the advancement of floral design and/or the floral industry as a whole.

Student Scholarships

Undergraduates in junior colleges, colleges, and universities pursuing courses directly related to retail floriculture with specific emphasis on floral design as a profession are eligible.

Symposium Scholarships

The applicant must be a non-AIFD floral designer who needs financial assistance to attend their first AIFD Symposium. Only those individuals who have not attended an AIFD National Symposium will be considered. Individuals already involved in the AIFD PFDE accreditation process or approved for AIFD induction will not be considered.

Florida Florist Fund Grant and Symposium Scholarship

Florida residents can apply for a grant or Symposium Scholarship provided by the Florida Florist Fund! Separate application forms for Florida residents only are available.

**All applications can be downloaded from the
AIFD Foundation website!**

TFCH



Mississippi State University - Ogilvy of Airlie Chapter

The fall semester brought about traditions and techniques for design practice at Mississippi State University. We made wreaths that were sold at our sister organization Horticulture Club's Plant Sale as a fundraiser. On Oct. 29 we held a Pumpkin Carving Contest that was open to the public.

SAIFD stepped in to help the Starkville Fire Department by providing pink bows displayed throughout town for a Breast Cancer Awareness campaign. One of our fundraising programs this fall is selling raffle tickets for a McCarty's Pottery platter. The drawing was held Homecoming weekend.

At every home game throughout the fall football season, SAIFD members hosted a corsage bar in front of the florist shop. This gives students an opportunity to practice making flowers-to-wear and promotes flowers, floral design and our major. Football mum corsages were sold as a fundraiser at the Homecoming game. At the time of this report, Mississippi State University football team is 9-1 and highly rated in the Southeastern Conference, so it certainly has been a time of high spirits.

College of Southern Nevada - Elaine Wynn Chapter

The Elaine Wynn Chapter of the SAIFD has had a busy first semester of 2014. Student members gathered before the start of the school year to prepare floral centerpieces for the College of Southern Nevada (CSN) Adjunct Convocation.

In September, members met and created wedding flowers for a shabby chic wedding held at the beautiful Lakes venue in Summerlin.

The Chapter also hosted a booth at the Las Vegas Downtown Farmer's Market where they sold seasonal silk and fresh floral arrangements.

At the annual "Hungry Games" softball game and CSN faculty appreciation event, students had



great fun providing entertainment and making balloon animals for the children in attendance. At their November chapter meeting, members created holiday gifts for CSN faculty.



Several students worked in teams or as individuals to create floral pieces to compliment art for display at the 3rd annual Art in Full Bloom event. This was a Mayesh sponsored event benefiting Safe Nest, a local nonprofit providing temporary assistance for domestic crisis. Local artists had a chance to enter their work into one of three categories: Art & Floral, Flower Fashion, or a Student Competition. The event included a silent and live auction, demonstrations, and a Mayesh-sponsored installation "Floral Fantasy."



With the help of **Chieko Fukushima AIFD, CFD**, head of the CSN Floral Department, members designed and created unique centerpieces for the CSN Office of Technology Services Recognition Dinner.

The club members have met with several brides and are looking forward to providing flowers for several weddings this spring. The members are creating three more Floral Décors for College in December 2014.

SUNY Cobleskill Chapter

Hello from S.U.N.Y. Cobleskill! It's hard to believe our first semester is over! We had so much fun! In October we made pumpkin arrangements, delivered bud vases to hospital patients, participated in our campus scarecrow contest and the community Halloween party for children. We were really packed with projects! In November we had our annual Thanksgiving arrangement sale and sold 33 arrangements! This has been our best sale to date! In December we also had an evergreen arrangement sale. We are working hard to save our money for Symposium.

We start up again after Jan. 20, and look forward to planning our spring semester and a successful AIR program.

University of Illinois at Urbana-Champaign - Scott Chapter

To begin the academic year, the Floral Design Club hosted a homecoming celebration on Oct. 22, 2014. The University of Illinois initiated the collegiate homecoming tradition in 1910, so we used the college as our theme and called the event "Orange, Blue, and You." Staying in our university colors of orange and blue, we created centerpieces. The sample design was demonstrated by Floral Design Club member **Cassandra Roberts** and assisted by the graduate advisor **Samantha Kowalczyk**.

More recently, on Nov. 18, 2014, the Floral Design Club hosted **Rae Roberts-Griffith AIFD, CFD** as part of an Artist in Residence (AIR) program. As a member of the American Institute of Floral Design, she delighted the attendees with her skills and vast knowledge of the floriculture and the floral industry. Themed "Thanksgiving Leftovers-Transitioning Fall into Winter," Rae introduced new tips and techniques for transforming fall designs into Christmas and beyond. Due to the cold weather, we only had ten students that attended Rae's program, which resulted in a lot of one on one experience. Rae showed many different design styles that intrigued each and every one of the attendees. She included a variety of locally harvested evergreens, pinecones and natural textures, along with fresh flowers. Everyone had the opportunity to create two designs to take home. They could choose from a door swag, pine forest centerpiece, or a composite flower of ginkgo leaves. All designs turned out wonderfully and a good time was had by all.

Sponsors for AIR program were Bill Doran Company of Peoria Heights, Ill., U of I Horticulture Curriculum in the Crop Sciences Department at the University of Illinois, and U of I The Floral Design Club.

Rae is a recently retired florist of 20 years and was inducted into AIFD in 2001. She is currently serving as President-Elect of the AIFD North Central Chapter. She has been involved in the Illinois State Floral Association for many years and has won Illinois State Designer of the Year.

Kishwaukee College - Forbes Chapter

The SAIFD Forbes Chapter has had a busy fall. The students spent quite a bit of time planning and executing the decorations for a historical landmark in DeKalb, Ill. The room we decorated was the dining room and will be toured by several thousand members of the community. The local newspaper did a very nice article highlighting the students and their work, just the kind of press these hard working students deserve.

Around Thanksgiving the students raised money for the AIFD National Symposium selling pies and flowers. This year the students sold over 100 pies and worked with a local merchant who also donated a ham to one of the people who bought pies or flowers. The floral club has also been able to partner with the horticulture club to dress up their wreaths and provide designs for the Christmas sale.

Cal Poly State University - Gordon Chapter

The Cal Poly SAIFD Floral Team took six students to the California State Floral Association Student Competition and three of them placed in the top 10. We are thrilled with their accomplishments. November was busy with making centerpieces for the Provost for her receptions and for the President to honor the Alumni of Cal Poly State University.

December we showcased our designs in a Holiday Open House for the Horticulture and Crop Science Department.

The floral team has been asked to help the Cal Poly Rose Float Committee with this years Rose Float. We are honored to be asked to participate and we are excited to work with such a wonderful group of students.

Happy Holidays and wishing a spectacular 2015 to all!

Southwest Chapter Report

continued from page 21

In addition, we have a hands on workshop planned for Saturday, Feb. 28, 2015! We will continue to get information to you to insure your attendance, www.allabouttheflowers.com.

Our PR Committee continues to publish an amazing bi-monthly blog "Design in Line" at <http://designinlinemagazine.blogspot.com> headed up by **Gerry Toh AIFD, CFD**. If you're not on the mailing list please subscribe today at swaifd@yahoo.com, it's free! You may also keep abreast of everything happening in our region on our website at www.allabouttheflowers.com. Don't forget to LIKE and follow our Facebook page at www.facebook.com/SWAIFD too!

I am happy to announce five new inductees to the Southwest region. They will be inducted in Denver in July 2015. Congratulations! We are so proud of you and look forward to having you join the ranks of the talented membership of the SW region! Please join me in welcoming:

- **Christine Price** of Scottsdale, Ariz.
- **Terri-Ann Robinson** of Chandler, Ariz.
- **Ivana Royce** of Bellflower, Calif.
- **Sueveagela Tabbal-Yan** of Honolulu, Hawaii
- **Therese Dryer Torres** of Anaheim, Calif.

Let's ignite the passion we share as we Journey to Denver in 2015 to celebrate 50 years of floral design excellence!

2015 SYMPOSIUM NEWS:

AIFD Foundation Offering Symposium Scholarships

The AIFD Foundation is offering scholarships and grants for the 2015 Symposium "Journey" taking place June 30 – July 4, 2015 in Denver, Colo.

Visit the AIFD Foundation website at www.aifdfoundation.org/index.php/scholarship-information for more information and to download the applications.

AIFD News & Notes

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.

November 2014

www.lacanadaonline.com/news/tsn-vsl-rose-parade-judges-named-20141126,0,6990562.story

AIFD members mentioned

www.prweb.com/releases/2014/11/prweb12328234.htm

AIFD member mentioned

www.pasadenastarnews.com/lifestyle/20141125/2015-rose-parade-float-judges-have-been-chosen

AIFD member mentioned

www.perishablenews.com/index.php?article=0040843

2016 Symposium mentioned

www.prweb.com/releases/2014/11/prweb12328234.htm

AIFD member mentioned

http://flirtyfleurs.com/fabulous-florist-andrea-layne-floral-design/?utm_source=rss&utm_medium=rss&utm_campaign=fabulous-florist-andrea-layne-floral-design

AIFD mentioned

www.canadianfloristmag.com/content/view/4989/57/

AIFD member mentioned

www.journal-news.com/news/news/local/florist-to-be-honored-at-charity-ball/nhtml/

AIFD member mentioned

www.nj.com/hunterdon-county-democrat/index.ssf/2014/11/garden_club_of_hunterdon_hills_2.html

AIFD member mentioned

October 2014

www.peacearchnews.com/business/280849292.html

AIFD member mentioned

www.journal-news.com/news/news/local/florist-to-be-honored-at-charity-ball/nhtml/

AIFD member mentioned

AIFD Communication Center

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

Dec. 9 - Nominations Accepted For AIFD 2015 Awards

Dec. 1 - AIFD's Floral Food for Thought - December 2014

Nov. 26 - A gift that's packed with AIFD style

Nov. 19 - Important News About Your AIFD Account: Please Read!

Nov. 17 - Can We Have A Quick Minute?

Nov. 12 - AIFD Wants YOU to Present a Main Stage Program at the 2016 Symposium "Inspiration"

Nov. 5 - AIFD Southern Chapter Needs Your Input on Southern Conference Survey

Nov. 3 - AIFD's Floral Food for Thought - November 2014

Oct. 30 - AIFD Foundation Announces The 50th Club for AIFD Celebrating 50 Years

Oct. 29 - AIFD Focal Points is Hot off the Desktop!

Oct. 28 - Hurry, Register Now to Become an AIFD Certified Evaluator and Judge

Oct. 27 - Beloved AIFD Member Passes Away

Thank You to the 2014-2015 Elite Partners



Love in Full Bloom



3152-06-09
6" Pebble Stone Vase

VALENTINE'S DAY 2015

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syndicatesales.com |    

Past President with a Passion!

By Janet Black AIFD, CFD, PFCI

It has been so interesting piecing our AIFD history together, it's like a genealogy lesson that keeps rewarding me with interesting facts about our great organization.

Patricia (Patti) A. Pottle, an AIFD Fellow, is just one of those individuals that I am so pleased to have had the opportunity to work with as Program Coordinator of "Revolution" in Boston 2010. Patti was our 1994-95 National President and the eighth woman to hold this title.

Patti jumped into the floral industry, going to night school for a year taking floral design courses and spending holidays, vacations, and summer weekends working as a designer at a garden center. Although her background was art and she was working as an Administrative Assistant in a College Deans office, the decision to own and operate a flower shop was a fast one. Patti and her husband, found the perfect location, gave two week notice to her job, secured refrigeration and necessary supplies and opened Pottle Florist at the end of Sept. 1974.

Patti was inducted in 1982 and jumped into serving on many committees and task forces. She chaired the Design Show and hosted the National Board Meeting in Boston in 1987, helped to form the Northeast Region of AIFD becoming the first Secretary/



Treasurer in 1984, Vice President in 1986 and served two terms as President.

Patti created the first AIFD Leadership Manual which was the complete reference source for the regions and produced the "What is AIFD?" information card that was placed in everyone's tool box to be utilized at shows and events. She helped establish the five member Finance Committee and held the National Treasurers position. The Steps to Membership slide presentation was established, regional banners were created by the Marketing Committee, the AIFD Foundation was approached to provide

funding for educational programs and the underwriting began. For nine years Patti produced nine National Symposium Educational Program Books. In 2012, Patti was awarded the AIFD Special Award of Recognition.

Please send memories, stories and pictures to Suzie Kostick AIFD, CFD, PFCI at skostick2003@yahoo.com or myself at janetblackaifd@gmail.com. We can scan all pictures and return them to you. We need all materials by Jan. 31, 2015.

A Visit to Green Point Nurseries

Continued from page 8

they are then carefully transplanted into a pan of plant medium, covered for moisture retention, and grown for several more months. They are then individually planted into separate containers to continue growing for another year until they are ready to be planted as a crop in the greenhouses. This breeding program of reproducing plants by leaf culture has revolutionized the process by drastically increasing the number of plants available and shortening the time frame for propagation of new Anthurium plants. You would need to be a horticulturist to truly understand the depth of this, but I was honored to see this amazing process and understand it to the best of my capabilities.

Eric and his dedicated and courteous Green Point team, are committed to the highest level of customer service and support, while continually striving to produce the optimal quality flowers and foliage for their customer base. Eric is very family-oriented and proud that his sons Jon and Chris will be the fifth generation in the Tanouye family to farm in Hawaii. They have recently joined the company to continue shaping the future of the Green Point Nurseries. As one of AIFD's valuable Industry Partners, Eric is always gracious and generous beyond our expectations. My sincere thanks and appreciation to Eric, Neo his Operations Manager, Matt on the Sales Team and his entire staff for the incredible experience of touring their facilities. Their patience and valuable knowledge when questions were asked and answered, and their warm welcome and courtesy to me and my family will always be remembered.

Please take some time to visit their website, www.greenpointnursery.com; and if you are in future need of the highest quality of tropical flowers, show your support to a most generous AIFD Partner.

AIFD Thanks Its Partners

INDUSTRY PARTNERS

Accent Decor, Inc.
www.accentdecor.com

Acolyte

Alpha Fern Company
www.alphafern.net

Amy's Orchids

Baisch & Skinner

Berwick Offray, LLC
www.lionribbon.com

Biz One, Inc.
www.ohanamarket.com

Bloom Nation, LLC

BloomNet

Cal Glads, LLC
www.calglads.com

CalFlowers
www.cafgf.org

California Cut Flower Commission

Candle Artisans, Inc.

Connie Duglin Linens

Container Source, Inc.
www.containersource.com

Crystal River Design

David Austin Roses
www.davidaustinrosesusa.com

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

DESIGN358

Elite Flower Services, Inc.

Euforia Flowers

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Florabundance, Inc.
www.florabundance.com

FloraCraft
www.floracraft.com

Floral Supply Syndicate
www.fss.com

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

Florists' Review Enterprises

FloristWare
www.floristware.com

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

i Bulb Lily Occasions
www.ibulb.org

Jacobson Floral Supply

JetRam Inc.
www.jetraminc.com

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Nature's Flowers

Ocean View Flowers

Passion Growers

Random Acts of Flowers
www.randomactsofflowers.org

Russell's Bromeliads
www.russellsairplants.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

The John Henry Company
www.jhc.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

Virgin Farms Inc.

Wm. F. Puckett, Inc.

EDUCATION PARTNERS

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.adfadm.com

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

International Florist Academy and School

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

Koehler & Dramm Wholesale Florist
www.koehlerdramm.com

Korea Garden & Floral Design School

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.STLAFloraldesign.com

Teleflora Education Center
www.myteleflora.com

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

Yola Guz AIFD School of Floral Design

State Floral Association Education 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

Illinois Certified Professional Florist (ICPF)
www.isfaflorists.com

Illinois State Florist Association (ISFA) 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

South Dakota Certified Florist
www.sdfloors.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

**Check with your state to see if you have a floral association that offers education.*