

Focal Point

AIFD Announces 2015 Professional Floral Design Evaluation Results

All of the 111 candidates that tested as part of AIFD's Professional Floral Design Evaluation (PFDE) program were successful in their bid to become a Certified Floral Designer (CFD®) as bestowed by the American Institute of Floral Designers (AIFD), it was announced by **Joyce Mason-Monheim AIFD, CFD, PFCI**, president of the Institute.

The candidates participated in AIFD's rigorous Professional Floral Designer Evaluation (PFDE) session held June 28, immediately prior to the AIFD National Symposium "Journey" in Denver. Earning a CFD® is the first step with the ultimate goal being to become an Accredited Member of AIFD.

Of the 111 professionals, 23 designers earned their CFD credentials in Denver and 21 designers maintained their CFD credentials. Sixty-seven professionals created artistic designs that were so advanced in presentation that they have been extended an invitation to become a member of AIFD. The induction ceremony will take place during the 2016 AIFD National Symposium "Inspiration" taking place in Orange County, Calif., July 3-7.

During a PFDE, candidates must create five designs in four hours – product and categories are not announced until the PFDE begins. Designs are then evaluated based on ten points of professional floral design including mechanics, balance, color, theme, line, creativity and mechanics.

Prior to participating in the design portion of the PFDE, candidates must successfully complete an online test to evaluate their fundamental understanding of design.

CFD designers are required to maintain their professional designation by accumulating 25 hours of floral design continuing education every three years.

For a complete listing of the results please visit <http://aifd.org/2015-pfde-results/>.

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AIFD Mission Statement

The mission of AIFD is to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form.

Calendar

September 13 – 15, 2015
Modern Twist on Everyday Designs
Floriology Institute
Jacksonville, FL

September 20 – 23, 2015
Creative Design Solutions with Hitomi Gilliam AIFD, CFD
Hands-on Design Class
Telefloral Education Center
Oklahoma City, OK

October 1, 2015
Hand-Tied Bouquet Workshop
SO CA School of Floral Design
Anaheim, CA

October 2, 2015
Novelty Workshop
SO CA School of Floral Design
Anaheim, CA

October 4, 2015
AIFD Southwest Region "Home for the Holidays"
Classic Party Rentals & Chameleon Chairs
Inglewood, CA

October 4 – 7, 2015
Smart Everyday Design Hands-on Design Class with John Hosek AIFD
Telefloral Education Center
Oklahoma City, OK

October 5 – 7, 2015
FTD Boot Camp
FTD Headquarters
Downers Grove, IL

October 5 – 6, 2015
Advanced Wedding Designer
SO CA School of Floral Design
Anaheim, CA

October 7 – 9, 2015
Special Events /Decor Designer
SO CA School of Floral Design
Anaheim, CA

October 14 – 16, 2015
Large Scale Floral Design
Floral Design Institute
Portland, OR

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/).

**This list is not all inclusive.
Please visit the AIFD website
for a full list of events.*

President's Welcome



"It is truly an honor and a privilege that I will not take lightly and being surrounded by an incredible leadership team, I foresee nothing but great things to come of this year."

Since I became an AIFD member in 1994, I thought my "journey" had been an exciting and fulfilling one, until Denver. Now that I have officially become President I feel my "journey" has some adventurous and rewarding twists and turns to come. It is truly an honor and a privilege that I will not take lightly and being surrounded by an incredible leadership team, I foresee nothing but great things to come of this year.

This year's Symposium "Journey" in Denver had such a feeling of energy and excitement that paved the way for an incredible and successful educational experience. A huge thank you goes out to **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** and their outstanding committees of volunteers. Not only were we amazed and inspired, we spent time with old friends and met new friends. All the hands-on classes were a great success and we hope this encourages more workshops in the future. Denver welcomed us with open arms and we received a memorable experience. Thank you to all that volunteered their time and energy in making "Journey" a success. The hours, and in some cases years, of planning to bring this year's Symposium to fruition showed in full glory! Kudos to all! Thanks also to all of you attendees that completed the survey of Symposium. Your input and comments help us make better decisions for you and all other members of AIFD for our future symposiums.

It has been exciting to watch the social media explosion of the incredible programs and events from Symposium but even more exciting is to see the results of the Professional Floral Design Evaluation. Facebook exploded with excitement of those who received the designation of Certified Floral Designer and the designation of becoming an Accredited Member of AIFD. Everyone that participated in the testing process should pat themselves on the back for just attempting the process. It is hard to explain to those who have never participated in this event the anxiety and stress that comes with this testing process. But everyone completed the process and that in itself is a great achievement. We are proud to have added 111 Certified Floral Designer member designations and 67 of those asked to be accredited as a member of AIFD. Huge success to **Jackie Lacey AIFD, CFD, PFCI** and **Leanne Kesler AIFD, CFD** and the membership team for bringing another year of testing to a close. Hats off to all the mentors who assisted, guided and encouraged those who tested. Your time and dedication to AIFD is invaluable and the results show!

I am also very proud to announce that 30 AIFD Members are the newest addition to the Certified Evaluator and Judging program. Since we started this program a few years ago we have seen a tremendous interest in this certification and it has become a wonderful member benefit. We are very proud to have members continuing their education. Being able to use the designation of a Certified Judge for your local and regional competitions elevates you as an AIFD member. The next session of classes starts this fall, go to aifd.org for more information.

"Inspiration" is on the OC horizon and I am really excited about what **Lori Novak AIFD, CFD** and **Tom Simmons AIFD, CFD** have in store for us. With their experience in Las Vegas with "Passion" in 2013 they are

bound to knock it out of the park with next year's Symposium. Start planning now to attend and be a part of the excitement again.

In March we gathered for a leadership meeting of the National Committees. As each committee chairperson spoke the puzzle pieces began fitting together. Some committees had goals that crossed over to other committees. The discussion then turned to how committees can work together to achieve their goals by using the resources of other committees. This meeting certainly proved what the Executive Team has observed and what the National Board has already implemented – the restructuring of some committee groupings. Taking this logical approach with subcommittees and encouraging committee interactions will definitely increase the effectiveness of their goals. I have chosen a word to that best fits the direction of our AIFD leadership...that word is SYNERGY.

Synergy by definition means "the interaction of elements that when combined produce a total effect that is greater than the sum of the individual elements." To put this in layman's terms, it's "the camaraderie of working together that increases the effectiveness as a whole over combined individual efforts." Regional members work together to help make your region productive, profitable and beneficial. It's communicating within your committee and with other committees to achieve goals efficiently and in a timely manner. It's about our National Board communicating with our committees, regions and members to assist anyway possible, to mentor at every opportunity and to be as transparent as we can be to make AIFD not just an organization of incredibly talented floral artists, but to be a community of industry leaders.

But I feel very strongly about the fact that our only success is working together and living our lives with communication. Open communications, transparency and working together will make our floral community strong and exciting. We put all of our passion into what we do, floral artistry. Continue that passion into your leadership skills, and all of us working together can make AIFD strong.

Now that you understand the importance of communicating and working together, take this opportunity to have a conversation with your fellow AIFD leaders through phone calls or e-mail and discuss cooperative efforts to achieve our goals. Over the course of the year apply this concept at the working levels of AIFD. Get involved at your regional level. When they call you to participate or to volunteer say "yes!" Be the synergistic catalyst of a positive role model. I appreciate each and every one of you and your commitment to AIFD. We are AIFD and together we can make a difference.

Joyce Mason-Monheim

Joyce Mason-Monheim AIFD, CFD, PFCI
AIFD National President 2015-2016

Say "Yes" to the Deep End

Summer may be just about over, but it's a perfect time for a little analogy about the deep end of the pool. I have to give credit to AIFD's North East Regional Director to the National Board **Ron Mulray AIFD, CFD** for this idea, as it was he who uttered the inspiring (appropo given AIFD's 2016 National Symposium in Orange County, Calif. is themed "Inspiration") words that led me to writing this article.

During the National Board meeting in Denver, Ron was running for Secretary of the National Board and in his remarks he advocated "jumping into the deep end" when asked why he was so dedicated to committing his time and energy to AIFD.

When asked to help AIFD Ron said, "I believe we all should be prepared to say 'yes' and in doing so, realize that while we may not know what is under the surface, it is nevertheless an invigorating and enlightening discovery we find when we begin to swim."

How true. For nearly 35 years I've had the honor of serving as AIFD's Executive Director and in that time I've had the added honor and pleasure of working with hundreds of dedicated volunteer leaders who gave freely of themselves to advance AIFD and its mission to advance the art of professional floral design through education and recognition of those who excel in this art form.

What set these leaders apart was their willingness to "jump in" and immerse themselves in tasks required to continually keep AIFD in the front of the industry. From constant revamps and improvements to the membership evaluation process (from the original approach of extending personal invitations, to a portfolio, to a portfolio and a prepared-for design phase II, to a portfolio and surprise-package phase II, to the Professional

Floral Designer Evaluation process AIFD celebrates today), to the establishment of regional chapters or the recent launching of the Certified Floral Designer (CFD®) and Certified Floral Evaluator/Judge recognition programs.

As Ron so eloquently stated, "When asked to serve AIFD, say yes. The rewards of accomplishment are exciting and by being involved you have far more opportunity to work closely with and learn from some of the most creative and inspirational people in the floral industry."

Of course, jumping into the deep end has its challenges. Obviously, unless you are a natural, you need to have some understanding of how to swim. In the AIFD "pool" there are lots of "lifeguards" to help you master the water. From a large team of other leaders who are more than willing to help you to a dedicated staff anxious to guide you to a successful finish, AIFD is geared to help all those who want to help the Institute.

Whether you are an Accredited Member of AIFD or a Certified Floral Designer aspiring to achieve your AIFD Accreditation, there are plenty of opportunities for you to be involved. What it takes, however, is for you to get off the chaise, walk to the water's edge, and when asked, say "yes" and jump in. You are the future of AIFD and she is counting on you.





SAVE THE DATE!

AIFD's 2016 Symposium "Inspiration"
July 3-7, 2016
Orange County, Calif.
#AIFDIInspiration2016



Visit <http://aifd.org/aifd-2016-symposium-inspiration> for event details.

LETTER FROM THE EDITOR

By Marisa Guerrero AIFD, CFD

When I became a member of AIFD someone told me that it was not the culmination of my career but the beginning of a journey with a wonderful group of friends. I could not have imagined then, just three short years ago, how right they were. The new friends and mentors who have opened doors, answered questions and helped guide my steps, have changed my outlook on the industry and my goals for the future.

Being a member of AIFD is an exciting journey that, for many of us, begins at a Symposium. That is the place where so many are first bitten by the bug that makes them want to aspire to become members of AIFD. One of the newest designers looking forward to walking across the stage is **Renee Tucci CFD** who has written an article (page 15) on her testing experience and how much help her mentors were throughout the process.

Our new Board President and Regional Chapter presidents have written the first messages of their year long term and they have big goals for all of us. If you haven't yet had the opportunity to serve AIFD as a member of one of the committees or boards, reach out and let them know that you would like to be considered for a position. AIFD needs the involvement of all of our members to continue to stay successful.

Serving the organization comes in many forms, one of which is

bringing the beauty of flowers to the public. In August, **Arthur Williams AIFD, CFD** had a great opportunity to do just that in Denver. See the article on page 21 for pictures of a few of his artistic designs.

A big congratulations is due to **Neil Whittaker AIFD, CFD** on his second place finish in the Interflora World Cup. Neil has been an inspiration for so many and on page 11 we get to know a little more about him through our Leadership Profile.

At our newsletter committee meeting during Symposium, **Molly Baldwin-Abbott**, the AIFD Headquarters publications coordinator, **Polly Berginc AIFD, CFD**, *Focal Points* co-editor, and I talked about some new ideas to keep *Focal Points* relevant to you, the membership of AIFD. We hope you enjoy some of the new ideas we've put into place but more importantly, we want to hear from you. If you have a suggestion, an idea for an article or just want a way to brag about yourself a little bit, we would love to hear about it. Please e-mail me at marisa@debbiesbloomers.com any time or give me a call at (915) 857-8600.

Continue to inspire one another and bring the beauty of flowers to the world.

**BEING
A FLORAL DESIGNER
IS NOT EASY!**

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THE QUEEN'S FLOWERS

AIFD Journeyed Through the 'Mile High City'

The American Institute of Floral Designers and floral designers from around the world took an exhilarating "Journey" together this summer. Over 850 floral design artists converged in Denver June 30-July 4 to see creative designs, entertaining events and inspiration like none other for the 2015 Symposium "Journey." So much happened we can't possibly cover it all here so be sure to check out <http://aifd.org/upcoming-events/2015-symposium-journey-recap/> and the AIFD Symposium Facebook page at <https://www.facebook.com/AIFD.Symposium> for more recaps and photos.

Introducing...

The 2015-16 AIFD Officers and Board of Directors

Get to know them at aifd.org/2015-2016-board



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Industry Professionals Recognized with AIFD Awards

Sylvia Bird AIFD, CFD, PFCI (pictured center in the photo on the left) and Richard Milteer AIFD, CFD, PFCI (pictured center in the photo on the right) were recognized with the Award of Distinguished Service to the Floral Industry.



Jim Hynd AIFD, CFD (pictured center) was recognized with the Award of Distinguished Service to AIFD.



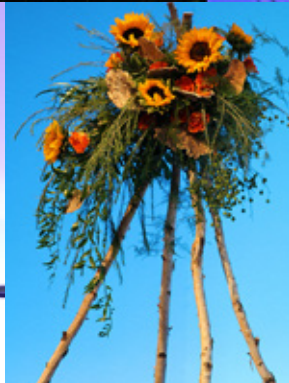
Denver Wholesale Florist (representatives pictured center) was recognized with the Award of Merit - Industry.



AIFD Journeyed Through the 'Mile High City' (cont.)

Sixty-Nine Designers Inducted as AIFD Accredited Members

See who the new members are at <http://aifd.org/2015-inductees>.





Susan Ayala AFD, PFC



Tom Bowling AFD, PFC



Tim Farrell AFD, AAF, PFC



Jim Ganger AFD



Hilomi Gilliam AFD

the Best Educational Specialists in the Industry



teleflora.



Bob Hampton AFD, AAF, PFC



John Hosek AFD, PFC, CF, CAFA



Alex Jackson AFD, AAF, PFC



Vonda LaFever AFD, PFC



Joyce Mason-Monheim AFD, AAF, PFC, AAF



Helen Miller AFD, CF, CAFA



Daria Pawlak AFD, PFC



Julie Poettler AFD, PFC, RMF, CAFA



Jerome Raska AFD, AAF, PFC, CF



Tom Simmons AFD, CCF



Gerard Toh AFD, CCF



Cindy Tole



Kevin Yivisaker AFD, PFC, CAFA

Sylvia Cup to Test Designers with Surprise Theme

By Jenny Scala, director of marketing & communications, Society of American Florists

Watch out "Iron Chef." Move aside "Design Star." This summer, some of the floral industry's top designers will go head to head, and flower to flower, in a highly anticipated live competition that's sure to put their best skills to the test.

Among the 18 floral designers competing in the 48th Annual Sylvia Cup Design Competition, cosponsored by Smithers-Oasis and the California Cut Flower Commission, are 13 members of the American Institute of Floral Designers, three contestants sponsored by state floral associations for winning recent contests, and six past Sylvia Cup contestants including 2014 First Runner-Up **Derek Woodruff AIFD, CFD, PFCI**.

"What an awesome, high caliber panel of competitors," said Sylvia Cup coordinator **D. Damon Samuel AIFD, CFD, PFCI** of the Bill Doran Company in Omaha, Neb. "I'm looking forward to their amazing designs and the unveiling of the theme." He coordinated the last two competitions and surprised contestants and the audience with challenge themes of Steampunk in 2013 and Studio 54 Revisited in 2014.

Samuel and co-coordinators **J. Robbin Yelverton AIFD, CFD, PFCI**, of Blumz by...JRDesigns in metro Detroit and **Marlin Hargrove AIFD, CFD, PFCI**, of the Pete Garcia Company in Atlanta will unveil this year's challenge theme on Sept. 12 at SAF Amelia Island 2015, SAF's 131st Annual Convention. Contestants will then race for two hours to complete the challenge using products from the California Cut Flower Commission and Smithers-Oasis. Home Commentary by **Julie Poeltler AIFD, CFD, PFCI**, of Fountain of Flowers & Gifts in Lone Tree, Iowa, and **Lisa Weddel AIFD, CFD, PFCI**, of L. Weddel Design in Highlands Ranch, Colo., tracks the progress of the designs - and the ticking of the clocks.

A panel of three design experts appointed by the PFCI Board of Trustees will evaluate the contestants' work based on several factors. The highest combined score determines the winner. The top three scores will be honored on stage at the convention's Stars of the Industry Awards Dinner. The grand prize winner takes home the Sylvia Cup trophy, \$3,000 and free registration to SAF Maui 2016, SAF's next convention. First Runner-Up receives \$500 and Second Runner-Up \$250.

The contestants in the 48th Annual Sylvia Cup Design Competition are: **Loann Burke AIFD, CFD, PFCI**, **Lisa Casazza, Mary Doyle AIFD, CFD**, **Denise Gehrke AIFD, CFD, PFCI**, **Lori Himes AIFD, CFD**, **Alicia Jeffers CFD**, **Karen Kroemer-Spiess CFD**, **Yaniort Lante, Greg Lum AIFD, CFD**, **Jenna Naylor AIFD, CFD**, **Paul Ponn AIFD, CFD**, **Brooke Raulerson AIFD, CFD**, **Rey Rodriguez AIFD, CFD**, **Sharon Sabin Ivey AIFD, CFD, PFCI**, **Sandy Schroeck AIFD, CFD, PFCI**, **Robert Tucker CFD**, **Michael Whaley AIFD, CFD**, and **Derek Woodruff AIFD, CFD, PFCI**.

Bits and Pieces

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

• AIFD would like to introduce **Justine Harper**, the new Director of Communications and Marketing! Justine is taking over for **Molly Baldwin-Abbott** who is changing roles and is now the Publications Coordinator for AIFD. Justine will be handling all day to day marketing and communications activities while Molly will handle the AIFD newsletter and AIFD monthly "Floral Food for Thought" e-newsletter. Please welcome Justine to the AIFD family!

• **Chris Collum AIFD, CFD** won the Texas Cup at the Texas State Florists' Association Floral Expo in Sugarland, Texas.

• **Marcel Lopez-Vallejo AIFD, CFD** won the title of South Carolina Designer of the Year at the South Carolina Florists' Association convention in Hilton Columbia, S.C.

• **Patricia Velarde CFD's** design was chosen to be featured on the cover of the National Garden Club "2016 Vision of Beauty Calendar."

• SAF will honor two AIFD members with induction into SAF's Professional Floral Communicators – International (PFCI) during the Stars of the Industry Awards Dinner on Sept. 12 at SAF Amelia Island 2015, the association's 131st Annual Convention in Amelia Island, Fla. The 2015 PFCI inductees are: **Denise Gehrke AIFD, CFD, PFCI** of Waukesha Floral & Greenhouse in Waukesha, Wisc. and **Nelson Simpson AIFD, CFD, PFCI** of Lihmil Wholesale Flowers in Kernersville, N.C.

• The Arkansas State Florist Association announced the winner of AIFD's gift of a complimentary general registration to the 2016 National Symposium "Inspiration" (July 3-7) in Orange County, California! The winner is **Patricia Upshaw CFD**, manager of Shirley's Flowers in Rogers, Ark. Patricia will also be inducted as an accredited member of AIFD this coming year!

• **Michael Merritt AIFD, CFD** of Twigery, Michael Merritt Designs, was recently featured in an article titled "A Florist's Guide to Perfumery." The article explains "how trends in floral design mimic those in haute fragrance" and how Michael "creates spectacular arrangements that pair unexpected elements that change and evolve over the course of two or three days." Read the article at <http://davelackie.com/a-florists-guide-to-perfumery/>.

Got News???

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

Everything You Need to Know:

With summer on its way out in most of the United States, let's give a nod to a flower that comes from a tropical region, and is abundant in the late summer Farmer's Markets...Amaranthus.

Common Names: Amaranthus, Amaranth, Prince's Feather, Love Lies Bleeding, Cat Tail, Tassel Feather, and Summer Poinsettia.

Botanical Name: Amaranthus, (am-a-RAN-thus)

Availability: Summer and autumn.

Vase Life: 7 to 10 days.

Storage Temperature: 36 to 38F

Ethylene Sensitive: Yes

Description: Erect and brush like flower racemes with long spikes.

Colors: Red, shades of red, green and cream

Botanical Facts: Amaranthus is a popular and easy to grow garden flower.

Design Notes: Hanging Amaranthus, a variety with drooping slender spikes up to 18 inches long adds dramatic interest to floral designs and is very popular among floral designers.

Purchasing Hints: Purchase when the blooms are open, but still bright, and the foliage is green and turgid.

Conditioning: Cut under water with as sharp knife. Hydrate in warm water for two hours before storage or usage. Use commercial floral preservative/food.

Facts about Amaranthus:

- Amaranthus are the best accent plants, especially in dried flower arrangements. The long, rope like Amaranthus flowers cascade to the ground from tall, erect branching stems. Amaranthus flowers are breathtaking tassels of the darkest red or green.
- Amaranthus flowers are typically very small and usually prickly with bristly perianth and bracts.
- The Aztecs used Amaranthus flowers in several of their ceremonies, making images of their gods (especially Huitzilopochtli) with Amaranth mixed with honey.
- Amaranthus leaves are oval, 2-4 inches long, starting out green or dark red and changing to bright yellow, orange or florescent pink at the top.
- The foliage of all varieties of Amaranthus is edible, highly nutritious and is described as tasting like spinach.
- Amaranthus is used as edible greens, herbs, and grains in Africa, China, Greece, India, Nepal, Pakistan, and Tibet.
- Amaranthus caudatus is most typically known as the Love-Lies-Bleeding plant and serves as a border plant in flower gardens.



Sources: <http://floraldesigninstitute.com/page004.06.009.htm>, <http://www.theflowerexpert.com/content/growingflowers/flowersandseasons/amaranthus>



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 **Neil Whittaker AIFD, CFD**.*

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

Neil: My job position is Director of Design for Element Flowers in Manchester, UK. My main responsibilities are the general running of the day to day business, wedding consultations, and website management.

AIFD: What leadership roles do you hold within AIFD and throughout the floral industry?

Neil: As an AIFD member, it is my ability to share my knowledge and experience with demonstrations, workshops and competitions of which I have been very successful at over the last 15 years. I feel this is a very important part of ongoing education and experience within the industry.

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

Neil: My goal as an AIFD member is to showcase floristry at its best within our industry and to share with the general public the importance of having such a qualification of excellence like AIFD. The importance for this qualification is to always keep on top of any new trends and techniques.

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

Neil: My mentor that inspired me in my career as a competitor, demonstrator and tutor of workshops is **Coral Carter AIFD, CFD**. She also inspired me to become an AIFD member.

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

Neil: My favorite job is creating stunning weddings with a difference and also competing around the world.

AIFD: What issues are most important to you professionally?

Neil: Availability of flower and plant materials and the margins you gain in your business and the customer.

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

Neil: On the rare occasion I am not working it is nice to spend time with my family and friends. I also enjoy taking a nice stroll in the countryside.

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

Neil: My advice to all AIFD members is to never forget the basics, as upon this all things are built. When somebody says they know it all, they stop learning and growing as designer. I always say when I have been to a demonstration or workshop if I only come home with one new idea or technique then it was worth every penny. Even today I never stop learning something new!

Neil's accomplishments include: Inducted into AIFD in 2000, Inducted into NDFS in 1998.

Neil has received the following awards during his career:

- Interflora World cup Berlin 2nd in world 2015
- RHS Tatton Gold Medal Winner 2015
- Interflora Florist of the Year UK 1st place 2013
- Interflora Florist of the Year 1st 2011
- Interflora World cup Shanghai 7th place 2010
- British Florist Association florist of the Year 1st place 2010
- Europa Cup Czech Republic 3rd Place 2011
- Croatian Champion 1st Place 2010
- Chelsea Gold Medal Winner 2009
- RHS Chelsea Florist of the Year 2009
- Interflora Florist of the Year 1st Place 2007
- British Florist Association florist of the Year 1st 2007
- Europa Cup Slovenia 4th Place 2007
- Chelsea Gold Medal Winner 2004
- Chelsea Gold Medal Winner 2003
- Teleflora World cup Philippines 2nd place 2000
- Teleflorist UK florist of the year 1st Place 1999

AIFD Introduces Newest Certified Evaluators/Judges

The AIFD Membership Committee would like to announce that the following 30 AIFD members are the newest members of the AIFD Certified Evaluator/Judge Program:

Jesus Avila Camarillo AIFD, CFD - Mexico
Leonard Beckett AIFD, CFD - Florida
Margaret Binet AIFD, CFD - Colorado
Renee Blitek AIFD, CFD - Illinois
Rebecca Carter AIFD, CFD - New Hampshire
Shonda Cunningham AIFD, CFD - Utah
Deborah DeLa Flor AIFD, CFD - Florida
Heather DeKok AIFD, CFD - Canada
Callie DeWolf AIFD, CFD - Oregon
Janet Frye AIFD, CFD - North Carolina
Jeanne Ha AIFD, CFD - Maryland
Jiseon Lauren Kim AIFD, CFD - Korea
Kum Sun Kim AIFD, CFD - Korea
Jackie Lacey AIFD, CFD - Tennessee
Min Sook Lee AIFD, CFD - Korea
Jacob McCall AIFD, CFD - Florida
Mary McCarthy AIFD, CFD - Texas
Yukari Mitsul AIFD, CFD - Canada
Michelle Morgan AIFD, CFD - Pennsylvania
Kim O'Brian Jones AIFD, CFD - Texas
Patience Pickner AIFD, CFD - South Dakota
Jerome Raska AIFD, CFD - Michigan
Jim Rauch AIFD, CFD - Ohio
Julie Rogers AIFD, CFD - Texas
Rebecca Sherman AIFD, CFD - Texas
Yu Jin Shin AIFD, CFD - Korea
David Shover AIFD, CFD - Virginia
Patricia Velarde Chapa AIFD, CFD - Mexico
J. Robbin Yelverton AIFD, CFD - Michigan
Kwon Yyn-Jung AIFD, CFD - Korea

They completed their final steps in Denver at this year's Symposium and have completed the following steps to accomplish this incredible goal:

- Participate and complete all three required workshops.
- Complete an actual design evaluation workshop and assessment.
- Pass the on-line test

These certified members can now be evaluators at the Professional Floral Design Exam and use the title of AIFD Certified Judge at local, state, regional or national competitions. This brings our total of Certified Evaluator and Judges to 105 AIFD Members. Congratulations on your tremendous accomplishment!

If you are interested in this certification please visit aifd.org and watch for dates for the next online classes for 2015-2016. For additional questions please contact **Leanne Kesler AIFD, CFD** at leanne@floraldesigninstitute.com.

Focal Points 12



10th Annual Nature's Creative Edge Don't miss the final year of this exhibition

"Invention," hosted by Robert Frieze AIFD, CFD and the AIFD North Central Chapter and located in Fruitport, Mich. (49415), features five plus acres of groomed woodland trails and breathtaking artistic displays created by floral designers and artists from around the nation.

The exhibit hours are as follows: Friday Sept. 18 from 6 - 9 p.m., Saturday, Sept. 19 from 6 - 9 p.m., and Sunday Sept. 20 from 4 - 7 p.m. Event parking for guests is at the corner of Hilton Park and Sternberg Roads and there is a free shuttle from from there. This event is open to the public and tickets are available at www.facebook.com/NaturesCreativeEdge, at www.naturescreativeedge.com or at the gate.

If you are interested in signing up to be a designer or to volunteer to help contact **Carolyn Clark-Kurek AIFD, CFD** at coralcay2@aol.com. E-mail awaterous@gmail.com with any other questions.

AIFD and Social Media



http://Instagram/aifd_hq

NEW!



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

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- FTD How-To Video Series, FREE two-minute business and design videos
- FTD Mercury POS Training, a FREE three-day course or one-on-one remote training for a low fee
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A Life Changing Journey *By Renee Tucci CFD*

"You may begin," said **Jackie Lacey AIFD, CFD, PFCI**, membership chairperson, at the AIFD Symposium in Denver, Colo. And so began the 2015 PFDE. Heart pounding, hands shaking, knees knocking...you know, all the typical reactions that the body has when faced with a terrifying event, they happened to me, and I imagine they happened to all 111 of us testing that day.

Rewind to the moment, 15 months earlier, when I decided to take the test. It's a decision I wrestled with for years. Was I ready? Could I be ready? Why did I want to take the test? Would it help me in my career? Was I doing it for others or for me? I worked through these questions after a group of inspiring designers had an "intervention" with me. We were riding the bus from our hotel in Oklahoma City to the Teleflora Education Center, where we would be greeted by **Marie Ackerman AIFD, CFD, PFCI**, and **Tom Bowling AIFD, CFD, PFCI**, to be led in a life changing "Floral Educating and Commentating Class." Many of my classmates on this bus had gone through the testing process and they worked to convince me that I could, in fact, pass the test. The answer to the question, "Am I ready?" had to be answered by me. After some serious soul searching, I decided at some point on that trip that I was ready. Little do my friends know how much that bus ride changed my life.

Once I decided I was ready to take the test purely for personal satisfaction, I realized that I'd rather not go through it all alone. I asked two of my close friends and colleagues, **Darcie Garcia CFD** and **Shannon Toal CFD**, to meet me for dinner. Over Chinese food, I asked them if they wanted to join me on my journey. Without much hesitation, they answered with a resounding "Yes!" Dinner finished with the opening of a fortune cookie that read: Together Everyone Achieves More Success (TEAMS), we couldn't have stumbled upon a more fitting beginning to our journey.

Over the next 13 months the three of us worked diligently. We planned our work and worked our plan. Living in the southeastern Pennsylvania area, we are beyond blessed with many very talented, and very generous AIFD designers. We have worked with a lot of them on various projects, including education events and the Philadelphia Flower Show. Word got out that we would be testing in Denver and offers to mentor us flooded in. We proceeded to plan a mentor session every month with a different designer. This not only kept us moving

forward, but it gave us a different prospective every month. Just as we honed the advice from last month, it was time to meet with a new friend and take on a new challenge. Some of these sessions were just informal chats where we were told what to expect when we got to the testing room, some of the sessions were surprise package design situations, one even included a full mock exam laid out exactly like what we were about to experience in Denver. While all of these scenarios were different, one thing remained the same, and that is the generosity of our mentors and industry friends. Not only were they willing to donate product and materials, but they were willing to donate their precious time, and a lot of it, to make sure we were ready.

Fast-forward to June 28 in Denver. We've made it through registration and orientation. We were thrilled to find the opportunity to sketch our ideas during our prep time. Now, it was go-time. All of our mentors and their advice lined up like little soldiers in my head, ready to pop in whenever their advice fit best. "Keep it clean and simple," "Edit," "Don't forget your focal area," "Don't lose track of your time management," "Don't look around," and the best piece of advice I got, "Just be you, design how you design, not like anyone else." Four

hours whizzed by in a blink and "step away from your table" was called before I knew it. Clean-up-chaos ensued and soon we were celebrating with a drink in hand. However the results turned out, we all knew that we did our very best during what was, hands down, the most challenging event of our careers.

The three week wait for results was a roller coaster. First, there was the "day after," filled with incredible self-doubt and "could have, should have's." Then, our mentors got a look at our tables and assured us that they were proud, that we should be proud, and that we couldn't have done any better. Will the evaluators agree? Many, many, many conversations followed throughout our week in Denver and the following two weeks, but none of the rehashing mattered because it was all in the hands of the iPad's.

I am thrilled to end this story with good news! Darcy, Shannon and I will be joining the AIFD family when we are inducted in Orange County, California in 2016. The one theme that kept ringing true to us was that AIFD was a family, and our mentors couldn't have shown that more clearly. We cannot wait to join this family and help to raise the level of artistry and awareness as all of our predecessors have already done!

Pictured above l-r: Darcie, Renee, and Shannon



Marketing Tip: Take it Off the Shelf

By Lee Gallison AIFD, CFD

Each year, I embark on a focused time with the intention of learning new approaches to design. It can be trends, techniques, or practicing something I'd like to improve on.

One of the most inspiring times is attending Symposium. I take what seems like hundreds of pictures, become filled with excitement over the designs and designers, arrive back home (tired and happy) only to hit the ground running with summer weddings. If you're like me, by the time you can breathe again, some of that inspiration is still sitting on the shelf.



Right now, make a promise to yourself...take that inspiration off the shelf and see how valuable it really is. If you attended "Journey" in Denver this year, or if you have ever attended a Symposium, take time to go back over your photos, looking at them carefully, and remind yourself of why they inspired you, why they were amazing and how they taught you to improve your work.

Write down three techniques, designs, or use of materials you



want to introduce into your own design practice. Place them where you can always see it. Use them to introduce a fresh look to your fall arrangements, or to create work that attracts a different demographic or discover a way to stand out at your Bridal Shows. Sometimes the addition of one technique or look can change everything.

I would apply even a small focused part of what I learned at Symposium, I could increase my sales and save that extra to attend the following year!" Remember, "Inspiration" is right around the corner, see you in California in 2016!

OUR AIFD HISTORY CONTINUES!

By Janet Black AIFD,
CFD, PFCI

The long awaited Symposium unfolded as the 50th Anniversary came alive. Three years of preparation commenced with the arrival of many of our Past Presidents in attendance at our National Symposium "Journey" in Denver, Colo. In addition we were thrilled to have Charter Member **William Plummer AIFD, CFD**, Fellow **Frank Laning AIFD, CFD, PFCI** and Founding Member **Jim Hynd AIFD, CFD** in attendance. I would like to thank **Suzie Kostick AIFD, CFD, PFCI**, my co-chair, for her dedication and hard work creating a video that warmed the hearts of our membership with memories. I would also like to thank **Deborah De La Flor AIFD, CFD** who showered us with centerpieces of cream, white and green that set the tone for the luncheon of celebration with a grand entrance of floral garlands. Thank you to **Lee Gallison AIFD, CFD** who formatted my information on a thumb drive so that everyone could experience the most current history.



AIFD newly elected President **Joyce Mason-Monheim AIFD, CFD, PFCI** has asked me to be the National AIFD Historian, a new position that I am honored to fill and embrace as there are still so many areas to catch up and develop into preservation of text.

Thank you in advance for your information, stories of friendships and laughter as we continue the "Journey" with much "Inspiration."



The photo above was taken before the "Nifty 2B Fifty: An International Salute to AIFD's 50 Years" Lunch that took place at this year's Symposium. Left to Right Front Row: Susan Ayala AIFD 1998-99, Rocky Pollitz AIFD 1976-78, Lou Lynne Moss AIFD 2002-03, Bill Harper AIFD 1991-92, Frankie Shelton AIFD 1982-83, Lynn Lary Mc Lean AIFD 1995-96, Bob Gordon AIFD 1971-72, Jim Morley AIFD 1984-85, Sharon McGukin AIFD 2010-11, Theresa Riddle AIFD 1986-87. Left to Right Back Row: Bill Plummer AIFD (charter member), Eddie Payne AIFD 2004-05, Gordon Schmuhl AIFD 1974-75, Derrick Vasquez AIFD 2000-01, Ralph Null AIFD 1980-81, George Mitchell AIFD 1997-98, Tom Bowling AIFD 2011-12, Tina Coker AIFD 2009-10, Kevin Ylvisaker AIFD 1996-97, John Kittinger AIFD 2013-14, Brian Smith AIFD 2005-06, Bill Taylor AIFD 1988-89, David Hope AIFD 1993-94, Tim Farrell AIFD 2014-15, Tom Simmons AIFD 2007-08, Frank Laning AIFD (fellow), Rich Salvaggio AIFD 2001-02, Joyce Mason-Monheim AIFD 2015-16, Ann Jordan AIFD 2012-13 and Chris Norwood AIFD 2006-07 were not available for the picture. Past Presidents not in attendance: Joe Gordy AIFD 1985-86, Allen Beck AIFD 1987-88, Jack Smith AIFD 1989-90, Wilton Hardy AIFD 1990-91, Holly Money-Collins AIFD 1992-93, Patti Pottle AIFD 1994-95, Scott Acevedo AIFD 1999-00, Michael O'Neill AIFD 2003-04, and Walter Fedyshyn AIFD 2008-09.

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FLORAL PRODUCTS

Mayesh Hosts Lonely Bouquet Design Day

Stories, photos posted with #mayeshlonelybouquet

On June 26, Mayesh hosted their second Lonely Bouquet Design Day! They had many florists show up to help design over 400 bouquets and spread the love around for unsuspecting recipients! A large number of stories and comments were posted about the joy that was felt with this year's Lonely Bouquets. Here is the first story that was posted:



Michele Michi Hardy Gray ▶ Mayesh Wholesale Florist

June 27 at 9:41am · Little Italy, OH · 📍

Today I was walking out of a Starbucks after getting my drink. I knew I would need it for the long day ahead. A lady, Linda Kijek of Baskets Boxes Etc. Florals in Brunswick, approached me with a beautiful bouquet of flowers. She explained it was to made to brighten someone's day. That someone was me. Little did she know, I was headed back to the hospital. My husband had open heart surgery the day before and was still in ICU. It truly did make my day and made me cry. Thank you!

View more stories at www.mayesh.com/Blog/tabid/67/EntryId/588/Adopted-Mayesh-Lonely-Bouquets-2015.aspx.

The Lonely Bouquet Day is a global initiative with a goal of making strangers happy with flowers. Participants create a small bouquet, add a "take me" tag, and leave the bouquet somewhere public to be found and taken home. International Lonely Bouquet Day was held on June 28 this year.



"Explore America" is the Theme for 2016 Philadelphia Flower Show

Celebrate a Century of National Parks with PHS

The 2016 Flower Show's theme, "Explore America," celebrates the 100th anniversary of the National Park Service. Be amazed by our country's majestic landscapes, rich history and vibrant culture from March 5 through 13 at the Pennsylvania Convention Center.

From Acadia and Cape Cod, to Valley Forge and Shenandoah, to Yellowstone and Yosemite, experience American beauty and glory through the eyes of the nation's premier floral and garden designers.

Tickets are now on sale, get yours today at <http://theflowershow.com/>.



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California Association of Flower Growers & Shippers represents the professional needs and interest of the California Floral & Ag Industries, offering a variety of cost-saving programs and beneficial services. Our member benefits, transportation programs, events and communications all help increase the flow of products through networking, lower freight costs and information.

Our Membership Currently Consists of:

- **170 Floral Members**
(California Floral Growers & Distributors)
- **20 Ag Buddy Members**
(Non Floral / Perishable Distributing Companies, ie: Fresh Produce)
- **385 Associate Members**
(Out-of-State Floral Companies, Transportation Carriers & Industry Partners)
- **New in 2015**
Out of State Growers are now eligible for Membership

Membership Transportation Benefits:

CalFlowers works hard to bring its members the lowest transportation rates possible, and to get their products to their destinations FRESHER & FASTER! As a member you have the combined volumes that give the Association the power to negotiate exclusive contracts with air and ground carriers which mean big savings! Membership does make a difference.

Below are some of our services:

- **CalFlowers FedEx Program**
The industry Standard. Our exclusive program offers member discounts of over 66.5% as well as many custom features designed to lower shipping costs.
- **CalFlowers OnTrac Program**
Our exclusive door to door program offers members discounted rates over 70% off list rates plus many other custom features unique to our membership.
- **Discounted Airline Rates**
CalFlowers members receive the lowest air cargo rates available with the major airline cargo carriers.

For an application to become a member, please contact Chris Johnson, Director of Transportation, at 760-533-5580 or email chris@cafgs.org. For more information about CalFlowers, visit our website at www.cafgs.org.

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- Fax: (831) 479-4914



AIFD Foundation Notes



Congratulations to the 2015 AIFD Foundation Scholarship Recipients!

What an honor it was to celebrate and recognize this wonderful, talented group of students. We hope you enjoyed your experience and time at Symposium and we look forward to watching talents and leadership continue to blossom as you venture forward in the floral design industry.

For additional information about this year's scholarship recipients or to learn more about the Foundation's annual scholarships, please visit our [website](http://www.aifdfoundation.org).



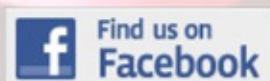
A Successful Journey at Symposium!

Symposium provided a fun week to connect with colleagues and friends, learn from the best in the industry and experience some of downtown Denver. Thank you for your support to the AIFD Foundation through the 50th Club & silent auction – we had over 270 items contributed to the silent auction! We had lots of excitement throughout the week as we filled tables with treasures and antiques. Symposium attendees were eager to see what might be going with them on the trip home.

We hope you had the opportunity to connect with one another at our luncheon on Friday and enjoyed our design experience workshop with Johan Huisman. The week was a great success – we look forward to seeing you all again next year!

Thank you, Scott LaPlant with EverFlora for the beautiful arrangement at our Partners table.

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



50th Club at Symposium

THANK YOU to all of our supporters who have made a contribution to the 50th Club and who made contributions at Symposium. We are excited to share that we had over 75 individuals that connected with us to make a contribution throughout the week and we raised close to \$15,000! For more information about the 50th Club or to make a contribution, please contact our Foundation staff at 515.282.8129 or info@aifdfoundation.org.

Focus on Design: An Artist on a Journey

By Marisa Guerrero AIFD, CFD, editor, *Focal Points*

The opportunity to create floral art is one we all relish. Many of our fellow American Institute of Floral Designers members participate in Art in Bloom events in conjunction with local art museums across the county, as well as other opportunities to stretch their floral legs with events like the upcoming Ninth Moon Floral Design Showcase and Nature's Creative Edge, among many others.

During the month of August, Denver, Colo. based designer **Arthur Williams AIFD, CFD** showcased his fresh floral art work at the Denver Art Museum with unique designs and performance pieces. Over the years, Williams has developed a respected reputation in the industry as an out-of-the-box floral artist and his collection of works at the Denver Art museum was on par with that reputation.

The museum's Creative-in-Residence program allowed Arthur the chance to turn his ever popular floral headdresses into a live performance with models showcasing the pieces in a fashion-oriented event on the museum grounds titled "Adornment." The temporary instillation, "Adam and Eve" (pictured above and right) was designed in the style of two low reflecting pool type enclosures that held live models adorned with flowers. This creation treated visitors to an artistic take on biblical symbolism, fetishism, and a play on gender and beauty.

His most surprising revelation during this experience, "How intuitive children are. They grasped my concepts faster than a lot of adults." But this realization didn't come without some bumps in the road. One of the most difficult areas of planning was choosing which fresh products to use. The inclusion of certain items, such as branches or driftwood, would require that they be frozen for a week prior to instillation. "It really pushed me creatively to create a certain feel without the most obvious choices," said Williams.

The month long museum residency provided a lengthy time frame for museum patron to interact with Williams and his creations. The format of the residency allowed for "Office

Hours," a time during which William could engage museum attendees in discussion while he updated and refreshed his numerous installations. Williams said, "This interaction with the public as a Floral Artist instead of being boxed in with the term 'florist', was a very rewarding by-product of the residency."

Whatever you call yourself, we are all artists on our journey and as Williams said, "the public is ready for what we can bring as artists and designers."



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Rae Roberts Griffith AIFD, CFD

North Central Chapter welcomed 13 new AIFD inductees into our chapter at the Denver meeting. We are so very happy to have: **Doug Bates AIFD, CFD, Tiffany Burdick AIFD, CFD, Kathy Cummingham AIFD, CFD, Laura Daluga AIFD, CFD, Tina Davis AIFD, CFD, Katy Selmi-Downs AIFD, CFD, Polly Klein AIFD, CFD, Sarah LoBue AIFD, CFD, Casey Murdough AIFD, CFD, Toni Marie Piccolo AIFD, CFD, Rupali Shete Salalage AIFD, CFD, and Sheryl Timmermann AIFD, CFD**, as our new members. Congratulations from your North Central family!

We are all sad that September brings the very last "Nature's Creative Edge." It will take place September 18-20 in Fruitport, Mich. at the home and property of **Bob Friese AIFD, CFD** with 30 plus designers participating. The theme will be "Invention" and we will have a different format than what had been done in previous years. Everyone will be designing with old props that have been left from past events and design spaces will be assigned by a lottery. Bring flowers and be ready to design! It's going to be great fun and great company hanging out "in the woods" with our friends. If you are interested in participating please contact **Carolyn Clark Kurek AIFD, CFD** at coralcay2@aol.com or **Patience Pickner AIFD, CFD, PFCI** at patience.pickner@hotmail.com.

North Central has a busy year ahead of us and I am looking forward to working with all of our new members and new Board of Directors.

South Central Chapter

President's Letter

BJ Dyer AIFD, CFD

At the South Central Region's annual meeting in Denver in July, I announced the core concept that I hope to accomplish during my term as president. Our region has come far, monetarily, over the last decade. From a place of empty coffers and no financial strategy, South Central has now established the largest regional scholarship fund held by the AIFD Foundation, and sponsored a stage program at AIFD's 50th Anniversary Symposium in Denver. We even gifted each guest at final night with a commemorative engraved champagne glass. How far we have come.

Now, after several years of solid fund-raising, thanks to the herculean efforts of many dedicated region members, we boast a healthy bank account, I'm proposing that we use the opportunity to really address the mission statement and purpose of a regional chapter.

According to our Bylaws, a few of the purposes of the Chapters

include:

- A) to enhance membership development
- B) to provide educational programs to enhance and maintain the standards of professional floral design
- C) to support colleges in the region offering courses in floriculture

So I've proposed budgeting some of our assets this year to make strong statements on behalf of AIFD at state floral conventions and at colleges in the SC region, with the ultimate purpose of encouraging more qualified florists in our region to become PFDE candidates.

Instead of hosting a simple table with an arrangement, signage and brochures, I'm hoping that we can sponsor AIFD members who will give stage presentations, teach classes and conduct hands-on seminars at state conventions. What if we supported members who could speak to floral design classes at universities and demonstrate the principles and elements of design?

AIFD members have sometimes developed a reputation for being elitist, clique-ish, and exclusive. If we can be visible at our state conventions, offering programs, sponsorship, and volunteer assistance, perhaps we can change that image to one of generous mentor.

Please contact me at bj@bouquets.org with any ideas or proposals for ways to take the info to the people. Especially if you are personally involved with any of the planning for conventions, or involved with a school, please think about ways that you can call on South Central to support those activities and help us reach more floral talent with the message of education, leadership and service. Let's use our hard-earned money to grow our regional membership!

Congratulations to the newest South Central region members! Sixteen talented florists from six of the eight states in our region were pinned and lei'd in Denver. We are South Central proud! Our heartiest welcome goes out to **Ace Berry AIFD, CFD, Alan Masters AIFD, CFD, Arthur Williams AIFD, CFD, Donna Senter AIFD, CFD, Gary Tharnish AIFD, CFD, Holly Strudthoff AIFD, CFD, Katherine Rodocker AIFD, CFD, Kim Jones AIFD, CFD, Kiyomi Kurihara AIFD, CFD, Marilyn Schuenemann AIFD, CFD, Mary Doyle AIFD, CFD, Michael McCarthy AIFD, CFD, Nicola Parker AIFD, CFD, Rcena Maness AIFD, CFD, Sabine Green AIFD, CFD, and Wenonah Marlin AIFD, CFD**.

North East Chapter

President's Letter

Janet Black AIFD, CFD

Follow your passion. It will lead you to your purpose. – Oprah Winfrey

As the gavel was passed, I want to acknowledge and thank Past

President **Theresa Colucci AIFD, CFD** for her outstanding service as President and for her many accomplishments. Thanks goes out to **Polly Berginc AIFD, CFD** for organizing a social at Marlowe's for our members in Denver which was a huge success.

I am thrilled to have a strong board that will be working very hard to serve our membership. The Executive Board is: President Elect - **Rob DeBellis AIFD, CFD**, Vice President - **Dan Firth AIFD, CFD**, Secretary - **Susan Krabill AIFD, CFD** and Treasurer - **Dot Chenevert AIFD, CFD**. The board members that will be serving you are: **Crescentia Motzi AIFD, CFD**, **Michelle-Miracle Feld AIFD, CFD**, **Rick Cunco AIFD, CFD**, **Laurie Lemek AIFD, CFD**, **Chris Ondrak AIFD, CFD**, **David Siders AIFD, CFD**, **Rebecca Carter AIFD, CFD**, **Alisha Simone Bell AIFD, CFD** and **Marianne Suess AIFD, CFD**.

There are three inductees that joined our AIFD North East Regional family at Denver National Symposium. They are: **Carolyn Daley Brady AIFD, CFD**, **Jennifer Plasky AIFD, CFD** and **Laurel Le Maistre AIFD, CFD**. Congratulations to these ladies for their achievements!

Talking about achievements, **Neil Whittaker AIFD, CFD**, our member from the UK, took second in the World Cup in Berlin, Germany. Hats off to you Neil for your outstanding floral artistry. **Claire Won Kang AIFD, CFD** has just launched a fabulous new floral book that is a must for everyone's coffee table. We were also very happy to have had our North East Foundation Scholarship winner, **Amanda Coghill** from Scotland, North East Regional Grant winner **Leslie Otto** and Maine State Florist Association winner **Cullen Schneider** join us at Symposium.

Reach out to **Adriene Presti AIFD, CFD** who will chair the Philadelphia Flower Show exhibit this year. Everyone is welcome, the show will be held on March 4-13, 2016. It is a great opportunity to get reacquainted with fellow members and help create the floral magic we all love.

The Northeast is thrilled to have the following "fabulous 14" 2016 inductees: **Maureen Christmas CFD**, **Theresa Clower CFD**, **Janet Corrao CFD**, **Patti Fowler CFD**, **Darcie Garcia CFD**, **Yoli La Guerre CFD**, **John Lechlitter CFD**, **Linda Murray CFD**, **Michele Peters CFD**, **Cullen Schneider CFD**, **Shannon Toal CFD** and **Renee Tucci CFD**. In addition, **Mieko Kawazoe CFD** and **Yong Hee Petrik CFD** are our newest CFD members. We commend you all on your accomplishments!

Northwest Chapter

President's Letter

Rachelle Nyswonger AIFD, CFD

What a wonderful Symposium we had in Denver! I was so proud to see our newest inductees being inducted into this amazing association! Congratulations to our newest members **Nita Robertson AIFD, CFD**, **Aniko Kovacs AIFD, CFD**, **Juliana Blanks AIFD, CFD**, and **Kelsey Marshall AIFD, CFD**! We are excited to have you a part of this region and look forward to using your talents!

What a wonderful year it was under the Presidency of **Kim Oldis AIFD, CFD**, I want to continue her efforts to keep our education programs going all over our large region! This year, we have plans of starting off in San Jose at United Wholesale with **René van Rems AIFD, CFD**, the Northwest region is sponsoring this hands-on program on Oct. 5. Then, Nov. 6-8 we will be in Portland, Ore. supporting The Ninth Moon! We will have a hands-on program there with **Hitomi Gilliam AIFD, CFD**, and **Louisa Lam AIFD, CFD** will be designing for the Lan Su Chinese Gardens, which AIFD is sponsoring. We couldn't be more excited for our fall! Our spring is shaping up too. We have a program scheduled in Alaska! This is our first time going into Alaska and I am thrilled we will have our very own National President **Joyce Mason-Monheim AIFD, CFD, PFCI** as presenting! All in all, I am excited about the upcoming year and will let you know as time goes on more details on these events.

Congratulations to our new and continuing CFD members, we are happy to have you in our region! With membership in AIFD, you are encouraged to be a part of committees and help out at programs. If you are interested in volunteering in our region please call me, we want to get to know you. This year is going to be full of education, full speed ahead!

Southwest Chapter Report

President's Letter

Pam Null AIFD, CFD

I am humbled and proud to serve as your incoming Regional President and I am in awe of this multi-talented member organization and its affiliates. Welcome to our new regional board members and to those of you continuing to serve on the Southwest Regional Chapter board. We have so many great leaders comprising our board from throughout our region. This includes past national AIFD presidents and charter members of AIFD, who continue to be involved. It is so exciting to see the multi-generational participation of people working together for the greater goal of promoting education and excellence. This knowledge and wisdom of past experiences, along with the new energetic and talented members, will make for an exciting and successful year.

A BIG welcome to the five newest members to our region. Congratulations to **Christine Price AIFD, CFD**, **Terri A Robinson AIFD, CFD**, **Ivana K. Royse AIFD, CFD**, **Therese Dryer Torres AIFD, CFD** and **Sue Tabbal-Yamaguchi AIFD, CFD**. We look forward to you all taking an active role in the chapter!

It seems that we just left Denver - a tremendous Symposium filled with education, inspiration and networking. "Journey" highlights included witnessing a few of our members shine. A BIG thank you to **Beth O'Reilly AIFD, CFD**, **Susan Ayala AIFD, CFD, PFCI**, **Katie McCormick-Kharrrat AIFD, CFD** and **Gerry Toh AIFD, CFD** for representing our Chapter so very well.

We have a great group of hardworking individuals that believe in teamwork and I know we are all offering our valuable time to make a difference and I appreciate all of your work and service to this organization. Your commitment to AIFD and to its

members, your dedication to take part in leadership and serve on the board of the Southwest Regional Chapter and some of you on the National AIFD board, shows your dedication to AIFD.

We have an exciting year of educational outreach planned across the region. We will start off the year with a Holiday design workshop in Inglewood, Calif. on Oct. 4, 2015. Following will be a full day of design inspiration at our annual Wedding Show on March 12-13, 2016 in San Bernardino, Calif., which is always full of trends and ideas from big to small. Also another year of educational programs is in the works for Las Vegas in the Spring 2016. As the year starts to come to a close, we will hold our annual Member's and New Inductee Brunch on May 29, 2016 again in San Bernardino, Calif.

I'm looking forward to an exciting and rewarding 2015-2016 experience for all. Let's ignite the passion and inspiration as we welcome ALL to our region for "Inspiration" Symposium 2016 in Orange County to celebrate 51 years of floral design excellence.

Southern Chapter

President's Letter

Robyn Arnold AIFD, CFD

Wow, I hope everyone enjoyed AIFD's National Symposium as much as I did. I would like to take this opportunity to congratulate a couple of our Southern Chapter family members on the awards they received in Denver. I would like to congratulate **Sylvia Bird AIFD, CFD, PFCI**. Sylvia was recognized with the Award of Distinguished Service to the Floral Industry. I would also like to congratulate **Camille Tedder** from Mississippi State University, during the student competition at National Symposium, she won 1st place in the duplicate design category, tied for 1st place in the body flowers category and had the Over-all highest Student Score. Because Camille was the over-all highest scoring student this year, the AIFD Foundation gave her a scholarship, this full scholarship will pay for her to take the PFDE evaluation one time in the next three years. Way to go ladies! We also had nine people pass the PFDE evaluation and were invited to become AIFD. They are: **Samantha Bates CFD, Lindsie Carter CFD, Chinizu Delia Chen CFD, Penny Hamann CFD, Nishazad Sheikh CFD, Angelyn Tipton CFD, Cindy Tole CFD, Robert Tucker CFD, and Barbie Turner CFD**. Congratulations, we look forward to welcoming you all into the Southern Chapter family next July in the OC.

As we look forward to the coming year, the Southern Chapter is busy planning the 2016 Southern Conference. "Southern Traditions" will be held March 4-6, 2016 in Louisville, Ky. at the Galt House Hotel on the beautiful Ohio River. Our conference chairs **Roger Dennis AIFD, CFD** and **John Kittinger AIFD, CFD** are hard at work planning an education packed weekend. If you would like to help in any way, be sure to contact Roger at roger.dennis@wku.edu or John at jkkaidf@gmail.com as soon as possible and they will put you to work. I would like to personally invite all our members and friends to attend "Southern Traditions." If you haven't been to conference lately, we've missed you. If you have been at conference before, we look forward to seeing you again and please bring a friend with you.

Southern Chapter once again is planning to participate in
Focal Points 24

the Arts in Bloom event in Raleigh, N.C., April 7-10, 2016. **Carol Dowd AIFD, CFD** will be handling Southern Chapter's participation in this event. Please contact Carol at bffo@embarqmail.com if you would like to help in any way.

As you can see, we're planning for another busy year. I would like to challenge you to be a part of your chapter, we need your help. It takes a whole group of people to be successful in what we have planned for this year. If you would like to be a part of any of the events listed, this is your opportunity to be involved. Consider this your personal invitation from me. For more up to date information, as it comes in, keep tuned in to our Facebook page, AIFD Southern Chapter. I would love to hear from you, if you have any questions or concerns, I'm available at flowergirl091764@aol.com or give me a call anytime at 813-973-9176.

I look forward to seeing you soon.

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.

Orchid (\$1,000+)

Dean O. White AIFD, CFD, PFCI

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
Michael Merritt AIFD, CFD

Tulip (\$100-\$249)

Dian Brown AIFD, CFD
Donald Ray Burdette AIFD, CFD
W. Fred Gray Jr., AIFD, CFD
Louinda H. Jones AIFD, CFD
Wayne Jones AIFD, CFD
Alan Parkhurst AIFD, CFD, PFCI
William C. Plummer AIFD, CFD
Patricia A. Pottle AIFD, CFD

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 <http://aifd.org/2015/07/aifd-2015-press-clippings/> for website links to view them.

AIFD Communication Center

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

Aug. 31 - Hurry, Register Now to Become an AIFD Certified Evaluator and Judge

Aug. 4 - AIFD's Floral Food for Thought - August 2015

July 28 - Cast Your Vote Now for the 2015 Symposium Body Flower Contest

July 27 - Relive the Journey - 2015 AIFD Symposium DVDs Now Available

July 2 - AIFD's Floral Food for Thought - July 2015

June 22 - Add a Little Oomph to Your Symposium Experience

June 19 - AIFD Focal Points is Hot off the Desktop!

June 12 - Share it Socially at Symposium

June 1 - AIFD's Floral Food for Thought - June 2015

May 27 - What You Could Be Missing in Denver...

May 13 - Take the Journey of a Lifetime with AIFD - Register for Symposium

May 5 - New AIFD Website Feature!

May 4 - Beloved AIFD Member Passes Away

May 2 - AIFD's Floral Food for Thought - May 2015

May 1 - Beloved AIFD Member Passes Away

April 29 - "Journey" to Feature Exclusive Hands-On Opportunities

April 15 - Get the Lowest Symposium Registration Price Before it's Too Late

April 14 - AIFD Focal Points is Hot off the Desktop!

AIFD Offers Job Postings

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. For step-by-step instructions on how to place a position please visit <http://aifd.org/about-us/job-bank/>. If you have any questions please contact **Justine Harper** at AIFD headquarters at 410-752-3318.

Current Positions Posted:

Wedding & Events Floral Designer
Karin's Florist
Vienna, Va.

Karin's Florist, a large retail store in Vienna, Virginia, is currently looking for an experienced full time Wedding and Events Floral Designer. The floral designer should be versatile and able to create arrangements for weddings and special events, as well as funerals and daily work orders using a recipe. The Floral Designer must have excellent interpersonal skills, a natural creativity, and a thorough understanding of customer service and teamwork.

Read more at http://aifdsite.membershipsoftware.org/jobs_search.asp.

Thank You to the 2015-2016 Elite Partners





Partner Spotlight: FTD

As a feature to *Focal Points*, "Partner Spotlight" will feature an interview with one of AIFD's Elite Partners. We would like to introduce you to **Janet Justus, CMP**, assistant events manager at FTD, a 2015 Platinum Elite Partner. Get to know Janet below!

How long have you been with FTD?

19 years! I am one of the original employees who worked for FTD when it was located in Southfield, MI (suburbs of Detroit) and relocated to Downers Grove, Ill. in 1997.

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

FTD's goal is to help advance the floral industry through professional education.

How long has FTD been an AIFD Partner?

FTD has been an AIFD Partner since June 2000.

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?

The extravagant design programs are very inspirational, but I think many people would really benefit from more practical design programs like the hands-on workshops that were added in Denver.

Do you participate in/belong to other industry organizations?

FTD is an active supporter of SAF and most of the state florist associations. We participate in many of the national and state florist association shows throughout the year. Our support includes marketing efforts, products/giveaways and education programs taught by our prestigious FTD Education Team of which all eight members are AIFD members!

Have you always worked within the floral industry?

While FTD has been the only company I've worked for within the floral industry, I have held various roles over the many years here. I started as an FTD Marketplace sales rep and quickly moved into a supervisor role for FTD Perishables (now known as FTD Flower Exchange). After a couple of years, I moved into the marketing department which eventually led me into trade shows, events and education, where I have happily spent the last 14 years of my career at FTD.

Do you hold or have you held any leadership roles within the industry and/or your community?

I am currently serving as the Chairman for the Board of Youth

Ministries at my church.

What issues are most important to you professionally?

I strive to act professionally, to put my best foot forward and to treat others as I wish to be treated. As a Certified Meeting Professional, it is my role to help others see my field as a profession and not just a job. I am also an ambassador for FTD and the floral industry. To me, being an ambassador for this industry includes everything from promoting professional

floral design and education to simply reminding my non-industry friends and acquaintances of the importance of sending and receiving flowers. I am very proud of where I work and the opportunities that it has given me to meet many incredible people in this industry, especially my wonderful AIFD friends!

Tell us something that very few people may know about you?

During my college career, I had the exciting opportunity to study in London for a fall semester. After graduation, I went back to London to visit friends and do some sightseeing. While in London, I attended a third round match at Wimbledon and watched the #1 seed Ivan Lendl play on Centre Court!

What are your hobbies?

Reading (fluffy fiction), watching TV (favorite shows are Castle, NCIS, Blue Bloods and my guilty pleasures, The Bachelor and The Bachelorette), going to the movies (chick flicks or action/adventure), playing board games and just hanging out with my friends chatting over a Starbucks latte.

Please share your favorite or most unusual floral industry story.

Since FTD is the Official Floral Partner for the Tournament of Roses®, I have had the privilege to attend the Rose Parade® and Rose Bowl Game® a number of times. Anyone who has attended the parade can attest to the incredible beauty of this parade with all the floral-covered floats and parade vehicles. While I have enjoyed each trip to Pasadena, Calif., my dreams were finally realized on January 1, 2014. As a proud graduate of Michigan State University, I was finally able to watch my Spartans play in the 100th Rose Bowl Game...and WIN!



AIFD Thanks Its Partners

INDUSTRY PARTNERS

Accent Decor, Inc.
www.accentdecor.com

Acolyte

Alpha Fern Company
www.alphafern.net

Baisch & Skinner

Ball Horticultural Co.
www.ballsb.com

Berwick Offray, LLC
www.lionribbon.com

Biz One, Inc.
www.ohanamarket.com

Bloom Nation, LLC
www.bloomnation.com

BloomNet

CalFlowers
www.cafgf.org

California Cut Flower Commission

Candle Artisans, Inc.

Connie Duglin Linens

Container Source, Inc.
www.containersource.com

David Austin Roses
www.davidaustinrosesusa.com

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

DWF Wholesale Flowers

Elite Flower Services, Inc.

epicFlowers
www.epicflowers.com

Eufhoria 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

FloristWare
www.floristware.com

Flowerbuyers.com/Teleflora LLC

Flowers &

FTD
www.ftdi.com

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Liberty Blooms

Lion Ribbon
www.lionribbon.com

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Milton Adler Company

Modern Collections Inc

Natural Decorations, Inc

Ocean View Flowers

Passion Growers

Random Acts of Flowers
www.randomactsofflowers.org

Smithers-Oasis/Floralife
www.smithersoasis.com

Strider Online Marketing
Florist20.com

Syndicate Sales, Inc.

TeamFloral
www.teamfloral.com

Teleflora

Teters Floral Products/Sage & Co. Floral Gift
and Home

The John Henry Company /Multi Packaging
Solutions
www.jhc.com

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

TRUE GROWERS INC.
www.truegrowers.com

Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Valley Floral Company

Virgin Farms Inc.

Wm. F. Puckett, Inc.

EDUCATION PARTNERS

Academy of Floral Arts
www.academyoffloralart.com

Aimi Floral Designers
www.flower-recipe.com

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

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

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.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

Solomon Bloemen
www.solomonbloemen.com

Southern California School of Floral Design
www.philrulloda.com

Teleflora Education Center
www.myteleflora.com

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

The School of Floral Arts LLC

Washington Flower School
http://washingtonflowerschool.com/

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

Floral Association of the Rockies
www.floralassociationrockies.org

Florida State Florists Workshop and Testing
(FSMD)
www.floridastatefloristsassociation.com

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

North Carolina Certified Professional Florist
www.ncflorist.org

North Dakota State Florists Association c/o
Lowe's Floral

South Dakota Certified Florist
www.sdfloists.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.*

AIFD Awards Committee Seeks Nominations

ATTENTION AIFD MEMBERS – While plans are unfolding for the 2016 Symposium "Inspiration," it's time to start thinking about the 2016 AIFD Awards! Nominations are now being accepted through February 26, 2016 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:

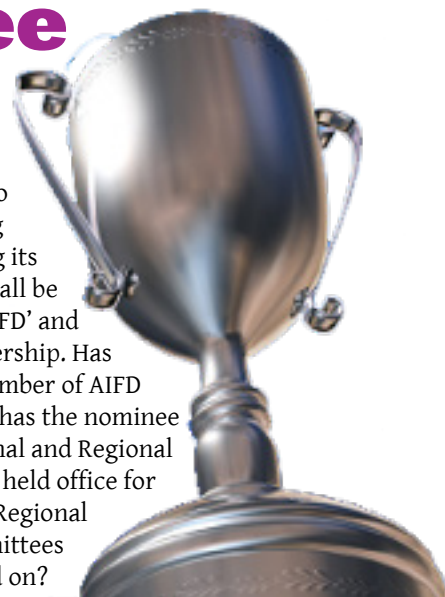
- The individual or company nominated
- The award you are nominating them for
- Why you are nominating them for the award

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/2016-award-nominations/>.***



AIFD Southwest Region introduces: “Home for the Holidays”

Floral Competition and Design Expo

Commentator: Tom Simmons AIFD, CFD

When: Sunday, October 4, 2015

Where: Classic Party Rentals / Chameleon Chairs
901 North Hillcrest Blvd.
Inglewood, Calif. 90310

Entrance fee:

\$45.00 pp (no lunch)

\$55.00 pp (lunch included)

Event to include:

Mini Social media seminar with Lisa Gardner, Social Media Expert

Mini Event planning seminar with Wayne Gurnick AIFD, CFD

Holiday Table Top Extravaganza by TOP DESIGNERS:

Rich Salvaggio AIFD, CFD of Teleflora and Flowers & Magazine

Kenneth Snauwaert AIFD, CFD Past Southwest Regional President

Sam Vanwert AIFD, CFD

Trade show with Auction & Raffle

“Home for the Holidays” floral design competition- FREE TO ENTER COMPETITION (Cash prizes)

For registration & information contact:

Samuel Vanwert AIFD, CFD

svanwert179@cs.com



Chameleon Chair® Collection

