State and/or regional floral associations across the U.S. have been offered a complimentary registration to attend the 2016 National Symposium of the American Institute of Floral Designers (AIFD), it was announced by Joyce Mason-Monheim AIFD, CFD, PFCI, president of the Institute.

"It is AIFD's hope that the various associations will use this gift to raise funds or to stimulate interest in attending an association-sponsored floral design education program," said Mrs. Mason-Monheim, who added that it is "AIFD's mission to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form."

The 2016 Symposium "Inspiration" will take place in the beautiful Anaheim Marriott in Orange County, Calif. The dates for the event are July 3-7. The complimentary registration given by AIFD to the state association provides for access to all education programs and presentations. Guests may opt to add on attendance to the elaborate meal functions and other special events which are part of the exciting conclave. In addition to the Symposium registration gift, AIFD further attempts to help florist associations by incorporating their education programs into the requirements to test to become a Certified Floral Designer (CFD) and by requiring AIFD members to earn continuing education credits through leadership and involvement in the associations.


Notice of the AIFD Symposium gift was e-mailed to the various association offices. Within minutes of its distribution, state associations were responding with great appreciation to AIFD.

Several winners have already been announced. See who the winners are on page seven.
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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2015 Symposium Program Coordinator
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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

November 9 – November 11, 2015
Advanced Floral Designer
SO CA School of Floral Design
Anaheim, CA

November 9 – November 20, 2015
Business of Floristry
Judith Blacklock Flower School
London, UK

November 16 – November 20, 2015
Advanced Floral Design
Floral Design Institute
Portland, OR

December 12, 2015
Holiday/Christmas Workshop
SO CA School of Floral Design
Anaheim, CA

February 1 – February 5, 2016
Advanced Floral Design
Floral Design Institute
Portland, OR

February 22 – March 11, 2016
Basic Floral Design, Licensed Career Program
Floral Design Institute
Portland, OR

March 4 – March 6, 2016
2016 AIFD Southern Conference “Southern Traditions”
Galt House Hotel
Louisville, KY

March 14, 2016 – March 18, 2016
Advanced 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/.

*This list is not all inclusive.
Please visit the AIFD website for a full list of events.
With the holidays just around the corner and autumn making its existence, we often don’t have the time to be thankful for the beauty nature surrounds us with and the generosity of our fellow members and industry. Since taking the reins for AIFD from Tim Farrell AIFD, CFD, PFCI, every conversation I have with fellow members always includes the question “How is it being President?” I have to admit it has been refreshing and humbling. I have now been given the pleasure and opportunity to interact with members of our floral community that I wouldn’t have before. It always amazes me how professional, creative and giving our members are. We are an awesome organization and it’s all about the volunteer participation of our members. We all need to appreciate and be thankful for our membership and it makes me very proud to be a member of this great organization.

In August we held a Symposium Committee meeting and an Executive Board meeting at the 2018 site of Symposium at the Marriott Wardman Park Hotel in Washington, D.C. Touring this facility gives us many opportunities to be successful with this Symposium. The Symposium Committee meeting, under the leadership of Kim Oldis AIFD, CFD, gave us insight on the success of Denver, the “Inspiration” of the upcoming OC adventure for next year and the excitement for Seattle. We still need to commend Marie Ackerman AIFD, CFD, PFCI and Vonda LaFever AIFD, CFD, PFCI on the amazing outcome of “journey” and to thank all the volunteers and sponsors for all their contributions to continually make our Symposium an experience to remember. If you enjoyed being a part of this wonderful Symposium please reach out to these two and any of the volunteers and sponsors for their generosity of time, commitment and contribution to AIFD and helping to bring this educational event to us.

The Executive Board meeting that same weekend reviewed the results of the 2015 PFDE from our Membership Chairperson Leanne Kesler AIFD, CFD and all of its successes for our newest members in the Certified Floral Designer and AIFD accreditations. We are excited about the continued success of the testing evaluation and are thankful for the committee’s hard work and for the industry support in keeping us “the best of the best!” Keep assured the volunteer leadership of AIFD is continually driving towards greatness for this organization.

I have had the prestige of touring industry events as your AIFD President and my first official outing was at the Society of American Florists’ Annual Convention at Amelia Island in Florida in September. I was thrilled to see how much of an AIFD presence was at SAF. Out of the 17 people competing for the Sylvia Cup Competition, 13 were AIFD members and three were Certified Floral Designers (CFD). Our brave members competing were Sharon Ivey AIFD, CFD, Lori Himes AIFD, CFD, Michael Whaley AIFD, CFD, Mary Doyle AIFD, CFD, Paul Ponn AIFD, CFD, Brooke Raulerson AIFD, CFD, Denise Gehrke AIFD, CFD, Rey Rodriguez AIFD, CFD, Greg Lum AIFD, CFD and Sandy Schroek AIFD, CFD, PFCI. The three Certified Floral Designers participating in the competition were Keren Kroemer-Spissi CFD, Alicia Jeffers CFD and Bob Tucker CFD. The top three being in the AIFD family. Third place was won by Jenna Naylor AIFD, CFD, second place was Derrick Woodruff AIFD, CFD, PFCI and the winner was Loann Burke AIFD, CFD, PFCI. Congratulations to all. Everyone was very creative and did an incredible job.

AIFD was also present in the judging, with all three judging being AIFD certified. Thank you Jacob McCall AIFD, CFD and Jerome Raska AIFD, CFD, PFCI for sharing the judging process with me. And of course we cannot forget our PFCI Trustees and Fellow AIFD members for their presentation and organizational skills for the competition and the New Products presentation. Thanks to “amazing clowns” Lisa Weddel AIFD, CFD, PFCI, Jenny Behlings AIFD, CFD, PFCI, Marlin Hargrove AIFD, CFD, PFCI, Julie Poeltler AIFD, CFD, PFCI, Damon Samuel AIFD, CFD, PFCI and Robbie Yelverton AIFD, CFD, PFCI. Awesome performance! PFCI welcomed three new members of which two are fellow AIFD members, congratulations to Denise Gehrke AIFD, CFD and Nelson Simpson AIFD, CFD. Other AIFD members presented amazing programs surrounding the week including Jerome Raska AIFD, CFD, PFCI, Kris Kratt AIFD, CFD, PFCI, Bill Schaffer AIFD, CFD, PFCI, David Kesler AIFD, CFD, Leanne Kesler AIFD, CFD and Kevin Ylvisaker AIFD, CFD, PFCI. Special recognition goes out to our fellow member Vince Butera AIFD, CFD, PFCI and his wife Carolyn for becoming Floral Management’s 2015 Marketer of the Year. And of course the thankless job of the SAF design team who works diligently to bring the beauty of the flowers to the events. Beautiful job done by fellow members Sylvia Bird AIFD, CFD, PFCI, Loraine Cooper AIFD, CFD, PFCI, Brian Vetter AIFD, CFD, PFCI, Corey Harbour AIFD, CFD, PFCI, and Ian Prosser AIFD, CFD. Also a special shout out to all other AIFD members who attended...way to go AIFD!

Continuing my experience I was able to attend the very last "Natures Creative Edge" hosted by the North Central Chapter. I was again impressed by the commitment of our members braving the heat and the mosquitoes to create an incredible fundraising event. Rae Roberts-Griffith AIFD, CFD and her members of the NC Region did an outstanding job coordinating and facilitating this event. Thanks to all those who donated and to the many members who donated not just their design talents but their own product as well. A special acknowledgement goes out to our AIFD Diamond Partner Smithers Oasis for attending the event. With tremendous gratitude we want to thank Bob Freise AIFD, CFD for his generous hospitality and opening his home and surrounding property for this event. It was truly an inspirational week! Standing amongst the beautiful trees, listening to nature and the creative discussion by my fellow floral designers was truly amazing and often hilarious. I must thank all of those attending for the generous hospitality and support I received. I am sad that this event must come to an end but look forward to the next event North Central is planning to take its place. I will continue to visit all the other regions during this year with North West next on my list for November at their Ninth Moon event in Portland, Ore.

I am thankful to our AIFD membership for this amazing opportunity and appreciate everyone’s confidence and support though out this next year.
When I wrote this column, I was getting ready to journey to Seattle for the fall meeting of the AIFD volunteer leaders (National Board of Directors).

During this two-day turn-around travel, Associate Executive Director Kristen Philips, CAE, and I joined with the team that is assembling the 2017 National Symposium in Seattle – Cindy Anderson AIFD, CFD, PFCI, overall Symposium coordinator, and Wil Gonzalez AIFD, CFD, program coordinator. Along with President-Elect Anthony Vigliotta AIFD, CFD who appointed Cindy and Wil when he was Vice President, and Kim Oldis AIFD, CFD, who is now serving as VP and, as such, is the chairperson of the National Symposium Committee, we spent our first day visiting the convention center in order to familiarize ourselves with all of the space that is available to help us make the 2017 Seattle event fantastic.

But, let’s not get too far ahead of ourselves. Before Seattle, the dynamic duo of Lori Novak AIFD, CFD and Tom Simmons AIFD, CFD are diligently at work assembling what I’m sure will be another resounding success (while the coordinator roles are reversed, Lori and Tom were responsible for the great 2013 Symposium in Las Vegas). They are 95% through naming the design education team and the early concepts are simply outstanding. Make sure to mark your calendar for Orange County, Calif., July 3-7, 2016 where "Inspiration" awaits you.

Back to Seattle, I was honestly looking forward to what I knew would be an all-day Board meeting on Monday. There was a packed agenda of decisions that needed to be made by the volunteer leaders of AIFD, and after more than 30 years of being honored to participate with the Board, I always look forward to observing as these dedicated AIFDers look to the future and focus on ways to improve how AIFD addresses its mission to advance the art of professional floral design through education and recognition of those who achieve in the art form.

With many details to be worked through, one of the most exciting agenda items that was reviewed was a plan that will provide for AIFD Education Partners (including eligible state associations) as well as student chapters to be able to offer an opportunity for qualified students to apply to be granted the Certified Floral Designer (CFD®) designation. Among the many benefits, such a program would provide a tremendous mentoring system for AIFD members to help grow future leaders for the Institute by inspiring these CFDs to aspire to accomplish the goal of becoming an AIFD Accredited Member. Stay tuned for announcements.

There is much more that was addressed by the volunteer leaders while in Seattle, such as approving future Symposium budgets which include reduced registration fees, and addressing a proposal to reduce the time demand on key leaders who spend as many as 12 days on site for a Symposium due to advance events like the Professional Floral Designer Evaluations, student competition, and more. We also recommended sites for the 2020 Symposium.

I’m sure many of you have heard the rumors that I’m getting ready to retire in a year or two. Yes, that is correct. Yet, I still stay thrilled to help AIFD plan for its future. Among those plans is one for my replacement. The heir-apparent is dynamic, professional and I believe as devoted to AIFD as I have tried to be. You know her as she has already helped hundreds of you achieve AIFD membership. And the National Board, particularly the Executive Committee, has had numerous opportunities to work with her, and their vote is a resounding one of support.

So, in the next year or so, be on the lookout for Kristen Philips, CAE to assume the role of AIFD’s Executive Director. I know it’s corny, but as old Tony the Tiger says, "She’s Great!"

It was a clean sweep for SWAIFD contestants this past July 23 for the "2015 Hawaii Regional Floral Design Competition" held in Waikoloa, Hawaii. The winner is to represent Hawaii in the "Gateway to Americas International Competition 2016" in Vancouver, Canada.

First place was Erica Rasmussen AIFD, CFD (pictured center in the photo) followed by Sue Tabbal-Yamaguchi AIFD, CFD (pictured left in the photo) in second place and Deborah Di Bella AIFD, CFD (pictured right in the photo) in third place.

Thank you to Hitomi Gilliam AIFD, CFD for coordinating this event.
Loann Burke AIFD, CFD, PFCI won the grand prize in the 48th Annual Sylvia Cup Design Competition on Sept. 12 during SAF Amelia Island 2015, the Society of American Florists’ 131st Annual Convention. As grand prize winner, Burke receives a silver trophy cup, $3,000 and a complimentary registration to SAF Maui 2016. Derek Woodruff AIFD, CFD, PFCI of Floral Underground in Traverse City, Mich. was first runner-up and received $500; and Jenna Naylor AIFD, CFD of Bloom with Jenna in Snellville, Ga., whose entry was sponsored by the Arkansas Florist Association, was second runner-up and received $250. The floral designs by Loann received the highest combined score in the 2015 Sylvia Cup Design Competition.

The Sylvia Cup is the country’s longest running live floral design competition. The Sylvia Cup Design Competition began in 1967 and is named for Sylvia Valencia, a prominent designer and long-time SAF supporter.

Among the 17 floral designers competing were 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.

"What an awesome, high caliber panel of competitors," said Professional Floral Communicators – International Board of Trustees member and Sylvia Cup Coordinator D. Damon Samuel AIFD, CFD, PFCI of the Bill Doran Company in Omaha, Neb. "All their designs were amazing."

Each contestant received the same materials from the competition’s sponsors - flowers and foliage from the California Cut Flower Commission and design supplies from Smithers-Oasis - and challenge. Inspired by "Cirque du Soleil" Samuel devised three "Cirque du Fleur" design concepts:

• "Delirious" - Create a functional, mystical Floral Headpiece to be worn in a Cirque du Fleur performance. Remember the headpiece should be perfectly balanced just like the performer!

• "Mysterious" - Bring to life your best Table Centerpiece to be used at the Opening Gala of a Cirque du Fleur event. Just as in music, it must embody a strong sense of rhythm.

• "Karma" - Design your best harmonious Bridal Bouquet that must include something suspended within the design.

A panel of three judges appointed by the PFCI Board of Trustees evaluated the contestants’ designs. The judges scored each design based on nine factors covering design elements, design principles, mechanics and execution and creative application. The highest combined score determined the winner. Judges were: Joyce Mason-Monheim AIFD, CFD, PFCI, from Tucson, Ariz.; Sylvia Cup 2014 Grand Prize Winner Jacob McCall AIFD, CFD of Miami, Fla.; and Jerome Raska AIFD, CFD, PFCI of Blumz by JRDesigns in metro Detroit.

The top three scores in each design category received First, Second and Third Place recognition:

"Delirious" Floral Headpiece
FIRST PLACE: Derek Woodruff AIFD, CFD, PFCI of Floral Underground in Traverse City, Mich.
SECOND PLACE: Jenna Naylor AIFD, CFD of Bloom with Jenna, Snellville, Ga. Sponsored by Arkansas Florist Association
THIRD PLACE: Loann Burke AIFD, CFD, PFCI of Furst Florist and Greenhouses in Dayton, Ohio.

"Mysterious" Table Centerpiece
FIRST PLACE: Sharon Sabin Ivey AIFD, CFD, PFCI of Bishop, Ga.
SECOND PLACE: Loann Burke AIFD, CFD, PFCI of Furst Florist and Greenhouses in Dayton, Ohio.
THIRD PLACE: Brooke Raulerson AIFD, CFD of Artistic Florist in Fernandina Beach, Fla.

"Karma" Bridal Bouquet
FIRST PLACE: Brooke Raulerson AIFD, CFD of Artistic Florist in Fernandina Beach, Fla.
SECOND PLACE: Jenna Naylor AIFD, CFD of Bloom with Jenna in Snellville, Ga. Sponsored by Arkansas Florist Association
THIRD PLACE: Derek Woodruff AIFD, CFD, PFCI of Floral Underground in Traverse City, Mich.

Save the date: The 49th Annual Sylvia Cup Design Competition takes place on Sept. 24 during SAF Maui 2016, SAF’s 132nd Annual Convention, Sept. 21-24, 2016, at the Ritz-Carlton Kapalua in Maui, Hawaii.

Article and images courtesy of the Society of American Florists
Ring in the New Year

SYNDICATE STYLE

shop this look: syndicatesales.com
State Associations Gift Registrations to 2016 Symposium

Several associations have announced their winner of AIFD’s gift of a complimentary general registration to the 2016 National Symposium "Inspiration" (July 3-7) in Orange County, Californial Below are the winners:

Arkansas Florists Association - Patricia Upshaw CFD, manager/head designer of Shirley's Flowers in Rogers, Ark. Patricia will also be inducted as an accredited member of the AIFD this coming year!

OSFA - Robert Robertson CFD, owner of Expressions Flowers in Fort Smith, Ark. (pictured right)

Arizona State Florists Association - Shelley Walker

Delaware Valley Floral Association - Renee Tucci CFD, floral manager at The Rhoads Garden in North Wales, Pa. Renee will also be inducted as an accredited member of the AIFD this coming year!

Oklahoma State Florists’ Association - Shirley Welborn

Texas State Florists Association - Lynn McLean AIFD, CFD, owner of Lynn Lary McLean LLC in Friendswood, Texas.

South Carolina Florists Association - David Elder, sales representative at Craig Bachman Imports INC. in Pacolet, S.C. (pictured right)

Look for more winners to be announced on the AIFD Facebook page at www.facebook.com/AIFD.CFD.

AIFD Announces Winners of the 2015 Symposium Body Flower Contest

At the 2015 AIFD Symposium held this past summer in Denver, attendees were given the opportunity to enter into this contest with the chance to win a free General registration to AIFD's 2016 National Symposium "Inspiration" in Orange County, Calif., July 3-7, 2016.

Flowers for a Woman Category Winner: Wenonah Marlin AIFD, CFD (pictured above)

Flowers for a Man Category winner: Ginny Friedman (pictured right)
The AIFD Foundation announces Two Scholarships to attend the AIFD Southern Conference
We invite you to share this information with qualified applicants
2016 Southern Conference | March 4-6, 2016 | Louisville, Kentucky

Southern Chapter Scholarship to attend Southern Conference
The Southern Conference Scholarship, awarded up to $1,500.00, is supported through the Southern Chapter Fund. The applicant must be a non-AIFD floral designer who resides in the Southern Chapter Region and needs financial assistance to attend their first AIFD Southern Conference. Only those individuals who have not attended an AIFD National Symposium or AIFD Southern Conference will be considered. Individuals already involved in the AIFD PFDE accreditation process or approved for AIFD induction will not be considered.

Florida Florist Fund Scholarship to attend Southern Conference
The Florida Florist Fund Southern Conference Scholarship, awarded registration fees and up to $750.00 in expenses pending available funding, is supported through the Florida Florist Fund. The applicant must be a non-AIFD floral designer who resides in the State of Florida and who needs financial assistance to attend their first AIFD Southern Conference. Only those individuals who have not attended an AIFD National Symposium or AIFD Southern Conference will be considered. Individuals already involved in the AIFD PFDE accreditation process or approved for AIFD induction will not be considered.

For complete information or to download an application, please visit www.aifdfoundation.org
Application submission deadline is November 15, 2015.

Support the AIFD Foundation!

The 50th Club Fund is halfway to its goal and needs your support to complete the funding that will give back to the regions. It’s not too late to join! For more information or to make a contribution, please contact the AIFD Foundation staff.

The AIFD Foundation established the AIFD Memorial Fund as a way to remember and to honor the loss of AIFD members. For more information, contact the AIFD Foundation staff.

With the holiday season just around the corner, Amazon offers a way for you to make your purchases and support the AIFD Foundation at the same time. AmazonSmile Foundation will donate 0.5% of your purchases to the AIFD Foundation. Learn how you can shop ‘til you drop & support the AIFD Foundation here!

Congratulations, Camille Tedder, the first Overall Student Competition Award recipient! This award provides an opportunity for a student to advance to membership in AIFD and will be granted annually.

Connect with us on Facebook!

6919 Vista Drive | West Des Moines, Iowa 50266 | www.aifdfoundation.org
AIFD Looking for New Laureate Members to Recognize

AIFD seeks to recognize more of its loyal, longtime members and Symposium attendees. In 2012, AIFD introduced a new Laureate status to recognize members with 21 years or more of membership and who have also attended a minimum of 10 National Symposia.

The Laureate status was designed to express AIFD’s appreciation and recognition of members for their long-term membership, as well as their support of the annual National Symposium. It is a way to say thank you and to salute these members so that others may aspire to the same level of dedication to AIFD as they have demonstrated!

During this past Symposium held in Denver, 7 out of 12 new Laureates were honored and recognized during the Annual AIFD Members Meeting. In addition, AIFD Laureate Members are saluted in the annual membership directory and on the AIFD website, and will be recognized at all future symposia they may attend. The Laureate status does not affect annual membership fees.

If you believe that you meet the qualifications to become an AIFD Laureate, download the application at http://aifd.org/membership/recognizing-laureates/ and return the completed form to AIFD Headquarters prior to next year’s AIFD Symposium "Inspiration" being held July 3 - 7 in Orange County, Calif. All new and current Laureate members will be recognized with a special ceremony during the Annual Members Meeting. Don’t miss out on the opportunity to be recognized for being a loyal, dedicated member of AIFD. After all, you have earned it!

Marketing Tip: Interact and Grow!
By Stacey Carlton AIFD, CFD

Social media for visual art is more than just a pretty face, it’s a fast track to communication with your audience. Don’t let it go to waste!

Run photo contests on Instagram and create a group board on Pinterest to invite followers to contribute. These lines of exchange will produce visual clues to understand what your audience finds interesting. Expand those avenues, network, and grow!

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

- Newsletter Correction - In the article "AIFD Introduces Newest Certified Evaluators/Judges" that was on page 12 of the last issue of Focal Points, we neglected to include one member's name. Please note Pat Shirley-Becker AIFD, CFD should be included in the list. We apologize for the error.

- AIFD is now on Instagram! Follow us @aifd_hq.

- Richard Seaboldt AIFD, CFD, PFCI was honored for lifetime achievement in floral presentation as the recipient of the 2015 Tommy Bright Award. The Society of American Florists (SAF) Professional Floral Communicators - International (PFCI) presented the honor on Sept. 12 during SAF Amelia Island 2015, the association's 131st Annual Convention in Amelia Island, Fla.

- Jerome Raska AIFD, CFD, PFCI was named a 2016 Mayesh Design Star.

- Robert Friese AIFD, CFD was honored by the Michigan Floral Foundation at their 2015 Hall of Fame Dinner on Wednesday, Oct. 28 at 6 p.m. at the University Club, Michigan State University.

- Adrianna Duran-Leon AIFD, CFD won the Flowers&magazine Design Contest. Check out the current issue and her design work at http://flowersandmagazine.com/.

- Jodi Duncan AIFD, CFD had a successful TED presentation.

- Kaleidoscope Flowers in Santa Barbara, Calif., owned by Michael Quesada AIFD, CFD, was named Best Florist in Santa Barbara by the Santa Barbara Independent.

- The Philadelphia Flower Show "Explore America: 100 Years of the National Park Service" is taking place March 5-13, 2016 at the Pennsylvania Convention Center.

- The Chicago Flower & Garden Show "Chicago Is" will be taking place March 12-20, 2016 at the Navy Pier in Chicago, Ill.

- Boston Flower & Garden Show will return to the Seaport World Trade Center in Boston on Wednesday, March 16 through Sunday, March 20, 2016 with the theme "Nurtured by Nature."

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:

Often associated with the holidays, Amaryllis has several different meanings including dramatic, a symbol of splendid beauty and worth beyond beauty. Whichever meaning you associate with this holiday favorite, learn more about it below.

**Common Names:** Amaryllis, Barbados Lily  
**Botanical Name:** Hippeastrum (hip-ee-AS-trum)  
**Availability:** Year-round, peak supplies October through May  
**Vase Life:** 7 to 14 days  
**Storage Temperature:** 41 - 50 F  
**Ethylene Sensitive:** Yes  
**Colors:** Red, pink, orange, salmon, white, and bi-colors.  
**Design Notes:** A single stem of Amaryllis, alone in a vase is a common design for this very large flower. Amaryllis are also beautiful in vegetative and botanical designs.  
**Purchasing Hints:** Purchase with several tight buds showing color and just beginning to open.  
**Conditioning:** Cut under water with as sharp knife. Hydrate in warm water for two hours before storage or usage. Use commercial floral preservative/food.  
**Additional Notes:** Storage of the Amaryllis at temperatures colder than 40F can result in discoloration of the buds and petals. Handle carefully as the blooms bruise easily. Allow room in the storage bucket for the blossoms to open without bruising. The stem ends have a tendency to split and curl outward when standing in water. This does not affect the life of the flower. To prevent the splitting and curling, wrap a strip of clear waterproof tape around the end of the stem.  
Sources: [http://floraldesigninstitute.com/page004.06.009.1.htm](http://floraldesigninstitute.com/page004.06.009.1.htm), [www.theflowerexpert.com/content/aboutflowers/flower-meanings](http://www.theflowerexpert.com/content/aboutflowers/flower-meanings)
the Best Educational Specialists in the Industry

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"Nature's Creative Edge" 2015 – The Finale
By Alice Waterous AIFD, CFD, PFCI

Going out with a bang, "NCE" enjoyed a record number of contributing professional designers producing 40 floral exhibits. The 53 designers included seven students from Kishwaukee College, plus instructors Janet Gallagher AIFD, CFD and Joyce Grattoni AIFD, CFD. The event also hosted a record number of visitors, approximately 1,150.

Originated and hosted by Robert Friese AIFD, CFD, "Nature's Creative Edge" began with two consecutive master classes featuring Hitomi Gilliam AIFD, CFD as the guest instructor. Creations by the class in the forest adjacent to Bob's home/garden were so beautiful he invited friends and neighbors to come and enjoy. All declared it needed to go public.

The next year, he invited designers to journey to his west Michigan property to create a massive floral exhibit for public viewing. Designers from Ariz., Fla., Ill., Ind., Mich., Minn., Mo., N.M, Ohio and Wis. answered the call through the years as "Nature's Creative Edge" became an annual event.

Ticket sales originally benefited local charities and later the AIFD North Central Regional Chapter education funds.

Open for three evenings each year, thousands enjoyed magical exhibits that became more amazing as the sun set and special lighting and candles twinkled throughout. Annually, themes ranged from art or music to storybooks and more. An average of 30-35 design professionals gathered each September to make magic happen.

Frieses' vision and generosity made possible a floral experience that showcased excellent design, and provided all with a unique opportunity to express their love of floral design like no other. Some dubbed it "Florists' Camp."

AIFD NC Chapter members formed the backbone of the team, but many other talented floral professionals and volunteers participated as well. Key to the event has been artist James Lutke and Hillary Hilard, both of whom work on a regular basis with Bob and are considered his "flower children." They put in untold hours during the months leading up to NCE each year, clearing out former exhibits, preparing the site for the next, setting lights and assisting designers. Each also created exhibits of their own. Then they return to help clean it all up after.

To the casual visitor, the event is spectacular and awesome, but there is no way to grasp the amount of work and resources it takes to produce such a large scale exhibit. (The site covers a little more than five acres.) First, the forest was trimmed out to allow paths and exhibit sites. Walking paths were established with tons of wood chips, the electric was installed, and regular grooming was done. In the weeks preceding here are just some of the tasks that were accomplished: the pole barn/garage was cleaned out making space for design tables, hard goods and flowers were procured, buckets were washed and props were hauled out, signage was painted, advertising was done, tickets were printed and distributed, parking was arranged, shuttle bus was secured, photographer was found, volunteers to man the parking lot were found, the refreshment shed was stocked, product was picked up and processed, the compost site was readied and site maps were created and printed.

Just some of the bases covered to make the event seem "effortless" ...whew!

Each year, Bob prepared his home to house many of...continued on next page
the designers coming from afar. He baked and cooked for weeks ahead stashing provisions in the freezer to feed the team during the last few days during prep and set up. Then, he hosted a Thursday night dinner for the design team and visiting floral industry donors. (Oh, Bob's legendary cheesecakes!)

The 2015 finale theme "Invention" meant each designer had to "invent" an exhibit using surprise package items. Throughout the forest were piles of "things" (left-overs from all the former exhibits). On arrival, designers drew a number corresponding to a site and pile of goodies. They could also select from a pool of items in the "resource center" (more left-overs). They were provided flowers, hard goods and accessories donated from several vendors to complete their masterpieces. The results were as diverse as the assigned "pieces and parts" and all were visually delightful!

A number of designers were available during open hours to chat with visitors about the theme, designers, and items and mechanics used.

As the curtain draws to a close and we kill the lights on this unique, amazing project, "Nature’s Creative Edge" becomes a sweet memory full of inspiration to the creative team and viewing public alike.

Thanks again to the "father of Nature's Creative Edge,"

Robert "Bob" Friese AIFD, CFD, for a decade of floral celebration!

Bob would like to thank the following for their 2015 support and beyond: Everflora, Roy Houff, Kennicotts/Nordlie, Kennicotts/Vans & Smithers Oasis/Floralife, James Lutke, Hillary Hilard, North Central Regional Chapter of AIFD members, Jerry Waterous, Natalie Carmolli, and Bob Larsen, plus a host of volunteers. Thank you to the ticket sellers: Grand Haven Garden House, Calico Cat, Eastern Floral (all locations), Pickett Fence Floral and Wassermans’ Floral.

Photo captions - Previous page from top to bottom: Pete Samek AIFD, CFD works on his design, Stacey Carlson AIFD, CFD putting the finishing touches on her design, design by Garrett Fairbanks CFD, Deb Strand AIFD, CFD helping to tidy up the displays, design by Tina Davis AIFD, CFD and Adam Harvilla CFD. This page from top to bottom, left to right: Design by Trisha Locke AIFD, CFD with Stacey Carlson AIFD, CFD’s design in the background, design by Sue Bal-Vanderhulst AIFD, CFD, George Mitchell AIFD, CFD’s design, Debbie Kenney CFD’s design, Laura Daluga AIFD, CFD’s design, Frank Feyssa AIFD, CFD's design.
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 Marisa Guerrero AIFD, CFD.

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

**Marisa:** I am Senior Vice President of Debbie’s Bloomers, a floral and gift shop in El Paso, Texas. Beyond the usual floor sweeping and floral arranging, I handle the development and realization of the future of our brand. The direction our flower shop will take in the foreseeable future is in my hands, a very exciting and somewhat scary prospect. In addition to managing the shop, I have also just completed my first semester as a teacher of Floral Design & Shop Operations at El Paso Community College. It was a great experience and I’m pretty sure I learned as much if not more than my students.

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

**Marisa:** My role within AIFD is as the Focal Points Editor. Focal Points is the AIFD national newsletter that is distributed to the membership as a way to disperse important and exciting information about our members and what they and their regional chapters have been and will be doing. (Of course, if you are reading this you probably already know that.) I also have the pleasure of being the current President of the New Mexico Wes-Texas Teleflora Unit. The Units are responsible for organizing design programs, awarding scholarships to the Teleflora Education Center, and arranging a wonderful benevolent project called "Make Someone Smile Week."

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

**Marisa:** I have three main goals as a member of AIFD. First is to introduce floral designers who may not know about AIFD to all that we have to offer. Second, I hope to expand the organizations range of influence in the field of floral design by informing designers about the merits of striving for membership. Finally, I would like to see AIFD membership hold value in the eyes of consumers.

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

**Marisa:** Like many floral designers, I followed in my mommy’s footsteps. My mom, Sandy Blanco, has owned Debbie’s Bloomers for 26 years. Since I have joined the business she has guided me and encouraged me in reaching for the stars and growing our business. She is a wonderful business woman who leads a talented team.

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

**Marisa:** I have had many amazing teachers and friends who have guided me and opened doors to help me reach this point. There are not enough words to express how much they have helped me by just offering encouragement or answering my e-mails. To list just a few; Suzie Kostick AIFD, CFD, PFCI, Marie Ackerman AIFD, CFD, PFCI, Vonda La Fever AIFD, CFD, PFCI, Sharon McGukin AIFD, CFD, PFCI, Chris Collum AIFD, CFD, and so very many more.

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

**Marisa:** This might sound silly but I love making spiral handtied bouquets. There is a simple pleasure in making a quick bouquet that can wow people with just one cut of the stems. I could make those all day long.

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

**Marisa:** Education is paramount to the future of the business end of the floral industry. It’s not just about keeping the retail florist in business but about making flowers a valuable gift and home décor option in the consumers’ eyes.

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

**Marisa:** When I’m not working, most of my time is spent with my two little boys (ages 4 and almost 1), my husband, and our families. That means lots of laughing and running around.

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

**Marisa:** If you can’t guess by now, my answer is to keep yourself educated on all the current trends and ideas in floral design and business. It’s not enough to just be a talented designer, you must be a business person as well. Meet as many people as you can as you never know who will be your next friend, mentor or teacher, or whose life you can enhance by just being in it.
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Calling All X-cellent Designers: AIFD Wants YOU to Present a Main Stage Program at the 2017 Symposium

Do you have X-citing and X-ceptional ideas to share? Then you need to present a program at the 2017 AIFD National Symposium, "Symposium X: Because one word just doesn’t describe it," taking place July 1 - 5, 2017 in Seattle!

To consider your proposal we need as much information as possible. For the best consideration complete all questions on the application with as much detail as you can. We request a detailed outline of your program, including what principles or elements you plan to cover, sketches or pictures and/or a video clip.

Send completed proposals to Wil Gonzalez AIFD, CFD at wil@dragonridge.net or Cindy Anderson AIFD, CFD, PFCI at canderson.aifd@hotmail.com. The deadline to submit your proposal is March 15, 2016.

Download a proposal form and read more details at http://aifd.org/call-for-2017-symposium-programs/.

AIFD Shines at the L.A. County Fair
By Katie McCormick-Kharrat AIFD, CFD

Members of the AIFD Southwest Chapter showed Los Angeles what they were made of after creating fabulous designs for display at the L.A. County Fair that took place from Sept. 4 - 27, 2015.

Thanks to the extraordinary efforts of show coordinators Jim Hynd AIFD, CFD and Jim Blythe AIFD, CFD who put together their ideas and an outstanding design team to showcase work representing Mardi Gras & New Orleans. The design team consisted of members of both the Southwest and Northwest regions including Rocky Pollitz AIFD, CFD, PFCI, Dee Yeager AIFD, CFD, Katie McCormick-Kharrat AIFD, CFD, Cindy Pham AIFD, CFD, Mike Hollenbeck AIFD, CFD, and Philip Rice AIFD, CFD.

This year there was a stage geared specifically to AIFD Southwest regional designers and featured the work of Susan Ayala AIFD, CFD, PFCI, Pam Null AIFD, CFD, and Lee Gallison AIFD, CFD. The designs were constantly changing and each one was better than the last! Thank you to all of you who devoted your time and energy to our region at the fair. It was a stupendous representation of AIFD.
FTD offers business and design programs taught by AIFD designers and industry-recognized experts for a variety of schedules and budgets:

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History in Our Beloved Publications

By Janet Black AIFD, CFD, PFCI, AIFD 2015-2016 national historian

Times are changing. Our lives revolve around cell phones and computers. Beautiful leather bound books are a thing of the past. Floral publications have come and gone, needless to say my floral books and magazines are treasures and to get a signed copy is a thrill. The excitement of getting the next issue of a floral magazine in the mail or online is irresistible. When I have time to sit back with a great cup of tea and become engulfed in the beauty of flowers by the masters of our floral artistry really makes my day.

There are those that will remember ‘Design with Flowers,’ an amazing publication claimed to be America’s most influential floral design magazine. In 1990 a subscription for six issues cost $89.50 or $15.00 per publication, expensive but well worth it to the aspiring floral designer. Herb Mitchell AIFD, CFD was The Editor-in-Chief, and the Publisher. Floral artists that were Artists in Residence Haskell Eargle AIFD and Richard Seekins AIFD kept the pages turning with new ideas and techniques. Creative inspirations were clearly defined with a full color page and then a line drawing that explained the process pointing out the basic elements and principles. Contributing artists were Osamu Honjo AIFD, CFD, Michael Polychrones AIFD, CFD, Ken Senter AIFD, CFD, Noriko Snelson AIFD, CFD, Perry Walston AIFD, CFD and Matt Wood AIFD, CFD. Just some of the many that demonstrated their talents.
QUALITY EDUCATION: A COMMUNITY COMMITMENT

2016 • Course Schedule

January 25-29  5-Day Principle & Elements
Jackie Lacey, AIFD, PFCI,CFD

February 28-29  2-Day Bling to Ching, Prom and More
Anthony Swick, AIFD, PFCI,CFD

March 6-10  5-Day Wedding Bliss, Party & Events
Jackie Lacey, AIFD, PFCI,CFD

June 5-9  5-Day Competition/Certification & Portfolio
Jackie Lacey, AIFD, PFCI,CFD

Hear what florists have to say about Floriology Institute

““This has been the best learning experience for me! I am walking away today with more confidence in my floral design.
- Christopher Branham, CFD, Christopher’s Creations - Middlesboro, KY

Can’t say enough great things. The quality of everything from the instructor, Donald to group dinners is terrific. Thank you so much for the opportunity to come!
- Laura Kellogg, Laura’s Garden - Chattanooga - TN

ACT NOW! To sign up or for more information about the Floriology Institute, contact us at
www.mybloomnet.net/floriologyinstitute.html or call 1-800-BloomNet (1-800-256-6663)
The holidays are fast approaching! (Insert cheers of joy or groans of dismay, either way Christmas is on the way.) With so much to be done, here’s a checklist to get you going:

1. Start lining up your holiday help. Find where you need assistance and hire appropriately. Do you need designers or sales staff? Are you in need of delivery drivers or someone who can help decorate the sales floor? These positions each require a different skill set and their own unique training.

2. Train your staff to up-sell! It’s much easier and more profitable if we add-on and up-sell to our current customers than it is to gain new customers. One way to increase your sales this holiday season is to find a nice add-on item to offer every single customer that calls or comes into your store, examples of this would be an ornament, a holiday themed box of candy, or glittered pinecones. Try to keep it in the $5-$15 range so it is inexpensive to customers. When a customer calls in to order flowers you might say, "Would you like to add a box of holiday chocolates? They’re just $10." When you word it this way it becomes a quick and easy to answer question for your customer. This approach becomes the icing on the cake for you, the recipient and your customer. You’ll be surprised at how many "Yeses" you will get, it just takes that step of faith from you to start.

3. Check your supplier’s pre-book deadlines. Their cut off dates are fast approaching or have already come and gone. If you missed the boat on pre-booking just reach out to your suppliers and talk to them, most are more than happy to work with you and will still take your pre-book order.

4. Call your current customers that are churches, companies and organizations to secure their holiday orders. Let them know you are calling early to be sure you can supply them with what they need. Offer them a discount for ordering early, then follow up with a handwritten thank you note, it’s a sincere personal touch that goes a long way, especially since most correspondence is done via e-mail and text.

5. Keep an eye out for the tree lots. A great way to increase your profit margin is to gather the clippings from tree lots, some will give you the clippings so you have to grab them while they are fresh, then pack them in empty boxes and store them in the cooler.

6. Host an open house. This is a great time to start gathering orders for the holidays by offering an incentive for purchases made during the event. Consider offering a percentage off, a free add-on, or even a discount on their next order from your store.

7. Offer a wreath making class. Charge a flat fee for the materials and instruction. Up-sell items if they want to add more materials beyond what the flat fee covers. Encourage your clients to take this class and give the wreaths they make to their family and friends as gifts. This gets them involved in the process and leaves them with a sense of accomplishment.

8. Last but not least, don’t forget to decorate your store! Decide if your store is going to have an overall theme or you will be "theme blocking" your store. Either way you want to set a festive tone for your customers. Set a specific date to do your decorating and stick with it. We all get busy as Thanksgiving and Christmas approach so we have to be sure we are scheduling time for decorating. You don’t want it to look like the Grinch visited your store.

The holidays will be here before you know it, get started now and it can be your most successful season yet!
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)
- 385 Associate Members
  (Out-of-State Floral Companies, Transportation Carriers & Industry Partners)
- 20 Ag Buddy Members
  (Non Floral / Perishable Distributing Companies, ie: Fresh Produce)
- 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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- www.cafgs.org
- Phone (831) 479-4912
- Fax (831) 479-4914
What's Going On?

North Central Chapter
President's Letter
BJ Dyer AIFD, CFD
The fall has started off as a busy place in the North Central Chapter. The final "Nature's Creative Edge" took place at Bob Friese AIFD, CFD's property in Fruitport, Mich. in September. A big thank you to Alice Waterous AIFD, CFD, PFCI and Laura Parker AIFD, CFD for coordinating the event and of course Bob Friese AIFD, CFD for providing us with his hospitality, friendship and the opportunity to go to "Florist Camp" every fall for the past 10 years...WE LOVE YOU BOB! We were honored to have Joyce Mason-Monheim AIFD, CFD, PFCI, our National President, not only in attendance but participating as one of the designers.

Upcoming for the chapter will be getting ready for our participation in the Chicago Flowers and Garden show and the Indianapolis Flower and Patio Show. Awareness events are being planned, as well as stage presentations, workshops and fundraising.

South Central Chapter
President's Letter
BJ Dyer AIFD, CFD
As we’ve been watching the great conventions going on this summer in most of our South Central Region states, I’m looking forward to the future. I look forward to South Central AIFD being involved in each of these events in a big way next year!

I encourage every South Central member, who is involved with education in your own state, to dream and imagine the possibilities of how our Region could help support you in the future. We have financial resources to help bring in designers and educators. We can help with the cost of promotion and marketing. We can build impressive booths to communicate what AIFD is to the designers in your states who are potential members. We want the Region to have a big presence 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.

Let’s go beyond the simple table with an arrangement, signage and brochures. We are ready to sponsor AIFD members who will give stage presentations, teach classes and conduct hands-on seminars at state conventions.

We are ready to sponsor members to speak to floral design classes at universities. Let’s demonstrate the principles and elements of design in person!

I am collecting ideas and proposals, so please contact me at bj@bouquets.org with your crazy concepts. Every SC member who is personally involved with planning conventions should be in touch.

North East Chapter
President’s Letter
Janet Black AIFD, CFD
The secret of change is to focus all of your energy not on fighting the old but on building the new. - Socrates

The Northeast Region rocks! We have Marianne Suess AIFD, CFD from Canada, Rebecca Carter AIFD, CFD from New Hampshire, and Alisha Simone Bell AIFD, CFD from Pennsylvania who are our newly elected board members. Appointments to the board are Michelle Miracle Feld AIFD, CFD from Massachusetts, David Siders AIFD, CFD from New York, and Rick Cuneo AIFD, CFD from New Jersey.

The region is thrilled to have twelve (12) Candidates that will be inducted in 2016: Maureen Christmas CFD, Theresa Clover CFD, Janet Corrao CFD, Patti Fowler CFD, Darcie Garcia CFD, Yoli La Guerre CFD, John Lechliter CFD, Linda Murray CFD, Michele Peters CFD, Cullen Schneider CFD, Shannon Toal CFD, and Renee Tucci CFD. Mieko Kawazoe CFD and Yong Hee Petrik CFD have qualified as Certified Floral Designers.

Polly Berginc AIFD, CFD has been busy organizing our fall program "The Natural Elements of Christmas" in Pittsburg, Pa. at B W Keystone Ribbon Wholesale. Theresa Colucci AIFD, CFD, PFCI and Dan Firth AIFD, CFD will be the featured designers exploring color, textures, styles, and themes that make up the natural elements of Christmas. Pittsburg is an area that the Northeast hopes to draw a large audience as we have never traveled to this city for a program.

The North East Expo, March 4-6, 2016 will take place in Mystic, Conn., this year under the direction on Michael Derouin AIFD, CFD, PFCI. The chapter will put on an hour long runway program of couture dresses under the chairmanship of Laurie Lemek AIFD, CFD, PFCI. Ladies will be modeling floral embellishments from head to foot; gentlemen models will get into the act with vests and bow ties artfully decorated. In addition the chapter will have a table at the Partners Expo on Saturday and Sunday to promote AIFD and our 2016 Symposium.

The 2016 Philadelphia Flower Show preparations begin on February 29 with the preview reception on Friday, March 4. Adriene Presti AIFD, CFD, Ron Mulray AIFD, CFD and Cres Motzi AIFD, CFD have been busy working out details for the display "National Parks."

In all our events we encourage the involvement of our 2016 Candidates and CFD’s to get involved with our projects and join...
continued from previous page

the AIFD North East Regional Chapter family.

If you haven’t done so please make sure to get online and pay your dues! It’s easy and also updates your information. Happy and prosperous fall everyone!

Northwest Chapter
President’s Letter
Rachelle Nywsonger AIFD, CFD
Fall flowers are already making an appearance here in the Northwest. It’s one of my favorite times of the year!

November 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 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 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.

We still want to have one more event in the Spring. If you have ideas or if you are interested in volunteering in our region please call me at 530-345-2661. 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
What an exciting year we have planned for the Southwest Region. May the changing of the season fill you with positive anticipation for the upcoming holidays. My favorite season is fall. I grew up in the Midwest and I always put a few fall leaves around my living room to bring back that picturesque view I remember of the trees changing colors of red and yellow. I hope this message finds all of you doing well and as we enter into our fall and winter seasons. It seems the melodies of our favorite holiday music are just around the corner!

We’ve had a busy start to the fall season. Our first event for the chapter was creating and keeping the flower displays looking fresh and beautiful in the heat of September at the Los Angeles County Fair. This is the perfect opportunity to thank those designers who showcased their design work. The outreach and leadership of Jim Hynd AIFD, CFD and Jim Blythe AIFD, CFD featured work of many of our regional designers including: myself, Dee Yeager AIFD, CFD, Katie McCormick-Kharrat AIFD, CFD, Susan Ayala AIFD, CFD, PFCI, Lee Gallison AIFD, CFD, Rocky Pollitz AIFD, CFD, PFCI, and Cindy Pham AIFD, CFD. The Flower & Garden Pavilion showed outstanding work representing Mardi Gras.

Our second event "Home for the Holidays" occurred October 4 in Inglewood, Calif. We had a great educational event with a successful trade show, book fair, and competition. I want to thank all those who worked in preparing for this program during the summer to make this event possible and a big thank you to our featured designers who we can count on to always give us beautiful extraordinary designs that inspire and educate us. Our table top extravaganza featured designers, Gerry Toh AIFD, CFD, Kenneth Snauwaert AIFD, CFD, and Sam Vanwert AIFD, CFD. In addition, Liese Gardner shared the event on social media and kept us up to date in these changing media times, focusing mostly on Instagram. A special thanks to Tom Simmons AIFD, CFD for joining us and commentating the entire event. We announced a special Symposium raffle at this event so stay tuned for more updates as we work out all the details. You won’t want to miss out on this one.

We are continuing to look for future board, committee, and volunteer members to participate at events and the upcoming symposium held in Orange County. This will be a perfect time for members to join in and get involved.

Our PR and Marketing committee is always looking to feature your work in our Design in Line e-magazine so don’t be shy if you have some wonderful event. Take good pictures and send them in to us in JPEG format. I am always open to hear from our South West members about how we can grow and address the needs of the changing industry.

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 the "Inspiration" Symposium 2016 in Orange County to celebrate 51 years of floral design excellence.

Southern Chapter
President’s Letter
Robyn Arnold AIFD, CFD
Fall is in the air, and we are all getting ready for our busy season. I know you are all decorating for open houses, winter décor and the upcoming holidays and before we know it the holidays will be over and the New Year will be here. Speaking of the New Year, our Southern Conference is just around the corner, so mark your calendars and plan to attend.

Conference Chairs Roger Dennis AIFD, CFD, PFCI and John Kittenger AIFD, CFD are working hard planning for our 2016 Southern Conference. "Southern Traditions" will be held March 4-6, 2016 in Louisville, Ky. at the Galt House Hotel. I know that you are planning on attending so make your room reservation early, as we are expecting our room block to sell out. To make your room reservations now, you can call 800-843-4258. Please let them know that you are with AIFD Southern Chapter. You have two choices for your room: Rivue Tower at $142.00 and Suite Tower at $162.00. For your information all the programs will be held in the Rivue Tower side of the hotel. If you are driving in the parking rates will be self-parking $12.00 per day and valet parking $18.00 per day.

We are also looking for anyone who would like to volunteer to continue the tradition of our annual symposium held in Orange County feature work of many of our regional designers including: myself, Dee Yeager AIFD, CFD, Katie McCormick-Kharrat AIFD, CFD, Susan Ayala AIFD, CFD, PFCI, Lee Gallison AIFD, CFD, Rocky Pollitz AIFD, CFD, PFCI, and Cindy Pham AIFD, CFD. The Flower & Garden Pavilion showed outstanding work representing Mardi Gras.

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help with the conference. Volunteering is a great way to learn and get hands on experience. Please contact Roger at roger.dennis@wku.edu or John at jkkaifd@gmail.com if you would like to help in any way.

Art and Bloom will once again take place in Raleigh, N.C. April 7-10, 2016. Carol Dowd AIFD, CFD and Terry Godfrey AIFD, CFD are looking for AIFD Southern members who would like to interpret an art piece. Please contact Carol at bffo@embarqmail.com or Terry at Terry@Floral-Innovations.com if you are interested in participating or even helping.

Do you know anyone who is not AIFD and would like to apply for a scholarship to come to Southern Conference? I’m sure we all know someone who would like to come, but just can’t afford the expense. Well then, they need to apply for one of our scholarships! These scholarships are available to non-AIFD members who have never had the opportunity to experience an AIFD Symposium. We have the Southern Chapter fund and there is also a Florida florist fund for Florida florists who would like to apply. So, have them go to the AIFD Foundation website at http://www.aifdfoundation.org and get all the information they need to apply. Who knows, they might even get it; you can’t get a scholarship if you don’t try.

As you can see, there are many opportunities to be a part of your AIFD Southern Chapter. We look forward to seeing you at one of the upcoming events. I’m available anytime, so don’t hesitate to give me a call or send me an e-mail, I would love to hear your questions or comments. You can reach me at 813-973-9176 or flowergirl091764@aol.com.

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Just Announced - Newsletter Themes

Themes for each issue of Focal Points have been assigned. Please reference these when submitting articles, pictures, etc. for the newsletter. We would love to have feature articles, accolades and other interesting submissions for every issue.

- **December/January issue**: Valentine’s Day
- **February/March issue**: Mother’s Day/prom
- **April/May issue**: Weddings/special events
- **June/July issue**: Pre-Symposium
- **August/September issue**: Fall, Symposium recap
- **October/November issue**: Christmas

Please send all submissions to Molly Baldwin-Abbott, publications coordinator, at mollybaldwin@assnhqtrs.com or Marisa Guerrero AIFD, CFD, newsletter editor, at debbies_bloomers@msn.com. Images must be high resolution, print quality.

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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
- 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 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 or justineharper@aifdorg.com.

Current Positions Posted:

Floral Designer - Experienced, Vienna, Va.
Karin’s Florist, a large floral and retail shop in Vienna, VA, is hiring for an experienced Floral Designer. Floral Design experience is a MUST! Applicants must have a solid background in extensive work in the field, ease in designing a wide range of floral arrangements (daily work orders, funerals, weddings, events, etc.). The Floral Designer must have excellent interpersonal skills, a natural creativity, and a thorough understanding of customer service and teamwork. The qualified designer must enjoy working on large productivity flows while staying focused and keeping a positive attitude. This full-time position requires availability to work Saturdays and holidays, as required.

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

Creative Director Festive & Floral, Teamrite International, Hong Kong
Floral Designer for Hong Kong based design firm doing high end, large scale commercial Christmas and event decor for clients like top casinos, leading shopping malls, 5 star hotels and theme parks in Hong Kong, China and Macau. Responsibilities include: developing Christmas themes for the showroom & showroom merchandising, creating sample boards for clients, client meetings & presentations, working with the merchandising team in China factories to order components and then making actual prototypes during production and Art Direction on site during installations.

Requirements: Must have experience with commercial holiday decor and have China factory experience. An excellent color sense is critical. Available to attend the Frankfurt Christmasworld Show or other shows as necessary. Needs to be organized, patient, and able to both work as a team and be a leader. We would like someone to come to HK right away for 3 weeks starting mid-November and will discuss contract terms at that time. We offer a competitive salary and ex-pat package for full time employees. We are willing to consider a 6 month contract basis (3 months 2 times a year) as well. Thank you!

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

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:

Oct. 12 - Now Accepting 2016 AIFD Awards Nominations
Oct. 2 - AIFD's Floral Food for Thought - October 2015
Sept. 21 - Be featured by HGTV! Input deadline: COB Thursday!
Sept. 9 - AIFD Focal Points is Hot off the Desktop!
Sept. 9 - Now Accepting 2016 AIFD Awards Nominations
Sept. 8 - The Queen’s Flowers - Reminder: Grandparent’s Day September 13 #fillavase

Thank You to the 2015-2016 Elite Partners
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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
FTD  www.ftdi.com
Garcia Group
Gems Group Inc.
Green Point Nurseries, Inc.  www.greenpointnursery.com
Green Valley Floral  www.greenvalleyfloral.com
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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
Smitthers-Oasis/Floralife  www.smitthersoasis.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.
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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.fiorissimainternational.com
Floral Design Institute  www.flowerschool.com
Floriology Institute  www.mybloomnet.org/floriologyinstitute.html
Hennepin Technical College  www.hennepintech.edu/programs/overview/flower-design
Institut de Artflor  www.idartflor.com
Institute Professional Flores Design Fa Ngai Long  www.institute.com
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.puidesign.com
Solomon Bloomen  www.salonbloomen.com
Southern California School of Floral Design  www.philirudio.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

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.floridafloristsassocation.com
Georgia State Florists’ Association  www.georgiastateflorist.com
Green Academy Belgium  www.greenacademybelgium.com
Illinois Certified Professional Florist (ICPF)/ Illinois Master Florist (IMF)  www.isflorists.com
Maine Florists’ & Growers’ Association
Michigan Floral Association  www.michiganfloral.org
Minnesota State Florist Association  www.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.sdflorists.org
Texas State Florist Association  www.tsfas.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 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 has a 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/.