

Focal Points

Join the Best, Be the Best

Professional Floral Design Evaluation Application Deadline April 15

Floral design artists seeking to be recognized with the floral industry's coveted Certified Floral Designer (CFD®) designation or to achieve the ultimate goal of becoming an accredited member of the American Institute of Floral Designers are being advised that the deadline to submit an application for the 2015 Professional Floral Design Evaluation (PFDE) is April 15, 2015.

AIFD's PFDE is a two-stage process in which floral designers have their creative artistry evaluated by a panel of AIFD Certified Evaluator/Judges.

Part one of the PFDE is an online test based on educational objectives and knowledge derived from "The AIFD Guide to Floral Design: Terms, Techniques and Traditions." This reference tool is provided to everyone who pays to participate in a PFDE. Candidates must successfully complete the online test with an 80% or better by May 1, 2015.

After scoring 80 percent or better on the online test, the candidate is then fully eligible to participate in the second part of the PFDE – a live design session in which he or she demonstrates his or her design proficiencies. The PFDE will be held June 28, 2015 in Denver, Co. immediately prior to the AIFD National Symposium "Journey."

Candidates have four hours to create five specified designs which are then reviewed and evaluated by seven AIFD Certified Evaluator/Judges. AIFD provides the candidates all the flowers and hard goods necessary to complete the designs.

To participate in the 2015 AIFD PFDE, floral design artists must complete the application and become an official candidate prior to April 15, 2015.

It is strongly recommended (but not required) that before the PFDE the floral design artist obtain additional education or work experience in the floral industry, such as having three years or more in floral industry, completion of courses that meet learning objectives as established by AIFD and are offered by approved AIFD Education Partners or state floral association certification programs, completion of a series of online courses offered by AIFD, or completion of undergraduate degree or studies at a SAIFD chapter.

To enroll in the AIFD PFDE process or to learn more about becoming a CFD or member of AIFD, visit <http://aifd.org/membership/become-cfd-and-aifd>.

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American Institute of Floral Designers

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

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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

March 5 – 7, 2015

CFD/AIFD Preparation Course
Nobleman School of Floral Design Singapore

March 9 – 20, 2015

Floral Designer/Shop Operations
SO CA School Of Floral Design
Anaheim, Calif.

March 9 - 13, 2015

Permanent Botanicals
Koehler & Damm Institute of Floristry
Minneapolis Minn.

March 9 - 31, 2015

Floristry 1 – Basic Design, Evening
Koehler & Damm Institute of Floristry
Minneapolis Minn.

March 15 - 18, 2015

Testing, Testing 1,2,3 A primer on the Principles and Elements of Design
Teleflora Education Center
Oklahoma City, Okla.

March 16 - 20, 2015

Floristry 1 – Basic Design,
Koehler & Damm Institute of Floristry
Minneapolis Minn.

March 16 – 27, 2015

Business of Floristry
Judith Blacklock Flower School London

April 10 - 12, 2015

AIFD 2015 Southern Conference
Aloft Hotel
Birmingham, Ala.

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.

Many more events are posted online!

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

President's Message



“Our passion for floral design not only lies in the intrinsic beauty of the product we work with, but also in the challenge to use our skills to develop our designs into aesthetically pleasing compositions.”

Dear AIFD Members,

Valentine's Day came quickly and the whole world was thinking of love and flowers! I know I share similar thoughts as many of you, our members of AIFD, in that it is almost impossible for us to separate the two words, love and flowers, in the same sentence. How fortunate are we all to be so truly passionate about the product we work with. Is it not the most beautiful product on the face of the earth? Flowers, themselves, have such character and personality. Each bloom speaks to us with a distinctive color or form. They draw us in with their fragrance and texture. Like the sirens in Greek mythology, they lure us in to get a closer experience of the joy they hold within.

Our passion for floral design not only lies in the intrinsic beauty of the product we work with, but also in the challenge to use our skills to develop our designs into aesthetically pleasing compositions. Understanding line, form and space have become so very important in our work. Balancing colors, patterns and textures are challenges we relish. Making sure the design is appropriate to the environment and never underestimating the power of fragrance when enjoying flowers have become part of our daily routines.

Good floral designers find it is best not to be too predictable or static when planning a good flower arrangement. Letting the mood of the occasion influence the materials you choose as well as the design style of the composition creates excitement and energy. We cherish the opportunities to really look at the chosen flowers and foliage, finding inspiration even from the line of the stems of the materials. We can use advancing and receding colors appropriately to pull your eye through the design.

One of the greatest attributes and added bonuses that come with a career in floral design is the opportunity to help others express emotions through flowers. Our AIFD members consider it an honor to help a client send sentiments of sympathy for a loved one who is experiencing a loss. We jump at the opportunity to help nervous brides select the perfect combination of flowers and design styles to complete their dream wedding. We are continually a part of some of the most memorable moments in life by creating floral compositions for all phases of life's celebrations. In all of this we find great reward. That is why the words love and flowers go together so well for us.

Please plan now to attend the AIFD 2015 Symposium in Denver this July. It is here that you will not only be with people who share your passion of flowers, but it is THE place for the most creative minds in the floral industry to get together and promote the advancement

of the art of floral design! It is also our 50th anniversary and this will be an opportunity not to be missed! Speaking of that, 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** or **Suzie Kostick AIFD, CFD, PFCI**. They are 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 shortly. Please take the time to vote and carefully consider the leadership of AIFD for the next year. Our Executive Directors, **Tom Shaner** and **Kristen Philips** have worked very hard with our National Board to move this process to an electronic format so that voting is now easier than ever. We will also be saving considerable funds in this process.

I hope that spring is not too far away for our members and that in the mean time the beauty of flowers will be abundantly displayed in many spring events, holidays and flowers shows around the world!

In the mean time, I have a challenge for each and every member of AIFD. During the next few months, take the time to learn one more thing about floral design and take the time to teach one thing about floral design to someone else. I think together we can all make a difference and maybe just inspire someone else to really love flowers as we do.

Hope to see you all in Denver!

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

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

Symposium Details Announced

Please visit pages 12-13 for details on the highly anticipated event of the year!



KNOWLEDGE IS POWER

CONTINUING EDUCATION IS KEY



FTD offers business and design programs taught by AIFD designers and industry-recognized experts for a variety of schedules and budgets:

- FTD Boot Camp, a three-day intensive workshop
- FTD Webinar Series, FREE online presentations
- FTD How-To Video Series, FREE two-minute business and design videos
- FTD Mercury POS Training, a FREE three-day course, FREE webinars or one-on-one training
- FTD Scholarships for industry-leading business and design events
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**Questions? Contact us at education@FTDi.com
or 800.788.9000 ext. 246240.**



Flowers say it better. FTD says it best.®

Spring Blooms with AIFD Leaders

As spring starts to bloom, AIFD's volunteer leadership team makes plans for their annual trek to Baltimore where they will take part in several important meetings designed to help them achieve success.

First, President-Elect **Joyce Mason-Monheim AIFD, CFD, PFCI** arrives in town so that she can spend a day-and-a-half meeting with staff at the AIFD office. During her meetings, she reviews all of the on-going activities from finance, to web, to membership and on to plans for the coming Professional Floral Design Evaluation session. She also spends time with the Executive Director outlining her goals and plans for the upcoming year.

Joyce's arrival is quickly followed by that of the five other members of the Finance Committee (headed by Treasurer **Tom Simmons AIFD, CFD**) who arrive to spend a grueling day developing a budget which will be presented to the overall National Board for approval. Meeting with the finance staff, the committee reviews every line item in the budget and makes appropriate recommendations for change. Last year, the Finance Committee voted, for instance, to recommend a slight increase in membership fees which had not been adjusted in over seven years. Those changes went into effect for the 2015-2016 year.

As the Finance Committee adjourns, regional chapter presidents-elect come in to meet with Joyce and outgoing President **Tim Farrell AIFD, CFD, PFCI** and Immediate Past President **John Kittinger AIFD, CFD**. During their session, suggestions are offered on ways to effectively administer the respective chapters and board for the next year. One of the best portions of this session is the sharing of ideas offered by the incoming chapter leaders.

Before the chapter presidents-elect adjourn, they are joined by the volunteer members who will serve as chairpersons of key committees for the 2015-2016 year. Each of these dedicated leaders outlining his/her plans and how chapters can help and/or participate.

The evening is a social one in which **Tom and Monica Shaner** host a dinner for everyone. It's an early end to the dinner as the next day is action-packed and the Board of Directors meeting will take place.

Spring tends to offer a full agenda for the board as it has to receive a detailed presentation of the budget proposal and review numerous recommendations for policy changes, i.e., allowing CFD designers to serve on the committees of a regional chapter or determining future site(s) for symposia.

This year, the board will also receive a presentation from the CFD Task Force which was spearheaded by **Carol Caggiano AIFD, CFD**. The presentation and recommendations are focused

on ways to expand the CFD program and thus the potential pool of aspiring floral designers who wish to become a member of AIFD and a leader in the floral industry. It's a full agenda that awaits the AIFD volunteer leaders each Spring, but it's one that has always proven of tremendous value to the participants and to the overall good of AIFD.



Speaking of leaders, as a reminder, the election of representatives to the National Board as well as chapter leaders will take place electronically this year. Keep an eye out for your ballot when it arrives in your e-mail inbox on Feb. 27. It needs to be returned by March 15.

Saluting AIFD Life Contributing Members

The following Life Members of AIFD, who are waived of any membership fee requirement, continued to support the Institute with an annual contribution. These are the Chartered Life Contributing Members. AIFD appreciates their many years of membership and their continued financial support.

Peony (\$500-\$999)

Tina M. Coker AIFD, CFD, PFCI
Richard P. Salvaggio AIFD, CFD, PFCI
Tom Simmons AIFD, CFD

Rose (\$250-\$499)

Hugh Link Johnsten Jr. AIFD, CFD

Tulip (\$100-\$249)

Donald Ray Burdette AIFD, CFD
Louinda H. Jones AIFD, CFD
Wayne Jones AIFD, CFD
Patricia A. Pottle AIFD, CFD



Marketing Tip: Postcards

By Lisa Greene AIFD, CFD, PFCI

Services like www.vistaprint.com make it very easy to send postcard marketing. You can use the templates, create a custom design or even something in between. I know some of you are reading this and thinking "I was told direct marketing was dead?" Direct marketing, if done well, can be very effective. Let me share some thoughts with you on how to make it a success.

1. Decide what message or messages you want to convey.

You know your business best! Communication with customers should always have a purpose. Think of times that customers need to be reminded to send something: holidays, anniversaries, birthdays etc. Do you want to prospect a certain business segment? Property managers are a rich source of business as they are always thanking, apologizing or negotiating.

2. Create appropriate cards.

I have used Vistaprint, but there are other companies out there that allow you to design a postcard. Remember to use your logo if you have one!

3. Target your recipients.

Who are your prospects? Corporate clients are often found by researching the website "about us" section. Use a listing service like www.anywho.com to get info on new engagements. The best source is your POS system. It will use your own customer list to generate mailing information based on buying habits. The ideas are endless! Give yourself some time to sit and think.

This sounds very easy, but the key is to follow through. Decide how often you will send cards and set a reminder on your calendar smart phone.



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EARLY MORNINGS

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PECULIAR BRIDES

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WE FEEL YOUR PAIN!**

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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 **Theresa Colucci AIFD, CFD, PFCI**.

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

Theresa: I am the owner of Meadowscent, a retail florist since 1987. Then in 2013 I opened a second store.

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

Theresa: I am the president of the North East Chapter.

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

Theresa: My goal for the region this year was for members to get to know each other better. Through these connections we can expand our businesses and industry contacts and form a stronger chapter.

My personal goal for AIFD would be to get more recognition from the public. We need to market AIFD to the public so that our standards and qualifications are understood and valued. I feel that other florists would want to attain AIFD certification if they knew it was valued by the public, ultimately making our organization grow.

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

Theresa: I have loved flowers for as long as I can remember! My job and my boss, Susan Bates at Victorian Bouquet in Boston, was what hooked me.

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

Theresa: I attended my first symposium solo, but soon met **Mary Linda Horn AIFD, CFD, PFCI** and **Michael O'Neill AIFD, CFD, PFCI** who helped me to attain my goal.

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

Theresa: I love sympathy work, especially standing sprays. You can really put your skills to work and see the elements of design in your end result. I also love the connection of making this a tribute to the deceased.

AIFD: What issues are most important to you professionally?

Theresa: Like everyone in our industry, I worry about our trade dwindling. In order for us to succeed, the public in the U.S. needs to appreciate flowers in their lives the way European cultures do. We all need to continually reach out and educate the public about how important it is to have beauty and nature in our lives.

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

Theresa: I love music, cooking, entertaining and traveling!

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

Theresa: Become a "yes" person and take a chance in our industry. Every time you say yes to something, it opens a new door for you. You will meet wonderful people and learn from them. When you say no, that missed opportunity may never present itself again.

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



American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Notes

Happy New Year AIFD!

The AIFD Foundation is off and running with a new year and a new fund!!!! The 50th Club is helping to celebrate the 50th Anniversary of AIFD. Already with a good number of contributions, we are on our way but need your help to honor 50 years of AIFD in the floral industry. With your contribution of \$50.00 or \$500.00 the fund goal of \$50,000.00 will be reached!!!! It is all about the 50th!!!!



The AIFD Foundation has established this fund in support of educational programming in the AIFD Regional Chapters. As many of you may know, my year as AIFD President was spent in visiting the regions and discussing ways to make the region's stronger and encouraging their work in providing excellent educational programs. For this reason the establishment of this fund made sense to me.

The AIFD Foundation has long had scholarship and grant programs to encourage membership in AIFD as well as to provide funds to AIFD members for specific educational goals. This fund will give back in another way to the members that have so willingly given of their monies over the years. This fund will help those members involved in the Regions to offer the best in education at a grassroots level. The interest and dividends, earned from the \$50,000.00 that you contribute to and help the AIFD Foundation raise, will be used for these regional programs.

The 50th Club is hoping you will give either \$50.00 or \$500.00. You may honor a friend or a mentor, celebrate an occasion, give in memory of someone, or give just because you want to. This is a one time donation and can be made today at aifdfoundation.org. I want to remind you that the AIFD Foundation is a 501c3 Foundation so be sure to check with your accountant as to how your contribution can be best served.

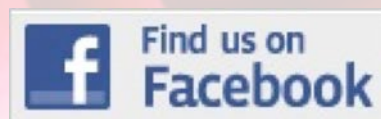
Be a part of the next 50 years of AIFD !!!!!
John Kittinger AIFD, 50th Club Chair

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 lchristoffers@assoc-mgmt.com.

Frankie Shelton AIFD Fund

This scholarship fund was recently started by one of Frankie's former students. Many have contributed, however, we must reach \$25,000 for the fund to be totally vested. **We need your support.** Any amount will help us reach our goal. The scholarship will help an aspiring student to become better educated in the floral industry. Frankie has supported and been a member of the AIFD Foundation for 25 years. She has taught floral design across America, Canada and South Africa; and has inspired many students to become members of AIFD, become active in the floral industry, become shop owners and employees. She would like her legacy to be remembered by helping others to achieve their goals.

Donations are requested to assist with growing the Frankie Shelton AIFD Scholarship Fund to its vested amount. Please download a donation form from the AIFD Foundation website or mail in checks can be made payable to the AIFD Foundation with Frankie Shelton AIFD Fund in the memo line.



Stay up-to-date, view pictures of events, and learn more about scholarship winners by "liking" the AIFD Foundation on Facebook!

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

Tom Clark



Register Now for the 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!

Hotel Information:

ALOFT HOTEL SOHO SQUARE
1903 29TH AVE S, HOMEWOOD, ALABAMA 35209
RESERVATIONS: 1-877-822-1111
www.aloftbirminghamsohosquare.com
\$134.00/NIGHT + TAX
Available: King or Two Queen Bed Rooms

Registration: Registration is open! Please visit <http://aifd.org/upcoming-events/events/aifd-2015-southern-conference/> for details and to register today!

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

Bits and Pieces

Compiled by Marisa Guerrero AIFD, CFD

- 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.

- FTD has announced that FTD Education Consultant **Jacob McCall AIFD, CFD** is the United States representative in the prestigious 14th Fleurop-Interflora World Cup design competition to be held June 11-13, 2015 in Berlin, Germany.

- North East Chapter is offering an educational program for North East Members! The board of directors is thrilled to announce our first (in a long time) educational program just for our North East members! We are hosting a hands on techniques workshop specifically designed for AIFD members with **Rene van Rems AIFD, CFD** for \$50.00!

Date: Monday, March 16, 2015 (the day after the NE floral expo, which is also a great event to attend)

Time: 9:00 a.m. until 1:00 p.m.

Place: The Mystic Marriott, Groton, Conn.

This hands on breakfast program would normally be offered at \$175.00, but NE members can take advantage of the \$50.00 price. Class is limited to thirty people. Please e-mail Janet Black janetblackaifd@gmail.com or Theresa Colucci theresa@meadowscents.com if you are interested.

- DESIGN MASTER® color tool, inc announces that **Kelly Lussan** has joined the firm to further develop their web and social media footprint, as well as, leverage their distributors' online and social media representation of Design Master. She joins Design Master as Marketing Manager to expand Design Master's technology driven awareness and education as the Color Design Resource. She will assist their sales team in their efforts to digitally support our color and creative markets to spread the word on Design Master.

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.

Everything You Need to Know:

Spring is just around the corner. What better flower to feature than the well loved Peony!

These large beautiful blossoms work well alone in a bouquet or in mixed arrangements. Peony blossoms make a excellent focal point. Be sure to allow room in an arrangement for the blossoms to open fully. Peonies are wilt sensitive and last far better in vase of water, compared to designing them in floral foam.

Peonies are outrageously beautiful in bloom, with lush foliage all summer long. These perennials may live longer than you do—some have been known to thrive for 100 years. The plants require little maintenance as long as they are planted properly and establish themselves; they do not respond well to transplanting.

They take your breath away every spring! In most of the country, the rules for success are simply full sun and well-drained soil. Peonies even relish cold winters, because they need chilling for bud formation.

Peonies make fine sentinels lining walkways and a lovely low hedge. After its stunning bloom, the peony's bushy clump of handsome glossy green leaves lasts all summer, and then turns purplish or gold in the fall, as stately and dignified as any shrub.



Common Names: Peony

Botanical Name: Paeonia

Availability: March through July.

Vase Life: 5 to 7 days.

Description: Large, fragrant, terminal blossoms 3 to 8 inches across on stems 12 to 24 inches long.

Colors: Red, pink, rose, burgundy and white.

Botanical Facts: The name is from the Greek name paionia. A reference to Paion, then physician to the gods in Greek mythology.

Design Notes: These large beautiful blossoms work well alone in a bouquet or in mixed arrangements. Peony blossoms make a excellent focal point. Be sure to allow room in an arrangement for the blossoms to open fully. Peonies are wilt sensitive and last far better in vase of water, compared to designing them in floral foam.

Purchasing Hints: Purchase stems with fairly tight buds, with the calyxes just beginning to open. The buds should be showing well developed color. Once the flowers open the vase life is short.

Conditioning: Remove all foliage that will be below the water line. Cut under water with a sharp knife. Hydrate in a solution of warm water and commercial floral preservative / floral food for two hours before storage or usage. Keep peonies in a cool dark location to retard opening.

Source: <http://floraldesigninstitute.com/page004.06.082.htm>

AIFD North West Chapter and Kirby Signature Floral Presented “Design Creativity and Profit for Your Business”

By Kim Oldis AIFD, CFD

This was a tremendous show held on Feb. 1, 2015 in Burnaby, British Columbia! Over 75 people attended with 16 of those being local floral students.

Leanne Kesler AIFD, CFD, PFCI was our MC for our design panel. **Louisa Lam AIFD, CFD, Alexis MacLeod AIFD, CFD** and **Donald Yim AIFD, CFD** (all pictured right) shared design techniques, tips and floral business ideas with the attendees.

Susanne Law AIFD, CFD spent many hours organizing this event as our chairperson. **Yukari Mitsui AIFD, CFD** was a huge help in the design room and at the program. **Emil Yanos AIFD, CFD** produced all of our graphics for this event.

Kirby Signature Floral shared their education center with us, as it was the perfect setting to inspire, energize, educate and create fellowship for our AIFD members, both attendees and students. We want to publicly thank Tony Graf, Ursula and the entire staff at Kirby Signature who welcomed us with open arms and allowed us to offer this educational opportunity to the Vancouver area!

We were blessed with the donations of our sponsors who supported wholeheartedly – the Canadian fresh floral product was unbelievable! Green Point Nurseries shared tropical flowers and foliage with us. Along with Accent Décor, UCI and Smithers Oasis who always support us and say yes to our requests. Thank you!

Wil Gonzales AIFD, CFD and I were privileged to be able to “pin” our North West members from Canada that attended with their North West Regional pin. What an honor!

We are looking forward to returning in the future so we can continue to spread the good word and education of AIFD to Canada and the North West.

Thank you to everyone who attended and helped!



DENVER AWAITS!

"Journey" • June 30 - July 4 • Sheraton Denver Downtown • aifd.org/upcoming-events/2015-symposium/

AIFD members and friends will have a NEW city to explore this Summer when AIFD's National Symposium comes to the "Mile High City" of Denver! Not only will the weather be grand – (not too hot, not too cold!), but the location of Symposium is right in the center of Denver's downtown action! Located just off the 16th Street pedestrian mall, the Sheraton Hotel (home for all Symposium events) is just a few steps away from great restaurants, shopping and even the Denver Museum of Contemporary Art. It's a location you will love to explore!

AIFD's National Symposium "Journey" is the annual design think-tank of ideas and perspectives. This year AIFD celebrates 50 years as an organization – an amazing feat for any organization today – but a particular triumph for a group of creative minds that first met in Southern California in very modest surroundings. We've come a long way, baby! Lots of exciting things are planned for this Symposium. Never before seen international talent, emerging designers from here in the USA and also some of our most cherished designers with something new to say!

On Sunday, June 28, AIFD activities in Denver will be underway with the Professional Floral Design Evaluation Session (PFDE) for those aspiring to achieve their CFD or AIFD designation. PFDE is followed by the student competition for SAIFD chapters on June 29 as well as the free program "Looking at the Principles and Elements of Design" as presented by **Pete Samek AIFD, CFD**. That evening both the PFDE and student work will be on display for all to see. "Just seeing the designs created by these talented candidates and students renews your hope in the future of design!" exclaimed Marie Ackerman AIFD, who is serving as the volunteer coordinator for this year's design extravaganza.

Tuesday, June 30 is dedicated to AIFD volunteer business. But on July 1, following a morning of regional chapter member meetings and the AIFD Annual Meeting, the excitement really gets going with the opening of the annual Partners' Expo – the table top trade fair of exciting new products and resources that can help your flower business grow!

Following the Partners' Expo is a fun and interactive Welcome Reception entitled "The Art of the Journey" with **Beth O'Reilly AIFD, CFD** where everyone can make their mark on a collaborative design. Beth's work is underwritten, in part, by AIFD Gold Elite Partner Mayesh Flower Distributors.

Early on July 2, another FIRST for AIFD Symposium kicks off with the inaugural Hands-On Classes. The classes repeat three times in the schedule and are NEVER at the same time the main stage programs are. These classes taught by four of AIFD's brightest instructors – **Kevin Ylvisaker AIFD, CFD, PFCI** teaching "Line Design," **Sharon McGukin AIFD, CFD, PFCI** teaching "Cascading Wedding Bouquets," **Randy Wooten AIFD, CFD, PFCI** teaching "Sympathy Designs" and the UK's **Wendy Andrade AIFD, CFD** teaching "Modern Wire Jewelry." There is a small charge for each class (Just \$59.95) which is in addition to the general or premium registration costs. We expect the classes to sell out, so make sure you register for them early!

Then it's on to the Symposium main stage with the lead-off program appropriated dubbed "Reflections: Five Decades of Design Excellence." Coordinated and led by AIFD Past President **Ann Jordan AIFD, CFD** and underwritten through a grant from AIFD Diamond Elite Partner CalFlowers. This program features five AIFD designers each one representing a decade of AIFD's History.

AIFD Fellow **Chris Norwood** then takes the stage to charm us with his talent and humor as he presents "Visual Impact: Merchandising in an Online World." This spectacular presentation is made possible, in part, thanks to AIFD Diamond Elite Partner team of Floramart, Garcia Group, Berwick Offray, Fitz Design, Patrician Candle Artisans, Giftwares Co, and Acolyte.

Even lunch promises to be fun on opening day as **Deborah De La Flor AIFD, CFD** hosts "Nifty 2B Fifty: An International Salute To AIFD's 50 Years." This luncheon will feature centerpieces created by designers from other countries – a real showcase of international talent. Floral product is being provided by AIFD Gold Elite Partner The Elite Flower.

After lunch, the program journeys to Mexico and will feature the brother and sister team of **Rocio Silva AIFD, CFD** and **Jose Luis Silva AIFD, CFD**. It's titled "Besame Mucho" (Kiss me a lot.) Colorful, energetic and not to be missed, it is underwritten by AIFD Diamond Elite Partner Smithers Oasis.

Closing the stage programs that day is "Retail Therapy: Everyday Designs" featuring the floral artistry of **Leslie Bolden AIFD, CFD** and **Anthony Swick AIFD, CFD, PFCI** who will share ideas on how you can redefine how you think about everyday design. This wonderful finale of the day is underwritten by AIFD Platinum Elite Partner Bloomnet.

The evening of July 2 will radiate as AIFD presents its Member Induction and Awards Ceremonies which will feature the beautiful event work of **BJ Dyer AIFD, CFD** of Denver. His title for the evening: "AIFD: The Gold Standard." Get ready to be dazzled! Much of the floral décor is being provided by AIFD Gold Elite Partner The Queen's Flowers.

Friday, July 3 starts out again very early with repeat performances of the exciting new AIFD Hands-On classes followed by more awesome stage presentations!

Leading the day is a brief talk show format called "THE TALK" featuring designers that were on stage the previous day. Guests will be able to "tweet in" their questions that will be asked live on stage!

Then it's the vivacious **Jenny Thomason AIFD, CFD** with her amazing program, "Plants: The Road Less Traveled." Jenny will make you rethink how you see botanical materials – forever! Thanks to AIFD Silver Elite Partners FNGLA and Unlimited Containers, Inc. for helping to underwrite this program.

There is no greater designer to present a color program than AIFD Award of Design Influence winner **John Haines AIFD, CFD** of Bali, Indonesia. John is being joined by the delightful **Gretchen Sell** of Design Master to present an educational program simply titled "COLOR." You will be dazzled with the visuals used to create this language of color. Underwritten by AIFD Platinum Elite Partner Design Master, color tool, inc.

Lunch on Friday brings us the annual AIFD Foundation Luncheon "Petaling into the Future" featuring the floral décor of **Ron Mulray AIFD, CFD** with assistance from the 2015 inductees. This fun luncheon will also host the silent and live auctions that raise money for scholarships and grants in the design world. Floral product is being provided by AIFD Gold Elite Partners Green Point Nursery and the Hawaiian Tropical Flower Council.

After lunch, we jet off to the Netherlands with a program called "Destination Holland: A Day with Johan in the Flower Shop." Underwritten by AIFD Diamond Elite Partner Accent Décor and featuring international design sensation **Johan Huisman**. You'll love Johan's delightful approach to floristry and his humor!

Closing the day will be a touching and inspiring program on Sympathy Flowers – "Legacy... A Sympathy Tribute of Designs" with AIFD Past President **Susan Ayala AIFD, CFD, PFCI**. Sympathy flowers are all about tradition and personal touches. You're guaranteed to learn a few new things about sympathy flowers that you did not know before. The program is underwritten by AIFD Platinum Elite Partner Teleflora.

This VERY busy day ends with a second installment of "THE TALK" featuring designers from the day's programs, followed by the last installment of the AIFD Hands-On Design classes. The rest of the evening is free for you to enjoy Denver!

July 4th is not only a national holiday, but it is also the spectacular ending to "Journey" with four amazing programs!

Opening the day are two information-packed presentations on "Becoming a CFD and/or Member of AIFD" and "PFCI Rise and Shine 2015: 50 Years of Talking."

Then, it's on to the main stage with a program coordinated by **Lisa Weddel AIFD, CFD, PFCI** featuring three designers from the South Central region each designing with a different material. "Inspired by the Material" features **Brenda Veasman AIFD, CFD** with Plexiglas, **Ken Senter AIFD, CFD** with wood and new inductee **Justin DeGonia** with metal. This program is creative and fun!

Just before lunch, guests will be captivated by "A Beautiful Journey in Flowers" featuring **Carol Faris Gordy AIFD, CFD** who is the CEO of Natural Decorations Inc., one of the most respected fabric floral design companies in the world. Learn the places design can take you!

Following lunch on your own in downtown Denver, you must hurry back to see **Katie McCormick -Kharrat AIFD, CFD** and **Phillip Rice AIFD, CFD** present "Journey: Down the Wedding Aisle." A program about design and the importance of having a relationships with your bride and other wedding vendors. The program is underwritten by Platinum Elite Partner Syndicate Sales.

What a fabulous way to end the day as Japan's **Yoshimi Nakayama** presents "SUDACHI" or leaving the nest. Thanks to the underwriting of FTD, you will be thrilled with his ideas and materials that will give you a global perspective on design!

Finally, The Leadership Gala in the grand ballroom, honoring outgoing president **Tim Farrell AIFD, CFD, PFCI** features the design artistry of **Gerry Toh AIFD, CFD** entitled "Destiny: A Journey with Flowers." The floral décor will be sponsored in part by FlowerBuyer.com.

While Symposium may be wrapping up, the design educational opportunities will continue on July 5 when the AIFD Foundation offers an optional registration to attend its' Design Experience – "Up Close and Personal with Johan Huisman."

As you can see, it's an exciting line up of inspiration, ideas, education and networking awaits in you Denver! JOIN THE JOURNEY! The Symposium registration brochure is in the mail and online registrations is now open. Claim your spot today!

We can't wait to see you in Denver!

REMINDER: AIFD Balloting to Go Electronic

On February 27, members of AIFD will receive in their e-mail inbox the balloting information for the election of representatives to the National Board of Directors and the leaders of their respective Regional Chapter. The electronic balloting will help AIFD 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.

“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.

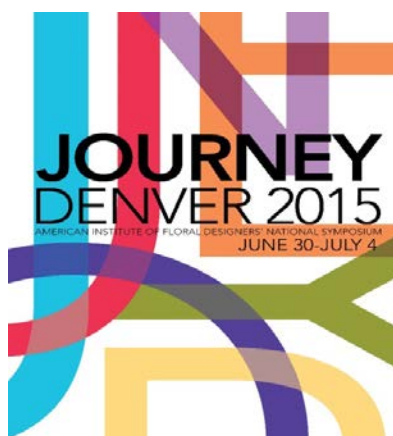
This new electronic voting system prevents a member from voting for more than the prescribed number, i.e., only two of the four running for the National Board, while still allowing a vote for fewer than the maximum number allowed. For the few AIFD members who do not have an e-mail address, AIFD will 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.

Candidates for election to the National Board of Directors as a Director-At-Large (select up to two) include: **Polly Berginc AIFD, CFD, Jackie Lacey AIFD, CFD, PFCI, Jason McCall AIFD, CFD** and **Katie McCormick-Kharrrat AIFD, CFD**. Running for the Representative to the National Board from the North Central Chapter are **Loann Burke AIFD, CFD, PFCI** and **Jerome Raska AIFD, CFD, PFCI** and from the South Central Chapter are **Mark Erickson AIFD, CFD** and **Debbie Gordy AIFD, CFD**.

In addition to the slate of national directors, members of the six regional chapters will also be asked to vote for their chapter officers and new members to the chapter board of directors.

AIFD is grateful to all of the members who have volunteered to put their name forth as a candidate and for the continued service as leaders in the organization.





Calling all Energetic, Hardworking, and Creative Designers!
We need your time, expertise and talent!
Have you ever wondered what it takes to make all that *MAGIC* happen at Symposium?
Are you a “Work Room Veteran” ready to jump right back into the fray?

We are inviting **you** to apply for a volunteer position at this year’s “Journey” Symposium in Denver, Colorado. As the 2015 Volunteer Coordinators, we are excited about providing a fabulous volunteer experience for each of you! We will need volunteers beginning on June 28th through July 6th in order to make all the magic happen! As we can attest from personal experience, the AIFD symposium can be **life changing** for designers; providing inspiration, instilling unparalleled education, and building professional relationships that alter careers. Please consider helping us make 2015 one of the **best symposium’s ever!**

Your Volunteer Coordinators

Vicki McPherson AIFD, CFD vmcpherson822@icloud.com Cell: 214-293-5603
 Kelly Norvell AIFD, CFD kelly@norvelldesigns.com Cell: 817-999-6131

How exciting to take part in making all of this come together!
 Join us by sending the following information to: kelly@norvelldesigns.com

VOLUNTEER CONTACT INFO

Name:		
Address:		
City:		
State/Region:	Postal Code:	Country:
Email:		
Primary Phone:	Optional Secondary Phone:	
<i>*One phone must be cell phone for reaching you once we are in Denver ☺</i>		
A little Information about your experience and design skills/credentials:		
<i>*So we can try to match you with projects that will give you the best volunteer experience!</i>		

SAIFD Reports

SAIFD Fall Recap

By Melinda Lynch AIFD, CFD

Chair of the AIR & Student Membership Committee

Fall semester/quarter was a very busy one for the Student SAIFD chapters in the nation. New members were gained and fundraising has taken off for each of our chapters. Many of the chapters have had guest AIFD designers visit their campus's this year to help with their Artist in Residence Programs (AIR Programs). The comments have been wonderful and very rewarding for all those in attendance.

If you ever have the opportunity to work with the young SAIFD designers, you will walk away a new person. It is probably one of the best opportunities to give back and know you have really made a difference in the lives of our future designers. If interested please contact any of the SAIFD chapter advisors.

Thank you for all your support to the SAIFD Students and Advisors! YOUR time and energy is greatly appreciated.

Mississippi State University - Ogilvy of Airlie Chapter SAIFD Report

By Abby Jenkins

Fall semester 2014 at Mississippi State concentrated on growing student interest in floral design by incorporating new activities in our meetings. One of our favorite events was blindfold designing which tested our members' technique usage and creativity.

While fall semester emphasized fun design activities, spring semester SAIFD will be geared toward preparing for Southern competition and working together as a team to encourage one another. Along with training for competition, our SAIFD chapter will be hosting an Easter workshop for the local community in the spring to help spread the word about SAIFD. This workshop will be our chief fundraiser with the object of attending the AIFD Southern Conference in Birmingham, Ala.

The spring semester will conclude with an AIFD Artist in Residence program with **Emil Yanos AIFD, CFD** of San Francisco. Emil will meet with students in horticulture and art as well as faculty and administrators at the university.

Cal Poly SAIFD Report

Fall quarter was a huge success for the Cal Poly SAIFD Floral Team as we were able to provide arrangements for the President, Provost, Dean in the College of Agriculture, Cal Poly Alumni Association and the Horticulture and Crop Science Dept. The monies earned will help with travel expenses to the California State Floral Association Student Competition and the AIFD National Student Competition and Symposium. We were also able to assist the Cal Poly Rose Float Team on this year's float, we are excited that the float was awarded "Most Beautiful Non-Commercial Float" in this year's parade.

City College of San Francisco Artist in Residence Program "Wedding Tips and Trends"

By Jenny Tabarracci AIFD, CFD

The SAIFD Menzies Chapter at City College of San Francisco hosted an AIR (Artist in Residence Program) on Nov. 13, 2014.

Jennifer Lato AIFD, CFD was the featured designer. Jennifer is an alumni student from the Retail Floristry Department at City College of San Francisco. She began her career as a SAIFD and is now a freelance floral designer for Michael Daigian Design.



She was a key player in seeing through the designs and details for the Induction/Awards Décor for the 2011 Symposium in San Francisco. She was also part of the design team for the "Wow Factor" program at the 2009 Symposium in Kansas

City. Jennifer has received many accolades for her floral exhibits at the annual Bouquets to Art show in San Francisco.

Jennifer's presentation focused on wedding tips/trends and what it takes to have a successful event business. She was assisted by her mentor/employer **Michael Daigian** which added even more expertise to the presentation. Together they discussed



their unique design techniques and career paths to become a professional floral designer. This was an extremely valuable experience for the students to learn from City College of San Francisco alumni who are currently working successfully in the industry.

The program was sponsored by Michael Daigian Design and the Environmental Horticulture/Floristry Department at City College of San Francisco. Thirty-two people attended the presentation which included CCCF students, industry professionals and CCSF instructors including **Jenny Tabarracci AIFD, CFD, Holly-Money Collins AIFD, CFD and Steven Brown AIFD, CFD.**



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AIFD Certified Floral Evaluator/Judge Program

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. This certification will be recognized by AIFD and the floral industry. Becoming a certified floral evaluator/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 a Certified Floral Evaluator/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:

1. 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 is available at no cost. One CEU can be obtained per segment completed. (*Please see note below about this course.)
2. 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.

3. 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.

**The run times for viewing all of the videos and powerpoints for the online course is approximately 3-3 1/2 hours (with time built in for note taking). You are able to start and stop the videos and powerpoints. You are also able to login and logout whenever you want during the timeframe of the course being offered.*

Important Session Dates

March 30 – April 3, 2015

**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.

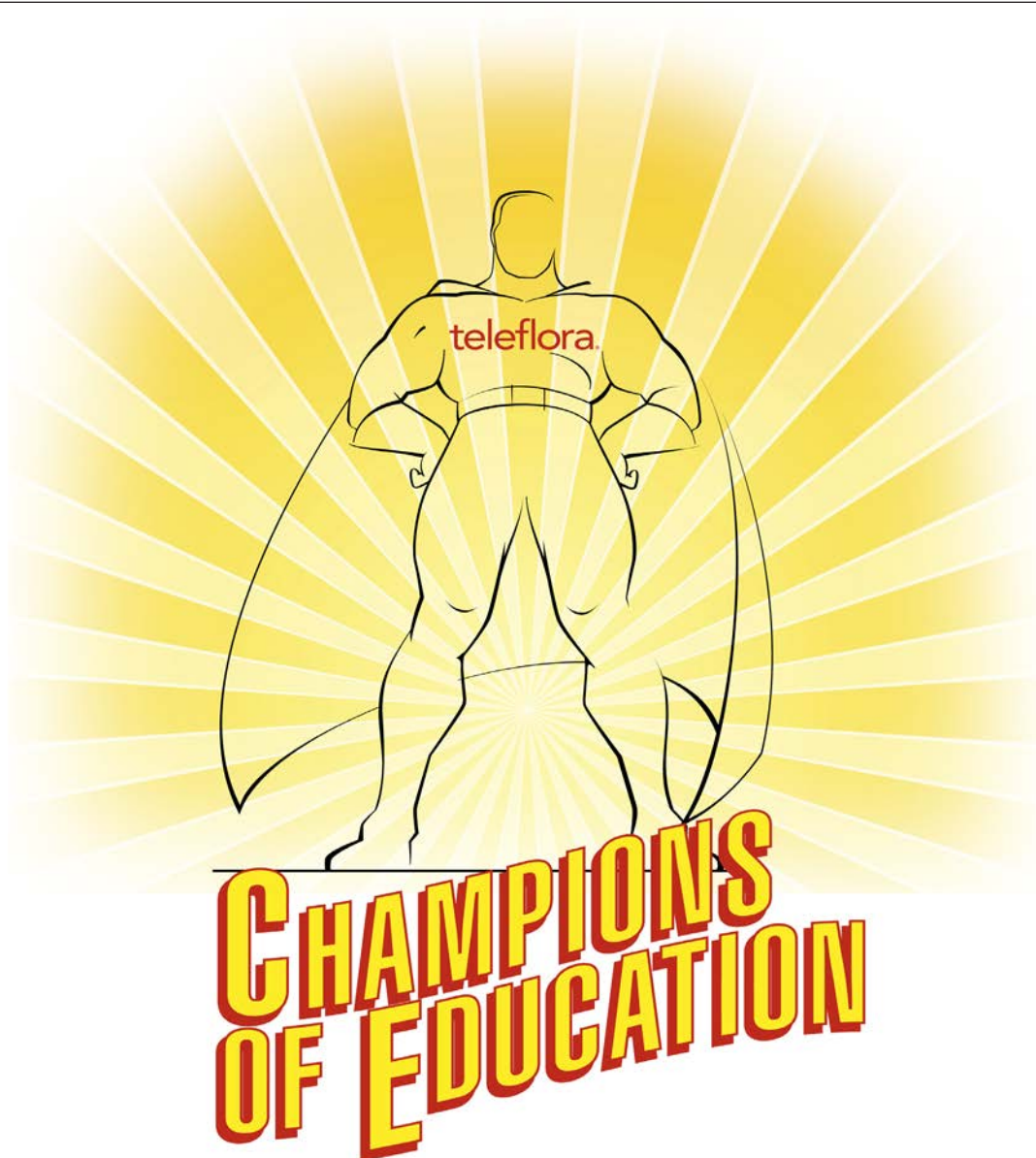
Deadlines

The certified floral evaluator and 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.

Reminders of the re-certification for this floral evaluator/judging certification will be sent to you by April 15 of the 3rd year of your certification anniversary. You will have needed to attend this workshop at least one additional time during your three year certification time frame to maintain your certification. Registration and attendance for this workshop will be required.

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/.



- Over 100 Teleflora Unit programs annually across the U.S.
- Providing education at over 30 state and allied conventions
- Joining with wholesalers in providing education for over 60 programs annually
- Offering eight three-day classes through the Teleflora Education Center, with over 160 participants

The finest in educational opportunities for professional florists, brought to you by Teleflora and the following Education Specialists:

Susan Ayala AIFD
 Tom Bowling AIFD, PFCI
 Tim Farrell AIFD, AAF, PFCI
 Bert Ford AIFD, PFCI
 Jim Ganger AIFD
 Hitomi Gilliam AIFD
 Bob Hampton AIFD, AAF, PFCI
 John Hosek AIFD, PFCI
 Alex Jackson AIFD, PFCI
 Vonda La Fever AIFD, PFCI
 Joyce Mason-Monheim AIFD, PFCI AZMF
 Darla Pawlak AIFD, PFCI
 Julie Poeltler AIFD, PFCI
 Jerome Raska AIFD, AAF, PFCI, CAFA, MCF
 Tom Simmons AIFD
 Gerard Toh AIFD
 Cindy Tole
 Kevin Ylvisaker AIFD, PFCI

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

Focal Points 20

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>.

2015 SYMPOSIUM DESIGNER ARTICLE

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

The Importance of the Education Journey - Celebrating Life

By Randy Wooten AIFD, CFD, PFCI

There is no question that the sympathy business for the floral industry has shrunk tremendously over the years. "Please Omit", changing life styles and loss of traditions have all chipped away at the sympathy market. But there is another reason for the decline: many florists have backed away from this industry mainstay and have not promoted sympathy designs to its fullest potential. This, in turn, causes there to be fewer classes and educational programs offered in this area based on demand. All the excitement seems to be about wedding and party designs.

The changes that have been taking place in the funeral industry are out of our control. We have no say in the choices people make in the last plans for their loved ones. However, we can educate consumers on how flowers are still very much needed and reliant. Many times when there is a direct cremation or memorial service, the consumers is at a loss as to what to do when it comes to flowers. The sad part is that many are looking to the funeral homes to guide them. We should be that go to person.



It's time we take back the sympathy segment! Change our mind set as to how we approach it all together. We need to market it as a "Celebration of Life." A time to reflect and celebrate the wonderful memories, that our loved ones have given us. Our floral designs can help express those memories by creating floral compositions that are custom to the loved one. We've heard many times "People wish to be remembered for what they loved." We need to be marketing just that!

Our designs need to be unique and custom. Ones that speak volumes about the deceased or either evokes a memory. During the consultation, ask questions about the person's hobbies or passions. Even ask for personal items that they may be able to provide you to include in a design or tablescape. For example, if the deceased was a fireman, ask if you could use his helmet or items of his gear. Also for a horse lover you could create a design using his or her saddle. These types of designs touch the hearts of everyone who sees them. We should look at a loved one's passing just like every other event in their lives that we have helped them celebrate. In my opinion this should be the Most important!! As this is the final chapter.

LET THE 50TH CELEBRATION BEGIN

THE AIFD FOUNDATION INVITES YOU TO JOIN THE 50TH CLUB IN HONOR OF THE 50TH ANNIVERSARY OF AIFD

BE ONE OF THE FIRST 50 TO CONTRIBUTE \$500.00

BE ONE OF THE FIRST 500 TO CONTRIBUTE \$50.00

THESE CONTRIBUTIONS WILL ESTABLISH
THE 50TH CLUB FUND
\$50,000.00

GIVE SIMPLY BECAUSE YOU WANT TO
HONOR SOMEONE • THANK A MENTOR • REMEMBER A FRIEND • CELEBRATE A MEMORY

The 50th Club will honor you as a donor as well as name the one you wish to recognize.
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



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Laura Parker AIFD, CFD

The industrious members of the North Central Chapter are in the final planning stages for our annual "Mid-year Chapter Meeting". It will be held in conjunction with our public awareness exhibit at the Chicago Flower & Garden Show (CFGs) on March 14-15 on Navy Pier.

Our CFGs public awareness exhibit, "The Art of Floral: ReBirth" will feature a central design interpreting the transition from winter to spring created by North Central 2015 Inductees, surrounded by six large satellite designs created by members of the chapter. Our Exhibit Coordinator is 2015 Inductee, **Laura Daluga AIFD, CFD** and she is doing an amazing job!

Our North Central Chapter continuing education events continue to grow. We are excited to be hosting the great leadership team from Fitz Designs, as **Dan Fischer** and **Suzie Kostick AIFD, CFD, PFCI** present our education programs for the weekend. The Fitz team will be sponsoring several wonderful programs and events! On Saturday morning from 9 a.m. - noon, Fitz Designs is sponsoring our hands-on design class entitled "Perfectly Profitable Prom!" that is a fundraiser for education programs and scholarship funds. It is open to non-members as well as AIFD members. This will be followed at 1 p.m. by the annual "Bobbi Cup" Competition, honoring **Bobbi Ecker-Blatchford AIFD, CFD** sponsored by the North Central Chapter, Smithers-Oasis, The Sun Valley Group, and Blooming of Beloit. This is always an amazing experience for both participants and observers! Our main stage public awareness program entitled "I D... Glitz!" will feature Suzie Kostick AIFD, PFCI, CF, Director of Marketing for Fitz Designs, and her interpretation on the latest wedding trends. Saturday evening the chapter will gather for networking, dinner, and our chapter meeting. On Sunday morning at 9 a.m. Dan Fisher, President/CEO of Fitz Designs will present a business session "Marketing and More!" We welcome any members from our neighboring chapters to join us for the weekend!

The North Central Chapter has been blessed with a Board of Directors that includes dedicated, hard working members who are committed to empowering, not only active NC members, but also those designers who aspire to membership in AIFD.

South Central Chapter

President's Letter

Eva Riter AIFD, CFD

"The meaning of life is to find your gift. The purpose of life is

to give it away." - William Shakespeare

For many of us our 'gift' is our passion. Inspiration helps us revive our passion and rejuvenate our drive. "Inspired by the Blossom!" hosted by **Ken Senter AIFD, CFD** is a perfect opportunity to revive and rejuvenate! This show is being held on March 22, 2015 in Houston, Texas at Pikes Peak Wholesale. "Inspired by the Blossom!" will be an art and bridal bouquet design forum featuring **Beth O'Reilly AIFD, CFD** and the 'Texas Six' - **Ace Berry, Michael McCarthy, Nicola Parker, Kim Jones, Alan Masters** and **Donna Senter**. The cost is only \$35 and includes lunch plus one raffle ticket! The raffle will feature gift baskets, vases, floral books and a paid registration to the 2015 AIFD National Symposium in Denver. In addition Pike's Peak will be offering discounts in the supply department. If you need to book a room, the Sheraton Brookhollow is a short 2 minute drive from Pike's Peak and the rate is \$79/night including free parking and free Wi-Fi. Please contact Ken Senter AIFD, CFD at 281-861-8525 for more information. Let your passion inspire your journey.

"Journey" AIFD's 50th anniversary symposium will be in Denver, Colo., June 30 - July 4, 2015. We are proud to have our very own **Marie Ackerman AIFD, CFD, PFCI** as the Symposium Coordinator. Many of the South Central Members have taken on some of the responsibilities and duties of the symposium. There will be hands-on classes and some first-time programs including plants, sympathy and other exciting programs. Designers will be coming from all over the world. South Central will be hosting a special design program called "Inspired by the Material." If you haven't volunteered yet, and would like to, please contact Marie by e-mail at mackerman@teleflora.com. Join us on the 'Journey' to fuel our passion.

Our chapter's historian, **Dov E. Kupfer** is currently requesting that members send him induction night photos for our chapter scrapbook. Please send him your photos and the year you were inducted via e-mail to dek018@aol.com.

North East Chapter

President's Letter

Theresa Colucci AIFD, CFD, PFCI

Greetings to everyone in the North East! The days are getting longer and most of the winter is behind us and we all look forward to the spring. The change in season evokes a rebirth of nature and inspires us to create and design with a fresh approach. Crocus and pussy willows will soon show their faces!

March is a very busy time in our region for industry events. Kicking it off with the world renowned Philadelphia Flower Show, which is in full swing. Opening Feb. 28- March 8, with a theme of "Celebrate the Movies, Lights, Camera, Bloom!" This

Disney inspired theme will surely be a popular destination for thousands of flower lovers. Our AIFD exhibit will be designed by an all-female cast of designers led by **Dan Vaughn AIFD, CFD** and **Deryck De Matas AIFD, CFD** along with **Ron Mulray AIFD, CFD**. They have been collaborating and planning a fairy tale exhibit focusing on the Disney princesses! There will be many AIFD members in the house helping to make our exhibit and the show a success. If you are interested in helping with the AIFD exhibit, please contact Dan Vaughn. North East members, **Christine Kratt AIFD, CFD, PFCI** and **Bill Schaffer AIFD, CFD, PFCI** also design an exhibit involving many AIFD members, which is always a crowd pleaser. Many members take part in another part of the show, "Designers Studio," which gets rave reviews. Designers compete or demonstrate on stage with a surprise package while AIFD president, **Tim Farrell AIFD, CFD, PFCI** commentates. The audience then votes on their smart phones to determine the winner. The public loves this part of the show and crowds in to get a viewing spot! Everyone on stage is a winner with the publicity we create for the floral industry! If you've never been, you should do your best to attend! Hope to see you there.

The other event our region takes part in this time of year is the North East Floral Expo in Mystic, Conn. from March 14 - 15. This is a spectacular show for florists with main stage shows, hands-on workshops and a trade fair. It's like a mini-symposium! I am always amazed at the talent they bring in and the number of AIFD members attending from across the country. Our region will be the main stage attraction for the Saturday Evening gala. AIFD Designers **Rebecca Carter AIFD, CFD**, **Patricia Patrick AIFD, CFD**, **Rudy Grant AIFD, CFD** and **David Siders AIFD, CFD** will be creating a wedding reception atmosphere and entertaining us with a runway bridal show! What an exciting event this will be! We also have many regional members teaching workshops and hosting our trade fair booth. PLEASE attend and help us with our endeavor. It will take many hands to make it successful and can use your help!

Lastly, our region is hosting a hands on event just for North East members the Monday following the North East Floral Expo featuring **Rene Van Rems AIFD, CFD**. This is a special event for NE members only at a fraction of the price you would normally pay. For further information, see our newsletter, or contact Janet Black or myself! Hope to see you at the events!

Northwest Chapter

President's Letter

Kim Oldis AIFD, CFD

Springtime in the Northwest is always full of promise. The fruit trees are already budding, heather is blooming, primroses and daffodils are showing color and the air is clean and fresh. It is the perfect time to get motivated!

February 1 we were in Vancouver, British Columbia for our first NW Regional event of the year. Kirby Signature Floral, Inc. was our gracious host for this program. Our chair

Susanne Law AIFD, CFD has put in countless hours to organize our day. **Leanne Kessler AIFD, CFD** was our commentator. **Louisa Lam AIFD, CFD**, **Donald Yim AIFD, CFD** and **Alexis MacLeod AIFD, CFD** were our designers that shared their knowledge for "Design Creativity and Profit for Your Business".

March 18 - 22 takes us to the San Francisco Flower and Garden Show to collaborate with the South West Region and **Bob Gordon AIFD, CFD** for design presentations, stage demonstrations, a floral fashion runway program, design competitions, floral displays, and so much more. **Wil Gonzales AIFD, CFD** our chairperson for this event, along with **Susan Ishkanian AIFD, CFD**, **Wendy Pine AIFD, CFD** and **Amy Kee AIFD, CFD** are organizing our North West team. **Rachelle Nyswonger AIFD, CFD** is gearing up for a reception where AIFD members will gather. **Greg Lum AIFD, CFD** is preparing for the competition and design exhibits. They are so many members in the Bay Area that will be involved and we couldn't be prouder to share our talent and energy at this show. We are looking forward to having Tim Farrell AIFD, CFD, PFCI with us for two of the days!

Before we know it - June will be here and we will be taking a "journey" to Denver! In the meantime get ready for spring and I hope your spring floral holidays are prosperous!

Southern Chapter

President's Letter

Russ Barley AIFD, CFD

Happy New Year to each of you. I hope 2015 brings much happiness and wealth to all! Now that we have gone through the holiday and winter season, it's time to recharge ourselves for the upcoming spring. As we regroup for the New Year, I would like to say thank you to those of you who took the time to fill out the survey concerning attendance for conferences that was on our web site. We had about 10% of the membership respond. Many thanks to **Tim Lawing AIFD, CFD** for all of his hard work and contribution to this task.

We are all looking forward to the upcoming Southern Conference, "Botanical Bliss," to be held in Birmingham, Ala. from April 10-12, 2015. We have a wonderful lineup of designers and a fun filled weekend in store for you! Many thanks to **Mandy Majerik AIFD, CFD, PFCI** and **Kevin Hinton AIFD, CFD** for co-chairing this event. Please make your reservations and come and join the fun of this educational weekend!

Carol Dowd AIFD, CFD is chairing a "Spring Arts and Bloom" at the art museum in her town in North Carolina. Anyone interested in attending or participating can give her a call.

Suggestions are always welcome by Southern Chapter members that would help with the organization. Please feel free to contact me or any board members. I am looking forward to seeing you all at the Southern Conference!

continued on next page.

Southwest Chapter Report

President's Letter

Kenneth Snauwaert AIFD, CFD

Continued from page 23.

It's spring in the Mojave Desert and with it comes renewed energy and inspiration. Looking back at the last several months, the Southwest region has been busy!

On Nov. 2, 2014 "A Season to Savor," a holiday workshop and design show featuring **Gerry Toh AIFD, CFD** was held at Mellano & Co. in Santa Ana, Calif. A big thank you goes out to Mellano & Co. and **Cathy Hickman-Frost AIFD, CFD** for hosting this event. Gerry shared a wide range of ideas from display to design and tips on how to relieve the stress of the holiday season. Eighteen workshop students made two companion holiday designs. The afternoon design program featured an array of holiday design concepts. All went home with many new ideas to use in the work place.



Our annual wedding show at the National Orange Show Events Center drew a large crowd for the "Ultimate Wedding Challenge" on Sunday, March 1. We had an amazing design lineup featuring **Beth O'Rielly AIFD, CFD**,

Sunsan Standerfer AIFD, CFD and **Samuel Van Wert AIFD, CFD**. The fabulous luncheon floral décor was designed by **Susan Ayala AIFD, CFD, PFCI** and the lobby flowers we beautifully executed by **Lorraine Cooper AIFD, CFD, PFCI**. The trade fair was a popular place with vendors from across the country.

On Saturday, Feb. 28, **Katie McCormick-Kharrat AIFD, CFD** taught a hands on workshop, "Ultimate Wedding Bouquet" to many enthusiastic students.

I want to thank all of the hard working and dedicated board members and the many volunteers that made this event happen.



I look forward to our next event in Las Vegas in April, details to follow in the April/May issue of *Focal Points*!



AIFD offers classified postings for job opportunities. There is a fee required to place a classified posting on the website. The fee is determined by your membership category. Postings will remain online for one month.

Steps to posting a position:

- Visit <http://aifdsite.membershipsoftware.org/index.asp> to access your member portal to place a job posting. *Please note, you will need your log in credentials to access the job bank posting area.*
- Once you are logged in, on the left-hand side of the webpage click "My Job Listings / Post a Job."
- On the right-hand side of the page click the yellow button that says "ADD A JOB."
- Fill in the fields on the page with the job information and click "SAVE" at the bottom of the page.
- On the next webpage, click on "activate now" under "Status."
- Continue through the payment area and when all fields are filled in click "Accept & Complete" at the bottom of the page
- Your job should now be posted. Please remember you can go in and edit or delete your posting at any time under "My Job Listings / Post a Job" under the "Action" section.

If you have any questions or if you need assistance please contact Molly or Meghan at AIFD headquarters at 410-752-3318.

Thank You to the 2014-2015 Elite Partners

A collage of logos for various floral and design companies. The logos include: DESIGN MASTER, Fitz Design, Green Point Nurseries, Inc., oasis FLORAL PRODUCTS, teleflora, GARCIA GROUP, bloomnet World-Class Florists Worldwide Delivery, UCI UNLIMITED CONTAINERS, INC., KENNICOTT BROTHERS COMPANY SINCE 1981, Syndicate sales inc., WINS Floral Products, CAL FLOWERS California Association of Flower Growers & Shippers, THE ELITE BOUQUET, THE QUEEN'S FLOWERS, ad ACCENT DECOR, Floral Design Institute, florists' review, and Connie Duglin Specialty Linen & Chair Cover Rental.

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17th	Floral Jewelry Cont.	Technology	Prom Traditions	Prom Marketing
24th	Prom Posies	Fund Raising	Selling the WOW	Sharing Success
March				
3rd	Wonderful Weddings	Wedding Marketing	Top it Off (hair)	Prom Parties/ Events
10th	Beyond Boutonnieres	Prom Marketing Cont.	Signature Corsage	Increase Sales
17th	Selling the WOW	Sharing Success	Prom Posies	Fund Raising
24th	Beautiful Brooch Bqts	Wedding Marketing Cont.	Beyond Boutonnieres	Prom Marketing Cont.
31st	Prom Traditions	Prom Marketing	Top It off (hair)	Prom Parties/ Events
April				
7th	Keepsake Sympathy	Sympathy	Selling the WOW	Sharing Success
14th	Floral Jewelry	Store Display	Prom Traditions	Prom Marketing
21st	Amazing Wrapzz -event	Event Work	Beyond Boutonnieres	Prom Marketing Cont.
28th	Signature Corsages	Increase Sales	Floral Jewelry Cont.	Technology

For more info call us @ 800-500-2120
Email us webinars@creationsbyfitzdesign.com



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.

February 2015

<http://www.floraculture.eu/?p=21322>

AIFD call for PFDE candidates

<http://sfgardenshow.com/aifd-floral-demo-and-fashion-show/>
AIFD event

<http://www.ukiahdailyjournal.com/lifestyle/20150209/hey-flower-guy-jack-of-all-trades-master-of-none>
AIFD members featured

January 2015

<http://www.newsworks.org/index.php/local/arts-culture/77914-lights-camera-flower-show-photos>
AIFD mentioned

<http://www.houstonchronicle.com/life/gardening/article/A-nice-bouquet-has-complementary-colors-local-6041383.php#0>
AIFD members mentioned

<http://www.perishablenews.com/index.php?article=0041960>
AIFD Professional Floral Design Evaluation Candidates

<http://www.perishablenews.com/index.php?article=0041995>
AIFD members mentioned

<http://www.prlog.org/12416319-landmark-snellville-floral-shop-receives-fresh-cut-as-bloom-with-jenna.html>
AIFD member mentioned

http://www.tribtown.com/view/local_story/Florist-helps-at-iconic-parade_1420599421
AIFD member mentioned

December 2014

<http://www.fortmilltimes.com/2014/12/26/3942165/fiesta-parade-floats-set-to-inspire.html>
AIFD member mentioned

<http://thesheridanpress.com/?p=28999>
AIFD members mentioned

<http://www.masslive.com/living/index.ssf/2014/12/floral-designer-bob-whitney-shares-holiday-arrangement-tips.html>
AIFD member mentioned

Focal Points 26

AIFD Communication Center

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

Feb. 25 - 2015 Symposium Registration Now Open!

Feb. 19 - Last Chance for AIFD 2015 Awards Nominations!

Feb. 5 - Time is Running Out - Register Now to Become an AIFD Certified Floral Evaluator/Judge

Feb. 2 - AIFD's Floral Food for Thought - February 2015

Jan. 22 - AIFD Member Directory Now Online!

Jan. 14 - Act Now - Nominations Accepted For AIFD 2015 Awards!

Jan. 8 - Important News About Your AIFD Account: Please Read!

Jan. 5 - AIFD's Floral Food for Thought - January 2015

Dec. 22 - AIFD Focal Points is Hot off the Desktop!

AIFD Wants YOU to Present a Program at the 2016 Symposium "Inspiration"

"Inspiration" will be held in the beautiful Southern California area known as the OC (Orange County) in the fantastic city of Anaheim. We are in the process of putting together the team for 2016. If you are interested in presenting a Main Stage program, becoming part of a Symposium committee appointment or volunteering in any form, please contact us! We have a "Request for Program" guideline and application that needs to be completed prior to submitting your program proposal.



The topics for programs we are looking for are:

- Weddings
- Trends
- Events & Parties
- Holidays (not just Christmas)
- Permanent Botanicals
- Plants / Gardens
- Merchandising & Visual Display

Please e-mail Program Coordinator Tom Simmons AIFD, CFD at tomassimmons@gmail.com for more information and details.

Thanks

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The Grand Lady of AIFD

By Janet Black AIFD, CFD, PFCI

With a background in art, this lady started her working career as an administrative assistant to the Dean at a Boston College. She attended night classes in floral design, then worked summers and holidays for a garden center. Hooked on the passion of our floral industry and with a supportive husband, she gave a two week notice and opened a shop within a month! The year was 1974.

She became a member of AIFD and quickly got involved in the newly formed Northeast Region as the secretary /treasurer. Then she moved up the ranks quickly and served on many committees and as chapter president.

By 1994 she was the president of AIFD and the sixth woman to hold the office. During her term, the AIFD Leadership Manual was created and distributed and the AIFD information card was established; "What Is AIFD?" The (5) member finance committee was also formed. The Memory Book was established and **David Hope AIFD, CFD** located photos to further this project. The marketing committee created Regional Banners. Financial underwriting by AIFD Foundation 109 for educational programs was established and executive board meetings were held in conjunction with the FTD Convention. All this is quite astounding and what amazing accomplishments.

I had the pleasure of meeting this fabulous lady when I was Symposium program coordinator for "Revolution" in Boston. Here she produced our Educational Symposium Book; one of the (9) she created.

Drum roll please...our extraordinary member featured is **Patti Pottle, AIFD** fellow!



REGISTRATION NOW OPEN!

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. We highly recommend you prepare to register and book your hotel early.

Symposium registration is also completely mobile friendly! That means you can register and pay on your iPhone, iPad, etc.

Details have been announced and registration is now open. Claim your spot today!

Visit <http://aifd.org/upcoming-events/2015-symposium> for details and registration information.

WIN A SYMPOSIUM REGISTRATION!

It's here! 2015 - the 50th year since a small group of floral design artists banded their passion and visions together and established the American Institute of Floral Designers. We hope that you will make every effort to journey to Denver this coming June 30 - July 4 so that you too can help celebrate this wonderful milestone.

If you were on the edge in considering the odyssey to Denver, we hope this article will create waves in your heart and, in doing so, give you a special chance to balance your checkbook by winning a complimentary premium registration.

Hidden in this short tale are the names of 25 past symposia; a virtual kaleidoscope of themes. To win the registration, all you have to do is be the first person to correctly name all 25 and the year and place in which they were held. Please e-mail your entry to Tom Shaner at tomshaner@assnhqtrs.com.

From some that are easy such as "La Fleur Haute" or "Bag an Idea in Big D", to others that are much more subtle and convey a certain magic as their transition and transformation bridges the balance of the object d'art.

As with every Symposium, some themes express a collaboration between the program artists and the destination venue. Some, however, are more of a phenomenon that ignites a revolution or a July 4th fusion of ideas.

Symposium has been a place where the creative mind is not only re-invigorated but a place where the mind can imagine the rediscovery of floral heritage. It's an expression of learning from a classroom in the prairie school to the sharing of hot, or as AIFD's growing Latin membership would say "caliente" ideas.

Symposium offer something for every floral design artist. In Denver it reflects the continuance of a "Journey" for which the sky is the limit.

We hope that you will be there for this golden celebration!



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www.creationsbyfitzdesign.com

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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

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www.fpflourishes.com

FTD
www.ftdi.com

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www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

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i Bulb Lily Occasions
www.ibulb.org

Jacobson Floral Supply, Inc.

JetRam Inc.
www.jetraminc.com

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Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
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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

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www.unlimitedcontainers.com

Valley Floral Company

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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

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www.jflos.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

Yola Guz AIFD School of Floral Design

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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)/
Illinois Master Florist (IMF)
www.isfaflorists.com

Maine Florists' & Growers' Association

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.sdfloarists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

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