

# Focal Points

## Offer Exceptional Customer Service with the Help of Technology

This Valentine's Day, net more customers using "the net"

By Marisa Guerrero AIFD, CFD, newsletter editor

Consumers expect the highest level of service from floral designers every day and with Valentine's Day approaching, now is the time to analyze their expectations so that you can prepare to exceed them.

Beautifully designed arrangements at a good value are not enough to satisfy the love stricken; a high tech consumer demands high tech service.

The internet has opened up a wealth of opportunity for florists to meet flower buyers where they feel comfortable, in front of a computer. Make sure your website stands out with designs that reflect your brand, and add-ons, like hand written greeting cards and local artisan chocolates, that set you apart from the competition.

Drive-thru burgers, dry cleaning, and banking have made consumers daily experiences revolve around their cars. Will you be offering a curbside menu of options with sales staff on tablets ready to take orders leading up to Valentine's Day? Consider drive-thru pick-up of pre-made or pre-ordered bouquets. After all, it's all about convenience.

Most POS systems offer the ability to receive e-mail receipts, but use every feature you are paying for by offering e-mail or text confirmations of the delivery, along with a photo. The addition of these services adds value to the otherwise commonplace experience of buying flowers online.

In today's environment it's imperative that floral designers stay "relevant" through our designs, our value, and our service. Anything short of exceptional and you will be left behind.

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# American Institute of Floral Designers

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## Executive Officers

President: Joyce Mason-Monheim AIFD, CFD, PFCI  
President-Elect: Anthony Vigliotta AIFD, CFD  
Vice President: Kim Oldis AIFD, CFD  
Secretary: Frank Feysa AIFD, CFD  
Treasurer: Tom Simmons AIFD, CFD  
Past President: Tim Farrell AIFD, CFD, PFCI

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Leanne Kesler AIFD, CFD

## 2016 Symposium Coordinator

Lori Novak AIFD, CFD

## 2016 Symposium Program Coordinator

Tom Simmons AIFD, CFD

## AIFD Staff

Executive Director: Thomas C. Shaner  
Associate Executive Director: Kristen Philips, CAE  
Director of Finance & Administration: Monica Shaner  
Director of Communications: Justine Harper  
Publications Coordinator: Molly Baldwin-Abbott  
Director of Membership: Stephanie Dodd

## **AIFD Mission Statement**

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

# Calendar

January 23-24, 2016

2016 North Central Chapter Mid-Year Meeting

Location TBA  
Indianapolis, IN

February 1-5, 2016

Advanced Floral Design  
Floral Design Institute  
Portland, Oregon

March 4-6, 2016

2016 AIFD Southern Conference  
"Southern Traditions"  
Galt House Hotel  
Louisville, KY

March 12, 2016

2016 Bobbi Cup  
Chicago Flower and Garden Show  
Chicago, IL

May 9-27, 2016

Advanced Wedding Floral Specialist  
Floral Design Institute  
Portland, Oregon

July 1, 2016

2016 AIFD Professional Floral Design Evaluation Session  
Anaheim Marriott  
Anaheim, Calif.

July 3, 2016 – July 7, 2016

AIFD 2016 Symposium: "Inspiration"  
Anaheim Marriott  
Anaheim, Calif.

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



"Though we are busy, it's that time of year for reflection and appreciation of all we have."

*Joyce Mason-Monheim*

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

As the holidays are behind us, I know most of us were hard at work getting ready for the mad dash of filling orders and greeting customers. We do this because of the love of our industry and our customers. Though we were busy, it was the time of year for reflection and appreciation of all we have. We look forward to a New Year with hope and happiness. I look towards the New Year with appreciation of all the time and volunteerism our AIFD members have donated to the success of this organization. A volunteer is a person who takes on a task, responsibility or a project, donating their time to a worthy cause and expecting nothing in return. Looking back at all of the projects that AIFD has been involved with over the years and all the members who have volunteered just blows my mind! December 1st was "A Day of Giving" and thinking about how many people stepped forward for this day and events during the holidays is astounding. But when I think of how much "giving" is done year round by fellow AIFD members it is even more astounding.

First of all think of the Symposium Chairpersons and Symposium Program Chairpersons over the past 50 years and the dedication of three years of their time to developing and providing our members with an outstanding educational experience. I think of **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** and how much time they invested into "Journey." How excited we are for "Inspiration" in OC to come from the genius of **Lori Novak AIFD, CFD** and **Tom Simmons AIFD, CFD** (and to do this the second time around). And how about all of the Volunteer Symposium Committees that make Symposium run smoothly for all to enjoy? This is dedication to AIFD!

I think about the North Central Region, under the guidance of **Rae Roberts Griffith AIFD, CFD** and her board of directors and regional members, who took the time to participate in "Natures Creative Edge." Also those who will be a part of The Chicago Flower and Garden Show in March and the Indiana Flower and Patio Show in Indianapolis in March as well. This is dedication to AIFD!

And then there is the South Central Region who has **BJ Dyer AIFD, CFD** as their President. Along with their activities, think about the time involved for just maintaining their Facebook page. With 986 followers from all over the world, it is a great resource for information, photos and inspiration. I especially love seeing the posts from **Pim van den Akker** and his creative use of products and all the other members posting inspiration. This is dedication to AIFD!

The North West Region shines with their events and planning headed by (newly engaged) **Rachelle Nyswonger AIFD, CFD**. The Ninth Moon event held in Portland was a marvel beyond words. I wished I could have been there in person to see the attendance of AIFD members and the creative designs. It takes a great group of volunteers to make events this successful and I look forward to being a part of the Alaska event next April. This is dedication to AIFD!

Being a part of the South West Region means a great deal to me and under the leadership of **Pam Null AIFD, CFD** the region has been very successful with their fall program "Home for the Holidays" held in October. Of course you cannot forget the incredible newsletter of *Design In Line Magazine* created by outstanding members who keep floral inspirations a constant.

This is dedication to AIFD!

The ever dedicated North East Region under the leadership of **Janet Black AIFD, CFD, PFCI** never ceases to amaze us all. With the ever popular Philadelphia Flower Show coming up in March we expect "Best in Show" like last year. The undertaking of this event and all the other events North East provides is amazing. This is dedication to AIFD!

The Southern Region is in good hands with **Robyn Arnold AIFD, CFD** as their Director. Their regional conference is also a massive undertaking, and all the volunteers participating are priceless. This year the Southern Conference is March 4-6 in Louisville, Ky. I am looking forward to seeing everyone in action. This is dedication to AIFD!

I think of all of our members that serve on our National Committees, all the volunteer time required to organize committee members and projects is overwhelming. Many of these people serve in other areas of our AIFD family and yet take the time to volunteer on many levels. From the leadership of **Rich Salvaggio AIFD, CFD, PFCI** on the Awards Committee, to **John Kittinger AIFD, CFD** on the Bylaws Committee, these gentlemen are amazing. From the guidance of **Craig Theimer AIFD, CFD** of the Career Development Committee to the expertise of **Janet Gallagher AIFD, CFD** leading the Education Committee, again amazing! A big thank you to **Ann Jordan AIFD, CFD** for taking the lead for our Education Partners Committee and to the Ethical Standards Committee and Foundation led by **Eddie Payne AIFD, CFD**. We are fortunate for such leadership. We can't forget the Finance Committee commanded by **Tom Simmons AIFD, CFD** and our Industry Partner Committee headed by **Eva Ritter AIFD, CFD**. Of course there is the Marketing Committee streamlined by **Lee Gallison AIFD, CFD** and the Membership Committee directed by **Leanne Kesler AIFD, CFD**, amazing ladies! The information included in our newsletter rocks thanks to **Marisa Guerrero AIFD, CFD** and a huge acknowledgement to our Student Membership and Student Competition Committees headed by **Melinda Lynch AIFD, CFD** and **Trisha Haisler AIFD, CFD** respectively, brilliant ladies! And we can't forget our Nominations Chairperson **Tim Farrell AIFD, CFD, PFCI** who has held many roles within AIFD but still continues to be involved, even as our White House Liaison. All of these committees have incredible members who volunteer their time! This is dedication to AIFD!

I think of all of the members who have served on the National Board as Officers and Board Members. Taking time out of their personal and professional lives to travel to board meetings, participating in decisions that makes AIFD the strong organization it is today. Overseeing committees and projects, volunteering their time to projects that often take months and years to accomplish. I really appreciate each and every one of you!

I also have to include the AIFD Administration from Association Headquarters for all of those "uncharged" minutes and the true commitment to AIFD and our standards! This is dedication to AIFD! This just proves what I have been saying for years, members of AIFD are the most giving and unselfish people. This is what makes us strong and I cannot say thank you enough for this! You are all priceless! Here's to an awesome New Year!



# AIFD Moving Forward

Transparency and keeping the members fully informed about decisions being made that will affect them and AIFD is one of the top priorities of the National Board of Directors.

With that said, the following is a review of the results of the Board's meeting held in Seattle (site of 2017 National Symposium) in late October. Participating were: **Joyce Mason-Monheim AIFD, CFD, PFCI, Anthony Vigliotta AIFD, CFD, Kim Oldis AIFD, CFD, Tom Simmons AIFD, CFD, Frank Feysa AIFD, CFD, PFCI, Tim Farrell AIFD, CFD, PFCI, Robyn Arnold AIFD, CFD, Loann Burke AIFD, CFD, PFCI, BJ Dyer AIFD, CFD, Wil Gonzalez AIFD, CFD, Debbie Gordy AIFD, CFD, Jackie Lacey AIFD, CFD, PFCI, Katie McCormick Kharrat AIFD, CFD, Sherry Moon AIFD, CFD, Ron Mulray AIFD, CFD, Michael Quesada AIFD, CFD, David Shover AIFD, CFD, PFCI, Lori Novak AIFD, CFD, Leanne Kesler AIFD, CFD, Kristen Philips CAE, IOM and Tom Shaner as well as Cindy Anderson AIFD, CFD, PFCI (2017 Symposium Coordinator) and Eddie Payne AIFD, CFD (CEO of the AIFD Foundation).**

After approving the agenda for the meeting and the minutes of the previous meeting, the Board accepted non-action reports from the President (including the minutes of the August Executive Committee), President-Elect, Vice President, Secretary, Past President, and Regional Chapters (North East, Southern, North Central, South Central, Northwest and Southwest), as well as committee reports from Bylaws, Communications (*Focal Points*), Marketing, Education, Students, Student Competition, Foundation, and Nominations.

Treasurer **Tom Simmons AIFD, CFD** then reviewed the financial statements which were accepted with instructions to prepare all financial reports for year-end audit by the Institute's third-party CPA.

Following the report of the Treasurer, Executive Director Shaner and Associate Executive Director Philips reviewed administrative/staff activities including a review of a letter sent to a possible celebrity awards nominee inviting her to receive the AIFD Award of Merit Non-Industry during ceremonies at the 2016 National Symposium.

They also reviewed correspondence to and from a previous member of AIFD who is improperly using the "AIFD" registered trademark as well as other legal initiatives and communications to protect both the "AIFD" and "CFD" marks. One exciting decision made during discussion on the matter of using the AIFD trademark, was that Mr. Shaner and Mrs. Philips would develop a recommendation to be presented for approval to the Executive Committee in January that would modify existing policy so that PFDE participants who achieve a high enough evaluation mark to be extended an invitation to be inducted into AIFD will be allowed to use the symbol of membership upon their acceptance of the invitation and requirement to pay an induction fee and membership dues as well as the receipt of three letters of endorsement/recommendation.

Staff also reviewed and recommended the adoption of an Executive Committee recommendation to amend Symposium

Policy #24, Paragraph D to read, ADD "The Vice President shall be authorized to" invite up to five additional non-voting representatives to the Symposium Committee meeting DELETE "(i.e. Marketing Committee, Partners Committee, and Secretary)" ADD "provided such guests are serving as the chairperson of another major committee of AIFD for which direct input is required and further that he/she has received approval to extend the invitation from the Treasurer and either the President or the Executive Director." During discussion, it was decided to amend the recommendation by changing the word "guests" to "representatives" by striking "...are serving as the chairperson of another major committee of AIFD for which direct input is required" and replacing with "...who can offer direct input to the planning of Symposium..." and changing "...Treasurer and either the President or the Executive Director" to "a majority of the Executive Committee."

Then on the recommendation of staff, it was agreed to provide as a benefit to members of the Institute that their employees be able to take Institute online education programs at the same tuition rate as members.

Membership Chairperson Kesler presented her report along with status updates of membership renewals. The Board accepted, with regret, the resignation of **Emmett O'Dell** and **Heidi Marie Stachel**.

After a review by Mrs. Kesler, it was decided to accept the recommendation of the Executive Committee relative to the manner in which various Education Partners, Student Chapters and approved State Floral Associations may be able to award the CFD® designation to qualifying students and in so doing instruct staff to move forward with the implementation of the program.

Former Membership Chairman Lacey presented a new video that has been produced to help explain the process to become a member of the Institute.

Past President Farrell reviewed the nominations/election process. (Note - AIFD elections will again be done electronically; ballots will be sent to all eligible voting members in mid-February.)

Mr. Farrell also reported on activities associated with the Institute helping to coordinate volunteers to provide floral design expertise for various events held at the White House and how such volunteers must refrain from seeking publicity in any form.



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The large subject of the National Symposia followed in which Vice President Oldis presented the report and recommendations of the National Symposium Committee. Based on Mrs. Oldis' report, it was agreed to change the Symposium Policy so that the Processing Chairperson be given a Premium Registration and two (2) complimentary nights in the headquarters hotel; to add to the Symposium Policies that hands-on workshop instructors providing three (3) or more workshops be given a complimentary Premium Registration; to add to Symposium Policies that hands-on workshop teaching assistants be given a Premium Registration at the cost of a General Registration; that the Vice Chair of the Volunteer Committee be given a registration comparable to that given other Symposium Committee Vice Chairs; and to add to Symposium Policies that the Workshop Coordinator be given a Premium Registration and two (2) complimentary nights in the headquarters hotel.

It was then agreed on the recommendation of the Symposium and Executive Committees, and pursuant to the request of this Board, to approve a proposed new timeline format for future Symposia that would reduce its overall length.

Finally, on the recommendation of the Symposium and Executive Committees, it was agreed that the Executive staff would investigate Austin, Houston, and San Antonio as sites to be considered for the 2020 Symposium.

Mr. Shaner presented a brief recap of the 2015 National Symposium, and in so doing complimented Coordinators **Marie Ackerman AIFD, CFD, PFCI** and **Vonda LaFever AIFD, CFD, PFCI** for an excellent job.

Mrs. Novak and Mr. Simmons presented preliminary plans for the 2016 National Symposium which will take place July 3-7 in Orange County (Anaheim), Calif.

Mrs. Anderson and Mr. Gonzalez presented the theme and logo for the 2017 National Symposium which will be held in Seattle.

It was agreed to accept the Vice President's recommendation that **Suzie Kostick AIFD, CFD, PFCI** be appointed the 2018 National Symposium Coordinator and that **John Kittinger AIFD, CFD** be appointed the 2018 National Symposium Program Coordinator.

On the recommendation of the Student Membership Committee, it was decided that, due to no AIFD advisors being available, that the student chapters at Joliet Junior College in Joliet, Ill. and SUNY Cobleskill University in New York be listed as "inactive" chapters until new instructors are secured.

After excusing Mr. Shaner and Mrs. Philips and other non-voting individuals from the meeting, Treasurer Simmons presented a proposed contract which the Finance Committee had requested from The Joseph E. Shaner Co. to better reflect the time spent providing services to AIFD. Upon the completion of his review and the answering of questions, it was agreed to accept the recommendations of the Finance Committee to revise and renew the management contract with The Joseph E. Shaner Co.

Mrs. Mason-Monheim reviewed the dates of future meetings of the AIFD leadership: January 25, Executive Committee in Orange County, Calif.; April 2-4, Finance/Presidents Elect/Board in Baltimore, and July 2, Board in Orange County, Calif.

## Thank You to the 2015-2016 Elite Partners



## 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)





## Eye on the Designers - A look at who's who at "Inspiration"

"Couture Collective" - Stacey Carlton AIFD, CFD and Shawn Michael Foley CFD



A collection of exclusive botanically infused couture by **Stacey Carlton AIFD, CFD** and **Shawn Michael Foley CFD** that will inspire and amaze. The show will feature a high energy runway show on the pulse of current fashion trends and forward thinking progressive designs amidst a conversation about the timeless worldly connection between fashion, flowers, and plants.

### The Best Day Ever

They wanted a church wedding and a Barn Reception.

The perfect blend of country charm and rustic chic.

"The Difference is in the Details"

- Michael Gaddie AIFD, CFD and Bobby Eldridge AIFD, CFD

Be inspired by these unique and trendy country style weddings in ways you have never seen before. These adventures will include a small quaint chapel wedding, party in a rustic barn and ending the evening with a Tuscany themed venue. This theme will showcase how to pull off the perfect wedding and party, never leaving the same location. We will show you how to take your couples dreams and make them the reality they never imagined possible. So come follow us down an inspiring path learning new trends for the perfect couple.



"It's TIME!" - Moving from Elizabethan bridal design to present day the British Academy of Floral Art take you on a journey of **Technique Inspiration Methodology Exploration** to create stunning bridal designs for the future.



Julie Collins



Jo Jarvis AIFD, CFD



Tina Parkes AIFD, CFD



Amanda Randell



Kathryn Delve

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



Susan Ayala AFD, PFI



Tom Bowling AFD, PFI



Tim Farrell AFD, AAF, PFI



Jim Ganger AFD



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Tom Simmons AFD, CCF



Gerard Toh AFD, CCF



Cindy Toie



Kevin Yivlosky AFD, PFI, CAFA





American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

**The AIFD Foundation announces the application deadlines for scholarships and grants to be awarded in 2016. We invite AIFD members to share the information and encourage qualified designers to apply.**

Please visit [www.aifdfoundation.org](http://www.aifdfoundation.org) to review the individual application forms outlined with additional eligibility and application requirements.

**AIFD Foundation Symposium Scholarships**

*Application Deadline January 31, 2016*

**AIFD Foundation Grant**

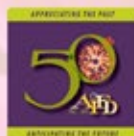
*Application Deadline January 31, 2016*

**AIFD Foundation Student Scholarships**

*Application Deadline January 31, 2016*

**AIFD Foundation Northwest Region Student Scholarship**

*Application Deadline February 15, 2016*



**Who Inspired You?**

*"I am a part of all that I have met."*

Alfred Lord Tennyson

There is no doubt that those whom we have met along the way have made a difference in all that we do. Who has Inspired You? A goal to announce the completed funding of the AIFD 50th Club at the 2016 AIFD National Symposium is set. The Symposium theme *Inspiration* will present in every way the importance of the relationship of the designer and the mentor, the expansive understanding of the basis of design decisions and the life experiences that contribute to who each of us is today. We invite you to celebrate and honor those who have inspired you.

Your tax-deductible contribution of \$50 to \$500 will establish you as a founding member of the 50th Club Fund. The interest and dividends from this fund will provide financial support toward an educational event for each of the six Regional Chapters of AIFD in an effort to give back to the grassroots where AIFD and the AIFD Foundation started.



**Connect with us  
on Facebook!**



Support the AIFD Foundation through AmazonSmile! Visit [www.aifdfoundation.org](http://www.aifdfoundation.org) to learn more!



The AIFD Foundation Board thanks each of you for your continued support and wishes you the happiest of holidays!

**Reflect, Anticipate, & Give**

This time of year is a time of reflection as well as anticipation. As we look to all that was achieved and enjoyed, we are led to what will be accomplished and experienced. In reflection, there may be one or more that are most loved in your life that you wish to honor or remember. In doing so, we ask that you remember the AIFD Foundation. End of Year Giving is one of many ways to show support and at the same time perhaps help lower your taxes by contributing to a 501c3 organization. We invite you to take a moment to Reflect, Anticipate, and Give what you can to the AIFD Foundation.

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!

## Please Join AIFD for Fun in the Sunshine State!

Get out of the cold and mid-winter doldrums' and join your AIFD family on January 20-22 at the Ft. Lauderdale, Florida Convention Center. The stage will be set for AIFD Designers to network with the Tropical Growers and our partner Florida Nursery, Growers and Landscape Association (FLGLA). Work behind the scenes, on the stage, or network at our AIFD booth. If you are interested please contact **Janet Black AIFD, CFD, PFCI** at [janetblackaifd@gmail.com](mailto:janetblackaifd@gmail.com).

## Bits and Pieces

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

• **Tom Bowling AIFD, CFD PFCI**, director of education for Syndicate Sales, has been announced as one of the float judges for the 127th Rose Parade® presented by Honda. The judges will grant awards based on criteria such as creative design, floral craftsmanship, artistic merit, computerized animation, thematic interpretation, floral and color presentation and dramatic impact.

• A new AIFD Membership video has been posted to the AIFD website. Visit <http://aifd.org/membership/become-cfd-and-aifd/> and scroll to the bottom to see the new video.

• Know your 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.

• Watch the World Premiere of the PHS Philadelphia Flower Show, taking place March 5-13 at the Pennsylvania Convention Center. To get you in the mood for "Explore America," a celebration of 100 years of the National Park Service, visit <http://bit.ly/1S8ymfM> to take a peek. Please share this trailer on social media with #FlowerShow.

## 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:

**U**sed for hundreds of years to convey messages without words, roses have long been a symbol of confidentiality - the Latin expression *sub rosa* (literally "under the rose") means something told in secret. Roses are one of the most popular flowers given on Valentine's Day and as the big holiday approaches, let's celebrate the flower of love.

**Common Names:** Rose

**Botanical Name:** *Rosa*, (RO-za)

**Availability:** Year-round

**Vase Life:** 3 to 14 days

**Storage Temperature:** 36 - 38 F

**Ethylene Sensitive:** Yes

**Description:** Floristry roses are grouped into three basic categories; Hybrid Tea Rose, the most common rose, has a single blossom, 1 & 1/2 to 3 inches long, opening 3 inches to 5 inches across, on stems 12 to 40 inches long. Larger blossoms 4 to 5 inches across are known as "South American head size," Intermediate blossoms 3 inches to 4 inches are known as "European head size." Spray Rose, buds are 1/2 to 1 inch long, opening 2 to 3 inches across, with multiple flowers branching from the stem. Sweetheart Rose, single blossom, 1/2 to 1 inch long opening to 2 to 3 inches across on a stem 6 to 15 inches long.

**Colors:** Very wide range of colors.

**Purchasing Hints:** Purchase tight, semi-firm heads just beginning to open. The stems should be straight, strong and unscarred. Leaves should be dark green and turgid.

**Conditioning:** Remove all foliage that will be below the water line. Carefully remove thorns using a "Rose Glove." Cut under water with a sharp knife. Hydrate in a solution of warm water and commercial floral preservative/floral food for two hours before storage or usage. If roses are conditioned properly, they should have a long vase life, open completely, and never have a "bent neck."

**Additional Notes:** They are cultivated from South America to Africa, from Eastern Europe to the Far East. In many countries roses are strongly connected to special events, ceremonies, and symbolic events. In Europe and America, roses are synonymous with Valentine's Day, a floral symbol of love and passion.

Until the early 19th century dried rose petals were believed to have mysterious powers. Napoleon gave his officers bags of rose petals to boil in white wine, to cure lead poisoning from bullet wounds. Even today, rose water is still used to refresh the hands before a feast or a festive greeting, from the Middle East to northern India.

Roses have an enchanting scent. Cleopatra covered the floors of her palace with a thick layer of rose petals every day. The mattresses and pillows of her bed were stuffed with rose petals, too. Cleopatra also had the sails of her royal barge soaked in rose water. When the breezes filled the sails, the sent of roses filled the air. It is said that the citizens along the Nile could smell Cleopatra's ship well before they saw it. When the Roman conqueror Mark Anthony climbed aboard her ship he immediately fell in love with her.

Sources: <http://floraldesigninstitute.com/page004.06.091.htm>







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# AIFD Member Featured on "Garden Style" TV Show

J Schwanke AIFD, CFD, PFCI, president of J Schwanke Productions in Comstock Park, Mich., was featured on P. Allen Smith's syndicated show "Garden Style" on Nov. 9, 2015.

The episode is titled "Tiny Life, Big Impact." In the segment Schwanke created an all foliage arrangement cut from P. Allen's garden and accented it with an antique hydrangea from Sun Valley Flower Farms.



It's a fun segment starting at approximately 13:50. Be sure to watch through the credits where Smith and Schwanke have a funny conversation about "pollinators."

The show is available on P Allen's YouTube Channel at <https://youtu.be/RZ3-Rsuia3L>.

This is the first of several shows Schwanke will be guest starring in. He will also be featured on Smith's Christmas Special for 2016.



# New Member Benefit Just Announced!

AIFD is excited to announce the release of a new member benefit! Accredited AIFD members may now extend to their employees the ability to enroll in AIFD online floral design courses at the member rate. This benefit is only for AIFD members to offer to their employees.

AIFD's online education courses are an excellent resource for floral designers to learn more about the elements and principles of design, and the floral industry in general, and learn design techniques and applications for arrangements, sympathy designs, and flowers to wear and carry. They are a fantastic resource for beginner designers, but just as beneficial for floral designer veterans who want to brush up on the basics!

The next set of online courses begin in January (Jan. 12-26, 2016) and the registration deadline is January 7. Get a head start and contact AIFD today ([aifd@assnhqtrs.com](mailto:aifd@assnhqtrs.com)) to receive the \*promotional code you can share with your shop employees. For an updated online course schedule visit <http://aifd.org/online-education/online-class-schedule/>.

We hope you take advantage of this wonderful benefit!

*\*This promotional code may only be given out by accredited AIFD members to employees who work for or with said accredit member.*

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a happy holiday  
season.*



# AIFD Member Collaborates with Winward International

**Patrick Tai**, CEO of Winward International, Inc. and **Jim Marvin AIFD, CFD**, president and CEO of Jim Marvin Enterprises Ltd., Inc., jointly announced a collaboration and marketing plan for the 2016 marketing season incorporating the Jim Marvin Collection in Winward's extensive collection of botanical and home accessory lines.

The Jim Marvin Collection consists of a comprehensive line of Christmas ornaments, table top, and holiday specialty line, which will be exclusively distributed by Winward International. The Jim Marvin Collection is a trademark line which has been shown throughout the country in major markets and international markets since 1980.

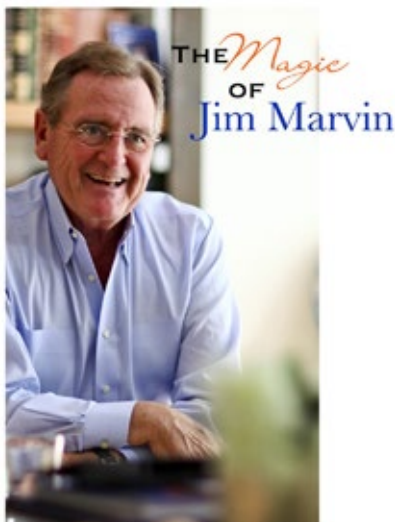
It is anticipated that the new collection will reflect the color direction that the line is famous for. Mr. Marvin will be retained to spend more creative time in developing new lines of product and to continue research and design to offer an extensive specialty line through the Winward marketing channels in San Francisco, Atlanta, Dallas, and Ontario, Canada.

"I have known the integrity of the Tai Family and Winward for many years and it is always wonderful to be part of a new direction. I will spend more time in design and creating products which gets me back to my roots! Marketing in Canada and the west coast will expose the collection to a wider and more diverse market," exclaimed Marvin.

The 2016 collection will feature about 700 items or more in the exciting colors, featuring one or more of the colorful and very refreshing Bubble Gum and Pearl collections as seen in *The White House*, *Architectural Digest*, *Elle Décor*, *Veranda*, *House Beautiful* & *The Book* for the 2015 season.

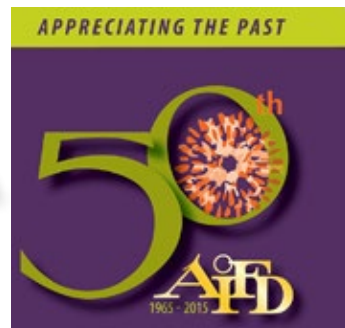
The line has been characterized as a breath of fresh air in the Christmas Décor applications. The extensive color choices give our clients a chance to create very exclusive looks tailored to their clients taste.

The 2016 line will be first launched in Winward's showroom in San Francisco, Calif. on December 1, 2015, and showcased in the major markets in Atlanta, Dallas and Ontario, Canada in the Winward showrooms this January!



## HISTORY SNIPPETS

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



**1976** - Dues for the Southern Chapter were \$5.00. The Chapter had over 50 members. A fine of \$.50 may have been charged to members not wearing their AIFD pin, corsage, and boutonniere!

**1976** - The National Symposium, "Star Spangled Symposium" held in Long Beach, Calif., cost \$150.00 to attend. Fifty new members were inducted. Twenty AIFD members then attended the SAF Convention in Utah. That year the FTD Convention was in Acapulco.

**1977** - AIFD's tenth National Symposium, "Flowers and the Arts," showcased the talents of **Bates Hinds AIFD**, who designed with flowers and plants. **Ron Morgan AIFD**, **Dick Seekins AIFD** and **Hershel Cannon** were also featured designers. Final night was created by **Jef Hackbarth AIFD** with thousands of balloons, crystal chandeliers, a black and white checkerboard dance floor, and many arrangements of roses and gardenias that changed the room into a scene from a Hollywood Movie.

**1980** - In order to copyright and protect the AIFD logo, it was necessary to have a new AIFD pin designed that duplicated the AIFD logo properly. The old AIFD pin was not an accurate and "faithful" reproduction of the logo.

Many members requested a better quality pin that would not tarnish and turn dark. The new AIFD pin, a quality piece of jewelry, made of 14 karat solid gold cost a mere \$35.00 back then!



Many thanks to AIFD fellow **Jan Bjurstrom AIFD, CFD** for sending a huge box of AIFD memories! If you have any history that you would like to share please contact me at [janetblackaifd@gmail.com](mailto:janetblackaifd@gmail.com).

My best, have a happy and prosperous holiday!



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**Questions? Contact us at [education@FTDi.com](mailto:education@FTDi.com)  
or 800.788.9000 ext. 246240.**





# FTD and PROFLOWERS Announce Exclusive Community Partnership with Random Acts of Flowers

*Launch Event Celebrates 100,000 Flower Deliveries to Deserving People*

Leading floral and gift icons, FTD and ProFlowers, announced an exclusive partnership with Random Acts of Flowers. The organization recycles and repurposes flowers to deliver beautiful bouquets and moments of kindness to individuals in healthcare facilities across the country. FTD and ProFlowers are the floral brands of The FTD Companies, Inc., the premier floral and gifting company.

In addition to monetary support and weekly floral donations, FTD and ProFlowers contributed a portion of proceeds to the organization from sales of "Random Acts of Flowers" bouquets featured at [www.ftd.com/raf](http://www.ftd.com/raf) and [www.proflowers.com/randomactsofflowers](http://www.proflowers.com/randomactsofflowers) between Nov. 12, 2015 and Dec. 31, 2015.

Together FTD employees and Random Acts of Flowers volunteers and staff delivered the nonprofit's 100,000th bouquet at Brookdale Lake View, a senior care facility in Chicago. FTD Companies, Inc.'s CEO **Rob Apatoff** spoke to the impact the gift of flowers has on people and presented a \$30,000 check to Random Acts of Flowers to support their mission to recycle and repurpose flowers to deliver beautiful bouquets and moments of kindness to individuals in healthcare facilities across the country.

"FTD is committed to inspiring and delighting people during life's important moments, while also doing our part to support the communities in which we live and operate," Apatoff said. "Giving fresh, beautiful flowers can really make a positive, meaningful impact on someone's life. We are honored to be a large part of the Random Acts of Flowers mission of delivering beautiful bouquets and moments of kindness."

"The simple gesture of giving flowers creates a moment of inspiration and smiles. Our vision for improving the emotional health of the community with flowers is much stronger now due to the support of FTD and ProFlowers," said **Larsen Jay**, CEO of Random Acts of Flowers. "We couldn't be more thrilled to have them on board as our national floral partners."

To learn more about FTD and its artist-designed bouquets, visit [www.FTD.com](http://www.FTD.com). To learn more about ProFlowers and its selection of gifts making it easy for gift givers to say what they mean, every time, visit [www.proflowers.com](http://www.proflowers.com). Visit [randomactsofflowers.org](http://randomactsofflowers.org) for more information about Random Acts of Flowers.

Random Acts of Flowers, founded in 2008, is dedicated to improving the lives of others through the simple power of

receiving flowers. RAF has continued to grow from its headquarters in Knoxville, Tenn. to other locations throughout the nation including Chicago, Pinellas Co., Fla., and Silicon Valley, Calif.

Following the mission of delivering flowers and smiles, Random Acts of Flowers recycles and repurposes flowers by engaging dedicated volunteer teams to deliver beautiful bouquets and moments of kindness in healthcare facilities across the country. To learn how to get involved or support RAF, visit [RandomActsofFlowers.org](http://RandomActsofFlowers.org).



*Random Acts of Flowers CEO Larsen Jay delivers the nonprofit's 100,000th bouquet to Joan Taylor, a senior residing at Brookdale Lake View, on Thursday, Nov. 12, 2015 in Chicago. This was part of a larger event leading into World Kindness Day held at the senior care facility to announce Random Acts of Flowers' community partnership with FTD and ProFlowers and the new "Random Acts of Flowers" bouquets being featured at FTD.com and ProFlowers.com. Photo by Jean Marc Giboux/AP Images for FTD and ProFlowers.*

## Feeling Nostalgic? Reminisce with 2015 Symposium DVDs!

There are still plenty of DVDs of the 2015 Symposium "Journey" that was held in Denver, Colo. this past summer. Floral designers across the world can enjoy the industry's most dynamic floral design education event whether they are seeing it for the first time or reliving the memories they made there.



Whether it's a DVD of one special program or the complete set of all 14, AIFD has produced a limited quantity for distribution to the industry. A single DVD is only \$15 and the full set is available for \$100.

AIFD members or Certified Floral Designers (CFD) can earn the ten (10) continuing education credits needed to maintain the professional design designations by investing in the complete DVD set. A short test is required to demonstrate that the DVDs were watched.

Easy to order online, the AIFD 2015 Symposium DVD information can be found at <http://aifd.org/2015/07/order-2015-symposium-dvds/>.

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# Pantone Announces Rose Quartz and Serenity as 2016 Color of the Year

PANTONE 13-1520 & PANTONE 15-3919



As consumers seek mindfulness and well-being as an antidote to modern day stresses, welcoming colors that psychologically fulfill our yearning for reassurance and security are becoming more prominent. Joined together, Rose Quartz and Serenity demonstrate an inherent balance between a warmer embracing rose tone and the cooler tranquil blue, reflecting connection and wellness as well as a soothing sense of order and peace.

The prevalent combination of Rose Quartz and Serenity also challenges traditional perceptions of color association.

In many parts of the world we are experiencing a gender blur as it relates to fashion, which has in turn impacted color trends throughout all other areas of design. This more unilateral approach to color is coinciding with societal movements toward gender equality and fluidity, the consumer's increased comfort with using color as a form of expression, a generation that has less concern about being typecast or judged and an open exchange of digital information that has opened our eyes to different approaches to color usage.

## WHAT IS THE PANTONE COLOR OF THE YEAR?

A symbolic color selection; a color snapshot of what we see taking place in our culture that serves as an expression of a mood and an attitude. For the first time Pantone introduces two shades, Rose Quartz and Serenity as the PANTONE Color of the Year 2016. Rose Quartz is a persuasive yet gentle tone that conveys compassion and a sense of composure. Serenity is weightless and airy, like the expanse of the blue sky above us, bringing feelings of respite and relaxation even in turbulent times.

## ROSE QUARTZ & SERENITY COLOR PAIRINGS

Whether in soft or hard surface material, the pairing of Rose Quartz and Serenity brings calm and relaxation. Appealing in all finishes, matte, metallic and glossy, the engaging combo joins easily with other mid-tones including greens and purples, rich browns, and all shades of yellow and pink. Add in silver or hot brights for more splash and sparkle.

Read more at <https://www.pantone.com/color-of-the-year-2016>.



## Designers Needed for Unique Opportunity at Philadelphia Flower Show

Have you ever wanted to be part of the AIFD Philadelphia Flower Show exhibit? Well here is your chance!

The Philadelphia Flower Show will be celebrating the National Park Service's centennial during next year's show. "Explore America: 100 Years of the National Park Service."

"The 2016 Flower Show will take its inspiration from some of the most unforgettable places in America, from Independence to Shenandoah and many of the other 408 National Park sites around the country," said **Sam Lemheney**, chief of show and events at PHS. "Our designers will tell their story of America's best idea of the National Park Service."

**Adriene Presti AIFD, CFD**, the 2016 chair and **Ron Mulray AIFD, CFD**, PHS/AIFD liaison, have chosen the Redwood National Park as the inspiration for the AIFD Northeast chapter's exhibit.

Most people know Redwood as home to the tallest trees on Earth. The parks also protect vast prairies, oak woodlands, wild river ways, and nearly 40 miles of pristine coastline, all supporting a rich mosaic of wildlife diversity and cultural traditions.

So how can you be involved? We're looking for 15 to 20 birds native to the Redwoods to inhabit our exhibit. Old-growth and second growth conifer forest, dominated by coastal redwoods, cover the majority of the parks' area. A variety of flycatchers, warblers, thrushes, jays, woodpeckers, and owls can be found here. Your birds should be made completely dried with some permanent botanical and potential to have fresh floral added. They will need to arrive with to Adriene before the 20th of February 2016.

If this is something that you feel you would be interested in and want more information on, please contact **Jo A. Jarvis AIFD, CFD** at [earthworks@btinternet.com](mailto:earthworks@btinternet.com) as soon as possible for further details. Please put in the subject line of your email "Redwood 2016."

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# "Southern Traditions" - 2016 Southern Conference

## March 4-6 • Galt House Hotel • Louisville, Ky.

### Schedule of Events:

#### **Thursday, March 3**

7:00 p.m. - Board Meeting: Jasmine Room, 2nd Floor, Revue Tower

#### **Friday, March 4**

9:00 a.m. - 12:00 p.m. - Student Competition: Azalea Room, 2nd Floor, Revue Tower

1:00 p.m. - 4:00 p.m. - Student Competition Evaluation: Azalea Room, 2nd Floor Revue Tower

#### **Saturday, March 5**

7:30 a.m. - 10:00 a.m. Registration: 3rd Floor, Revue Tower

8:00 a.m. - 9:00 a.m. - "Jubilation" with Randy Wooten AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

9:30 a.m. - 11:00 a.m. - "Perfectly Profitable Proms" with Suzie Kostick AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

11:00 a.m. - 12:00 p.m. - "Take-out!" with Kathy Whalen AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

12:00 p.m. - 2:00 p.m. - Lunch on your own

2:30 p.m. - 3:30 p.m. - "A Twist on Tradition" with Jessica Morris AIFD, CFD and Shawn Michael Foley: Cochran Ballroom, 3rd Floor, Revue Tower

4:00 p.m. - 5:00 p.m. - "Tables by Frank" with Frank Laning AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

7:30 p.m. - Dinner and Awards: Fountain Room, 2nd Floor, Revue Tower \*Décor by Mississippi State University SAIFD Chapter

#### **Sunday, March 6**

9:00 a.m. - 10:00 a.m. - "Sweet Tea" with Ben Lee AIFD, CFD: Cochran Ballroom, 3rd Floor, Revue Tower

10:30 a.m. - 1:00 p.m. - Brunch "Southern Bouquets" with Brooke Raulson AIFD, CFD: Fountain Room, 2nd Floor, Revue Tower \*Décor by Tammy Gibson AIFD, CFD and Chris Branham AIFD, CFD

### Location:

Galt House Hotel  
140 N Fourth Street  
Louisville, KY 40202  
800-843-4858

Refer to American Institute of Floral Designers for room block.

### Registration:

#### **Full Registration Rates**

AIFD members - \$199.00  
Non-members - \$210.00

#### **Education Only Rates (no meals)**

AIFD members - \$169.00  
Non-members - \$179.00

#### **Student SAIFD rate** - \$150.00

#### **Single Event Registration Rates**

Saturday programs only -  
AIFD members - \$100.00  
Non-members - \$125.00

President's dinner only -  
AIFD members - \$75.00  
Non-members - \$98.00

Sunday programs and lunch -  
AIFD members - \$125.00  
Non-members - \$155.00

**Register on the AIFD website at <http://aifd.org/2015/12/southern-traditions-aifd-southern-conference-2016/>.**

*\*Special Thanks for Lobby Décor by Aisha Givens AIFD, CFD*



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# What's Going On?

# AIFD Chapter Reports

## North Central Chapter

### President's Letter

**Rae Roberts Griffith AIFD, CFD**

North Central Chapter received sad news recently, our beloved member **Bobbi Ecker Blatchford AIFD, CFD's** husband Joe passed away. Our sympathy and love is sent to the whole family. Cards of condolence can be sent to the address listed in our AIFD directory.

We want to congratulate another of our much loved members, **Robert Friese AIFD, CFD**, who was recently inducted into the Michigan Hall of Fame at a banquet held in Grand Rapids. WAY TO GO BOB!

As we look forward to the spring, our board and members continue to work on the events coming up. The Chicago Flower and Garden Show will feature our Bobbi Cup competition again. It is open to any AIFD member in our NC Chapter. Those of you interested can contact **Loann Burke AIFD, CFD, PFCI** at [Loann.Burke@juno.com](mailto:Loann.Burke@juno.com) for more information. You must pre-register for this competition.

**Carolyn Kurek AIFD, CFD** is the chairperson in charge of the Indianapolis Flower and Patio Show, which is also taking place in March. We will be selling flowers and providing short floral demonstrations followed by hands on classes for the public. Volunteers from our membership are needed to fill staffing needs for a week. Carolyn or **Debbie Dawson AIFD, CFD** can be contacted if you can participate.

Happy Holidays!

## South Central Chapter

### President's Letter

**BJ Dyer AIFD, CFD**

As we finish out the end of 2015, we are all hustling and bustling with our holiday work and fun. But there's a deadline approaching...

I want to alert South Central members to the fact that we have a South Central Scholarship available that will pay for up to \$2,000 in expenses to attend our annual get-together. Let your industry friends or employees, who are not AIFD members, know about its availability. It's intended for those who need financial assistance to attend AIFD Symposium in Orange County. The scholarship is available for those who have never attended an AIFD National Symposium. The application, can be found at <http://www.aifdfoundation.org/index.php/scholarship-information>.

All applications are due to the Foundation by January 31. We want as many applicants as possible so that we can award the

funds to the best possible candidate. If you have any questions, feel free to contact me at [bj@bouquets.org](mailto:bj@bouquets.org).

## North East Chapter

### President's Letter

**Janet Black AIFD, CFD**

*"Life is all about finding people who are your kind of crazy."*

It's hard to believe that the holidays are behind us. I know it was a busy time getting store fronts and shops ready for the joyous festivities. Open Houses that inspire our customers with special touches and creative techniques. The pitch from pine became a permanent fixture on our fingers, not to mention the bows that adorned almost everything we touched. We love what we do and are passionate about making our customers happy!

Our North East Chapter has been busy! **Polly Berginc AIFD, CFD** chaired our fall fundraiser in Pittsburg, Pa. which was hugely successful. **Theresa Colucci AIFD, CFD, PFCI** and **Dan Firth AIFD, CFD** charmed the attendees with their designs and candidate **John Lechlitter CFD** helped with the event.

The board voted to help with funding for lodging designers at the Philadelphia Flower Show under the direction of **Adriene Presti AIFD, CFD** ([dahliafc@aol.com](mailto:dahliafc@aol.com)) and **Ron Mulray AIFD, CFD** ([ronmulray@aol.com](mailto:ronmulray@aol.com)). The board also gave additional money for the North East Floral Expo program. **Laurie Lemek AIFD, CFD, PFCI** ([lemek048@hotmail.com](mailto:lemek048@hotmail.com)) will chair this exciting "Couture Event." Everyone is welcome to get involved in these projects, many hands make light work as they say so please step up and volunteer and meet new floral friends while having fun!

**Theresa Colucci AIFD, CFD, PFCI** is chairman of the Election Committee and she is looking for North East Members that would like to join the board. Please contact Theresa if you are interested at [theresa@meadowscent.com](mailto:theresa@meadowscent.com).

**Mary Robinson AIFD, CFD** is our scholarship chairman and Foundation Representative. She has asked **David Siders AIFD, CFD**, **Polly Berginc AIFD, CFD** and **Theresa Colucci AIFD, CFD, PFCI** to help her with the scholarship application evaluations. Reach out to your state floral associations and friends to fill out our application to be considered for a full registration to Symposium "Inspiration" in Orange County. Thank you everyone for your support, it is greatly appreciated. I hope everyone had a prosperous, healthy and happy holiday season.

*continued on next page*

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## **Northwest Chapter**

### **President's Letter**

#### **Rachelle Nyswonger AIFD, CFD**

I can't believe Christmas is already over! Where has this year gone? I know you are all asking the same thing.

These past few months have been great starting with San Jose at United Wholesale with **René van Rems AIFD, CFD**, the Northwest region sponsored a hands-on program on Oct. 5. We had many in our region help out and René was amazing with the students as always! We had such great feedback. California State Floral Association was the next weekend Oct. 10 & 11 in Sacramento, Calif. at Cal Expo. They had about 14 people testing for their CCF certification.

Then Nov. 6 - 8 we were in Portland, Ore. supporting the Ninth Moon. This was my first time attending Ninth Moon, I was so impressed with all the designers. We had so many from our region enter the design contest and many of the local florists as well! I was honored to be one of the judges for the competition. The Northwest Region put on a hands-on program there with **Hitomi Gilliam AIFD, CFD** as a fundraiser. We had such great feedback and everyone left that workshop feeling very inspired.

A huge thank you to **Leanne & David Kesler AIFD, CFD** and **Callie DeWolf AIFD, CFD** for all their hard work on the Ninth Moon and opening FDI to the region to have the hands-on class there. They were so generous they opened their space to many designers to work on their competition pieces as well as **Louisa Lam AIFD, CFD** to create her designs for the Lan Su Gardens, which AIFD also sponsored. Louisa did three demonstrations at the Lan Su Gardens and wowed the crowd every time! To top it all off we had a beautiful AIFD family dinner hosted by David and Leanne, thank you, thank you, thank you!

Spring is almost here and 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! Mark your calendars for April 16 & 17, it's going to be great!

The Rose Parade is only a few days away and many from our region, as well as from all over the United States, come to give their talents to these incredible floats. We have nine designers from the Northwest region. It's such a gift to have all these talented individuals in one place to create this magic. If you can, please wake up on New Year's Day to watch the magic of the Rose Parade and start your new year off with floral beauty! Merry Christmas and Happy New Year!

## **Southwest Chapter Report**

### **President's Letter**

#### **Pam Null AIFD, CFD**

I wish you a Peaceful Chanukah, a Joyous Christmas and a safe and Happy New year. As a Redlands resident, a beautiful

old historic city in Southern California, it pains me to say that you probably heard about this wonderful area last month for another tragic event.

As I reflect over the events that transpired in San Bernardino, I wanted to share with you a letter sent to me by a prominent Dr. in our area. I could not say it any better so I share them with you:

"As I ponder the events of Wednesday...I am compelled to reach out to my friends, family and patients...First, my deepest sympathy and best wishes to all families and friends of those who have died or were injured by the attack at San Bernardino Regional Center. There are no words to describe how awful this was and no justification for attacks on ordinary people performing extraordinary services: helping those with health issues and disabilities. Through their evil actions, they have shown that they have no regard for human life and are an affront to human dignity and human conscience. Terrorism has no religion and we must commit to fighting this toxic ideology, wherever in the world it is being promoted. Terrorists who carry out these murderous attacks want to create a climate of fear and anger, want to disrupt the normal activities of a civilized and carrying society and by declaration/mandate, give up our freedoms we all hold so deeply. When a tragic event occurs such as this, there are three options:

- 1) It can define us.
- 2) It can destroy us.
- 3) It can make our resolve stronger.

What little I know about human nature is that all of us tend to put off living. We are all dreaming of some magical rose garden over the horizon, Instead of enjoying the roses that are blooming outside our windows today. So my advice:

- 1) Tell someone how much you appreciate/love them.
- 2) Look around enjoy the "here and now."
- 3) "Pay it forward".... a simple random act of kindness.
- 4) Don't let evil and terror change your life.

Stay vigilant, do the "right things," stay strong, pray for those who are hurting, love and be loved. With my deepest heartfelt sympathy to all, Dr. R. Hardesty"

Pray for those who are hurting...love and be loved..I offer you a heartfelt wish for a thoughtful Holiday and New Year that brings you closer to your family and friends. May you reflect in your heart the reason why we celebrate this season. Sincere Blessings on you all.

## **Southern Chapter**

### **President's Letter**

#### **Robyn Arnold AIFD, CFD**

I'm glad that you all survived the holidays, I hope that you had time to stop and enjoy your family and friends at this wonderful time of year. Now, as we prepare for one of the biggest days of the year for anyone in our industry, I wish you all a very Happy Valentine's Day!

I hope that you are all planning on attending Southern Conference, March 4-6, 2016 in beautiful Louisville, Kentucky.

*continued on next page*



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Your conference chairs have been hard at work planning an education packed weekend for you. This year we have really worked hard to plan a conference where you can arrive late afternoon/evening Friday and leave Sunday afternoon and not miss any of the conference. We have a fabulous lineup of AIFD members for this conference, from newly inducted members to long time members and the Mississippi State University students. They are busy planning for stage presentations, lobby flowers, and table arrangements for brunch and for the final night dinner. We are so excited to share with you who some of the designers are: **Aisha Crivens AIFD, CFD, Tammy Gibson AIFD, CFD, Christopher Branham AIFD, CFD, Jessica Morris AIFD, CFD, Shawn Michael Foley CFD, Ben Lee AIFD, CFD, Brooke Raulerson AIFD, CFD, Kathy Whalen AIFD, CFD, Randy Wooten AIFD, CFD** and the students from MSU.

Once again, I would like to encourage you to make your room reservation early. The cut-off date is Feb. 22, so PLEASE make your room reservation now. The telephone number for the Galt House Hotel reservations is 1-800-843-4258. Please make sure to reference AIFD Southern Chapter. You have two choices in rooms: Rivue Tower is \$142.00 a night and Suite Tower is \$162.00 a night. All programs will be held in the Rivue Tower side of the hotel.

Don't forget, Arts and Bloom will be held in Raleigh, North Carolina, April 7-10, 2016. **Carol Dowd AIFD, CFD** is heading this event up for AIFD members. If you are interested in helping in any way please contact Carol at [bffo@embarqmail.com](mailto:bffo@embarqmail.com). This event is for the public and it would be great if Southern AIFD members could really get involved, so that the public can see what we do and what AIFD is all about.

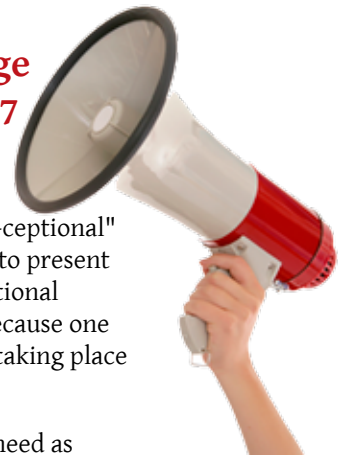
If you are interested in getting involved in AIFD Southern Chapter in anyway, please don't hesitate to give me a call or send me an e-mail at [flowergirl09174@aol.com](mailto:flowergirl09174@aol.com). We are always looking for people who would like to become board members, volunteer at conference or just get involved in some way. Trust me, you won't regret it. You are never too old to learn something new and make new friends that you will have for a life time.

I look forward to seeing you in Kentucky.



## 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](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/>.

.....



A sneak peak at one of the floats created by a few AIFD members for the 127th Rose Parade taking place Friday, January 1, 2016 at 8 a.m. in Pasadena, Calif. Check your local broadcast listings for more information and tune in to the live broadcast to see the amazing creations.

# 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).

## 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.

### December 2015

<http://thesheridanpress.com/?p=46396>

### November 2015

[http://www.oregonlive.com/hg/index.ssf/2015/11/mum\\_competition\\_ninth\\_moon\\_por.html](http://www.oregonlive.com/hg/index.ssf/2015/11/mum_competition_ninth_moon_por.html)

<http://www.kansascity.com/news/local/community/joco-913/overland-park-leawood/article44180226.html>

[http://www.oregonlive.com/hg/index.ssf/2015/11/mum\\_competition\\_ninth\\_moon\\_por.html](http://www.oregonlive.com/hg/index.ssf/2015/11/mum_competition_ninth_moon_por.html)

<http://www.kansascity.com/news/local/community/joco-913/overland-park-leawood/article44180226.html>

<http://www.dailyheraldtribune.com/2015/11/03/local-florist-recognized>

<http://www.perishablenews.com/index.php?article=0048442>

### October 2015

<http://www.swbooster.com/business/2015/10/26/swift-curent-business-best-saluted-during-scbex-awards.html>

[http://www.oregonlive.com/hg/index.ssf/2015/10/mum\\_show\\_ninth\\_moon\\_floral\\_des.html](http://www.oregonlive.com/hg/index.ssf/2015/10/mum_show_ninth_moon_floral_des.html)

<http://www.metrowestdailynews.com/article/20151027/NEWS/151026227>

<http://www.pasadenanow.com/main/tournament-of-roses-announces-2016-float-judges/#.VjqmgiuQdo0>

## AIFD Communication Center

Have you been receiving AIFD e-mails?

Dec. 17 - AIFD Southern Conference - Additional Program Added!

Dec. 11 - Beloved AIFD Member Passes Away

Dec. 10 - Mark Your Calendars for "Southern Traditions" 2016

Dec. 9 - Now Accepting 2016 AIFD Awards Nominations

Dec. 1 - AIFD's Floral Food for Thought - December 2015

Nov. 19 - HGTV Wants Your Input! DUE: 11/23

Nov. 18 - Accents - Fall Issue

Nov. 17 - Now Accepting 2016 AIFD Awards Nominations

Nov. 4 - New Member Benefit Just Announced!

Nov. 3 - AIFD's Floral Food for Thought - November 2015

Oct. 30 - AIFD Focal Points is Hot off the Desktop!

## 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





# Partner Spotlight: Flowers&

As a feature to *Focal Points*, "Partner Spotlight" will feature an interview with one of AIFD's Elite Partners. We would like to introduce you to **Bruce Wright**, editor of *Flowers& Magazine*, a monthly magazine published by Teleflora, a Platinum Elite Partner.

## *What company do you represent?*

*Flowers& Magazine*, a monthly magazine on floral design and business, published by Teleflora for all floral industry professionals.

## *What is your title / position?*

Editor

## *How long have you been with the company you represent?*

Unbelievably, since 1981! With a short break in the mid 90s.

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

That's easy, since our goal as a magazine is very much in line with the goals of AIFD. It makes sense for us to partner with a group that is also dedicated to inspiring professional floral designers and sharing industry knowledge. We work closely with the entire Teleflora Education Specialist team, nearly all of whom (18 of the industry's top designers and educators) are active AIFD members. We literally could not do what we do, in the way that we do it, without the existence and support of AIFD.

## *It is important that we understand our partners' needs. If there was one aspect you could change or enhance, that would better your experience and investment as an AIFD Partner, what would that be?*

Speaking only with respect to *Flowers& Magazine*, of course we appreciate every opportunity we can get to promote awareness of our magazine and mission to AIFD members.

## *Have you always worked within the floral industry? If so for how long? If not please share some of your other work experiences.*

I started at *Flowers&* early in my publishing career. Before that, however, I spent a couple of years teaching writing (while in graduate school) and editing medical and travel magazines. In the mid 1990s I left *Flowers&* for three years to work at *The Advocate*, a national gay and lesbian news magazine. But I couldn't stay away for long; I returned to *Flowers&* in 1997.

## *Do you hold or have you held any leadership roles within the industry and/or your community? Please share.*

I can't really say that I do; as a journalist, my role is not so much to lead as to observe, report, communicate, and perhaps to teach. This isn't what you asked, but I can't resist saying how proud I

am to have received the AIFD Award of Merit (Industry) in 1992.

## *What issues are most important to you professionally?*

I love that at the magazine we can teach and inspire people about floral design—but I also love learning and writing about the materials of floral design, about how cut flowers are grown and shipped, where they come from and what makes them special. In that arena, there is always more to discover. I think the best floral designers have a rich understanding of the product they work with. I have a personal sense of mission about digging out this information and sharing it.

## *Do you participate in/belong to other industry organizations? If so, which ones?*

Besides Teleflora and AIFD, I feel a sense of connection and gratitude to the grower organizations that have given so much support to me and to *Flowers&* in reporting on the flower-farming end of the industry, especially CalFlowers (the California Association of Flower Growers and Shippers) and Asocolflores (the Association of Colombian Flower Exporters).

## *Tell us something that very few people*

## *may know about you?*

I lived in India with my parents for two years starting when I was 12. That was a rich and unforgettable experience.

## *What are your hobbies?*

Many AIFD members know that I love music and especially opera. Photography is something I wanted to learn more about so I could be better at my job, and now I get a charge from doing it. Like writing, it's a means of discovery for me; it helps me see the world in a fresh way.

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

People not in the floral industry usually think that being a florist would be the most relaxing job in the world—you just play with flowers all day. I often remember a time when **Els Teunissen** (one of my favorite people in the industry, and there are many favorites!) was here in LA working with us on a story project. As we were driving around I asked her, casually, what she would do if she weren't a floral designer. "Oh, anything that would be less stressful" she said. But I know where her stress comes from; it's because she cares so much about doing the best job possible. The way she put that to me says it all, I thought, "I just want to make the design as beautiful as the flower."



# AIFD Thanks Its Partners

## INDUSTRY PARTNERS

Accent Decor, Inc.  
[www.accentdecor.com](http://www.accentdecor.com)

Acolyte

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)

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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.isaflorists.com](http://www.isaflorists.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 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:**

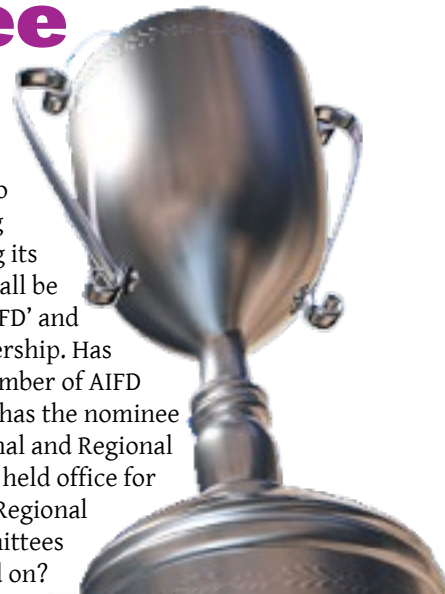
- The individual or company nominated
- The award you are nominating them for
- Why you are nominating them for the award

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



# CAL FLOWERS™

## California Association of Flower Growers & Shippers

California Association of Flower Growers & Shippers represents the professional needs and interests of the California floral and related 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:**

- **179 Floral Members**  
*(California Floral Growers & Distributors)*
- **16 Ag Buddy Members**  
*(Non Floral / Perishable Distributing Companies & Fresh Produce)*
- **370 Associate Members**  
*(Out-of-State Floral Companies, Transportation Carriers & Industry Partners)*
- **14 Out-of-State Growers**  
*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](mailto:chris@cafgs.org). For more information about CalFlowers, visit our website at [www.cafgs.org](http://www.cafgs.org).

1500 41st Avenue, Suite 240, Capitola, California 95010

- [www.cafgs.org](http://www.cafgs.org)
- Phone: (831) 479-4912
- Fax: (831) 479-4914

