

# Focal Points

## AIFD Helps State Floral Groups

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.

Organizations offered this gift include: Alabama State Florists Association, Arizona State Florists Association, Arkansas Florists Association, California State Floral Association, Connecticut Florists' Association, Delaware Valley Floral Association, Floral Association of the Rockies, Florida State Florist Association, Florists Buying Club, Illinois State Florist, Iowa Florists' Association, Georgia State Florists Association, Kentucky Florists Association, Louisiana State Florists' Association, Maine State Florists Association, Michigan Floral Association, Montana Florists Association, Nebraska Florists Association, New Mexico Florists Association, North Carolina State Florists' Association, North Dakota State Florists' Association, Oklahoma State Florists' Association, OSFA, Ozark Florists Association, South Carolina Florists Association, South Dakota Florists Association, Tennessee State Florists' Association, Texas State Florists Association, West Texas New Mexico Florists Association and Wisconsin/Upper Michigan Florists' Association. If other associations not listed here are interested in participating in this offer please contact **Tom Shaner** at [tomshaner@assnhqtrs.com](mailto:tomshaner@assnhqtrs.com).

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.

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# American Institute of Floral Designers

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## Executive Officers

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Lori Novak AIFD, CFD

## 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/](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 Message



"We are an awesome organization and it's all about the volunteer participation of our members."

*Joyce Mason-Monheim*

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

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 Schroeck AIFD, CFD, PFCI**. The three Certified Floral Designers participating in the competition were **Karen Kroemer-Spiess 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 **Robbin 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 mosquitos 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.



# The Future is Bright for AIFD

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 Wins 48th Annual Sylvia Cup

**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:



L-R: Loann Burke AIFD, CFD, PFCI, Derek Woodruff AIFD, CFD, PFCI and Jenna Naylor AIFD, CFD.

## "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

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[syndicatesales.com](http://syndicatesales.com)





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

## 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, California! 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](http://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)







American Institute Of Floral Designers Foundation, Inc.

*Building a stronger industry with Education Funding*

**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**

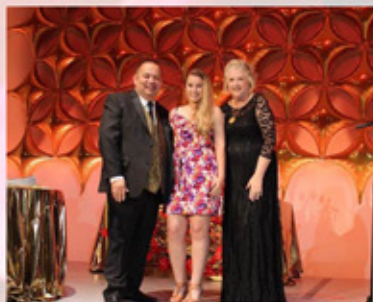
The Southern Conference Scholarship, awarded up to \$1,500.00, is supported through the Southern Chapter Fund. The applicant must be a non-AIFD floral designer who resides in the Southern Chapter Region and needs financial assistance to attend their first AIFD Southern Conference. Only those individuals 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](http://www.aifdfoundation.org)  
Application submission deadline is **November 15, 2015**.

### **AIFD Foundation awards the first Student Competition Award Established in 2015**



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!**



### **Support the AIFD Foundation!**

The 50<sup>th</sup> 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.

### **AIFD Memorial Fund**

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!](#)

6919 Vista Drive | West Des Moines, Iowa 50266 | [www.aifdfoundation.org](http://www.aifdfoundation.org)

*Tom Clark*



# 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](mailto:mollybaldwin@assnhqtrs.com) or **Marisa Guerrero AIFD, CFD**, newsletter editor, at [debbies\\_bloomers@msn.com](mailto:debbies_bloomers@msn.com).

# Everything You Need to Know:

**O**ften 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>, [www.theflowerexpert.com/content/aboutflowers/flower-meanings](http://www.theflowerexpert.com/content/aboutflowers/flower-meanings)



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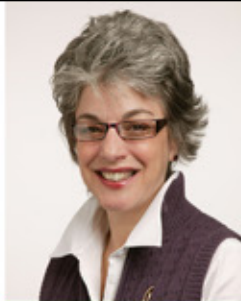
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# "Nature's Creative Edge" 2015 – The Finale

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 Friesse**

**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*



continued from previous 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" Frieze 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 Feysa AIFD, CFD**'s design.







# 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 **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 as, 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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## AIFD Shines at the L.A. County Fair

By Katie McCormick-Kharrrat 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-Kharrrat 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.

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Send completed proposals to **Wil Gonzalez AIFD, CFD** at [wil@dragonridge.net](mailto:wil@dragonridge.net) or **Cindy Anderson AIFD, CFD, PFCI** at [canderson.aifd@hotmail.com](mailto: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/>.







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# History in Our Beloved Publications

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

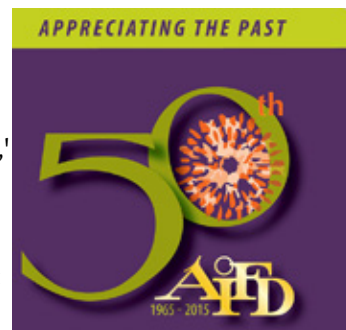
Times are changing. Our lives revolve around cell phones and computers. Beautiful leather bound books are a thing of the past. Floral publications have come and gone, needless to say my floral books and magazines are treasures and to get a signed copy is a thrill. The excitement of getting the next issue 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.





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# A Countdown to the Holidays

By Adriana Duran-Leon AIFD, CFD

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!





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# What's Going On?

# AIFD Chapter Reports

## North Central Chapter

### President's Letter

**Rae Roberts Griffith 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 Frieze 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 Frieze 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](mailto: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 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. 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 Pittsburgh, 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. Pittsburgh 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 on next page*



*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 Nyswonger 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 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-Kharrrat 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 commenting 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

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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](mailto:roger.dennis@wku.edu) or John at [jkkaidf@gmail.com](mailto:jkkaidf@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](mailto:bffo@embarqmail.com) or Terry at [Terry@Floral-Innovations.com](mailto: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](mailto:flowergirl091764@aol.com).

## AIFD and Social Media



[http://Instagram/aifd\\_hq](http://Instagram/aifd_hq)

**NEW!**



[www.facebook.com/AIFD.CFD](http://www.facebook.com/AIFD.CFD)



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



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



[www.youtube.com/user/AIFDHqtrs](http://www.youtube.com/user/AIFDHqtrs)

## 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](mailto:mollybaldwin@assnhqtrs.com) or **Marisa Guerrero AIFD, CFD**, newsletter editor, at [debbies.bloomers@msn.com](mailto:debbies.bloomers@msn.com). Images must be high resolution, print quality.

## 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

## 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@asshqtrs.com](mailto:justineharper@asshqtrs.com).

### Current Positions Posted:

## Floral Designer - Experienced, Vienna, Va.

Karin's Florist, a large floral and retail shop in Vienna, VA, is now hiring for an experienced Floral Designer. Floral Design experience is a MUST! Applicants must have a solid background from 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](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](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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Designed for the professional florist OASIS™ Colour Regen – spray colour with virtually no odor – is custom blended in the heart of Europe, where floral trends are born. Whether an opaque, translucent or metallic, the rich colours promise you a better experience in your shop and for the environment.

Experience the new trend in colour at [oasisfloralproducts.com/ColourRegen](http://oasisfloralproducts.com/ColourRegen)

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BAY STATE FARM DIRECT FLOWERS  
BERKELEY FLORIST  
BILL DORAN COMPANY  
BONNETT WHOLESALE FLORIST  
DELAWARE VALLEY  
DESIGNER FLOWER CENTER  
DREISBACH WHOLESALE FLORIST  
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GEORGIA STATE  
HARDIN'S SUPPLY  
HENRY C ALDERS WHOLESALE FLORIST  
HILLCREST GARDENS  
HOFLAND  
JACOBSON FLORAL SUPPLY  
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POTOMAC FLORAL WHOLESALE  
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UNITED WHOLESALE FLOWERS  
VANS FLORAL PRODUCTS  
WASHINGTON FLORAL

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# AIFD Thanks Its Partners

## INDUSTRY PARTNERS

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[www.accentdecor.com](http://www.accentdecor.com)

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Alpha Fern Company  
[www.alphafern.net](http://www.alphafern.net)

Baisch & Skinner

Ball Horticultural Co.  
[www.ballsb.com](http://www.ballsb.com)

Berwick Offray, LLC  
[www.lionribbon.com](http://www.lionribbon.com)

Biz One, Inc.  
[www.ohanamarket.com](http://www.ohanamarket.com)

Bloom Nation, LLC  
[www.bloomnation.com](http://www.bloomnation.com)

BloomNet

CalFlowers  
[www.cafgf.org](http://www.cafgf.org)

California Cut Flower Commission

Candle Artisans, Inc.

Connie Duglin Linens

Container Source, Inc.  
[www.containersource.com](http://www.containersource.com)

David Austin Roses  
[www.davidaustinrosesusa.com](http://www.davidaustinrosesusa.com)

DESIGN MASTER color tool, inc.  
[www.dmcolor.com](http://www.dmcolor.com)

DWF Wholesale Flowers

Elite Flower Services, Inc.

epicFlowers  
[www.epicflowers.com](http://www.epicflowers.com)

Eufhoria Flowers

Fitz Design, Inc.  
[www.creationsbyfitzdesign.com](http://www.creationsbyfitzdesign.com)

Florabundance, Inc.  
[www.florabundance.com](http://www.florabundance.com)

FloraCraft  
[www.floracraft.com](http://www.floracraft.com)

Floral Supply Syndicate  
[www.fss.com](http://www.fss.com)

Florida Nursery, Growers and Landscape Assoc.  
[www.fngla.org](http://www.fngla.org)

FloristWare  
[www.floristware.com](http://www.floristware.com)

Flowerbuyers.com/Teleflora LLC

Flowers &

FTD  
[www.ftdi.com](http://www.ftdi.com)

Garcia Group

Gems Group Inc.

Green Point Nurseries, Inc.  
[www.greenpointnursery.com](http://www.greenpointnursery.com)

Green Valley Floral  
[www.greenvalleyfloral.com](http://www.greenvalleyfloral.com)

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Liberty Blooms

Lion Ribbon  
[www.lionribbon.com](http://www.lionribbon.com)

Mayesh Wholesale Florist, Inc.  
[www.mayesh.com](http://www.mayesh.com)

Mellano & Company  
[www.mellano.com](http://www.mellano.com)

Milton Adler Company

Modern Collections Inc

Natural Decorations, Inc

Ocean View Flowers

Passion Growers

Random Acts of Flowers  
[www.randomactsofflowers.org](http://www.randomactsofflowers.org)

Smithers-Oasis/Floralife  
[www.smithersoasis.com](http://www.smithersoasis.com)

Strider Online Marketing  
[Florist20.com](http://Florist20.com)

Syndicate Sales, Inc.

TeamFloral  
[www.teamfloral.com](http://www.teamfloral.com)

Teleflora

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

The John Henry Company /Multi Packaging Solutions  
[www.jhc.com](http://www.jhc.com)

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

TRUE GROWERS INC.  
[www.truegrowers.com](http://www.truegrowers.com)

Universal Greens & Flowers  
[www.universalgreens.net](http://www.universalgreens.net)

Unlimited Containers, Inc.  
[www.unlimitedcontainers.com](http://www.unlimitedcontainers.com)

Valley Floral Company

Virgin Farms Inc.

Wm. F. Puckett, Inc.

## EDUCATION PARTNERS

Academy of Floral Arts  
[www.academyoffloralart.com](http://www.academyoffloralart.com)

Aimi Floral Designers  
[www.flower-recipe.com](http://www.flower-recipe.com)

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

Fiorissima Internacional  
[www.fiorissimainternacional.com](http://www.fiorissimainternacional.com)

Floral Design Institute  
[www.FlowerSchool.com](http://www.FlowerSchool.com)

Floriology Institute  
[www.mybloomnet.net/floriologyinstitute.html](http://www.mybloomnet.net/floriologyinstitute.html)

Hennepin Technical College  
[hennepintech.edu/programs/overview/floral-design](http://hennepintech.edu/programs/overview/floral-design)

Institut de Artflor  
[www.idartflor.com](http://www.idartflor.com)

Institute Professional Flores Design Fa Ngai Long  
[www.adfdm.com](http://www.adfdm.com)

Instituto Mexicano Tecnico Floral Plantel Monterrey  
[www.imtf.com.mx](http://www.imtf.com.mx)

J-Florist School  
[www.jflos.com](http://www.jflos.com)

Judith Blacklock Flower School

[www.judithblacklock.com](http://www.judithblacklock.com)

Korea Garden & Floral Design School

Nobleman School of Floral Design  
[www.noblemanschool.com](http://www.noblemanschool.com)

Palmer School of Floral Design/Palmer Flowers

Pui Wa Floral Design School  
[www.cpwdesign.com.mo](http://www.cpwdesign.com.mo)

Solomon Bloemen  
[www.solomonbloemen.com](http://www.solomonbloemen.com)

Southern California School of Floral Design  
[www.philrulloda.com](http://www.philrulloda.com)

Teleflora Education Center  
[www.myteleflora.com](http://www.myteleflora.com)

The New York Botanical Garden  
[www.nybg.org/adulted](http://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](http://www.azflorists.org)

California Certified Florist Program  
[www.californiacertifiedflorist.org](http://www.californiacertifiedflorist.org)

Floral Association of the Rockies  
[www.floralassociationrockies.org](http://www.floralassociationrockies.org)

Florida State Florists Workshop and Testing (FSMD)  
[www.floridastatefloristsassociation.com](http://www.floridastatefloristsassociation.com)

Georgia State Florists' Association  
[www.georgiastateflorist.com](http://www.georgiastateflorist.com)

Green Academy Belgium  
[www.greenacademybelgium.com](http://www.greenacademybelgium.com)

Illinois Certified Professional Florist (ICPF)/ Illinois Master Florist (IMF)  
[www.isfaflorists.com](http://www.isfaflorists.com)

Maine Florists' & Growers' Association

Michigan Floral Association  
[www.michiganfloral.org](http://www.michiganfloral.org)

Minnesota State Florist Association  
[mnsfa.org](http://mnsfa.org)

New Hampshire Certified Floral Designer

North Carolina Certified Professional Florist  
[www.ncflorist.org](http://www.ncflorist.org)

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

South Dakota Certified Florist  
[www.sdfloists.org](http://www.sdfloists.org)

Texas State Florist Association  
[www.tsfa.org](http://www.tsfa.org)

Wisconsin and Upper Michigan Florists Association  
[www.mumfa.org](http://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:**

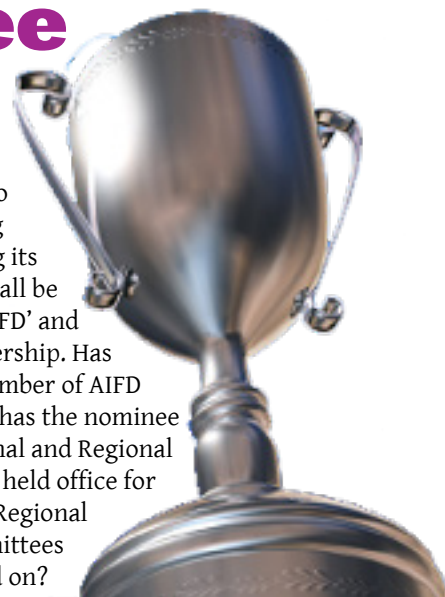
- The individual or company nominated
- The award you are nominating them for
- Why you are nominating them for the award

Please direct your letters to:  
Rich Salvaggio AIFD, CFD, PFCI  
AIFD Awards Committee Chairperson  
E-mail: [rsalvaggio@teleflora.com](mailto: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/>.***





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