

AMERICAN INSTITUTE OF FLORAL DESIGNERS

Inspiration

2016
NATIONAL
SYMPOSIUM
JULY 3 - JULY 7

ORANGE COUNTY
ANAHEIM CALIFORNIA



American Institute of
Floral Designers
National Symposium



Welcome to The OC!

Welcome To The OC! (Orange County, CA, that is)! AIFD National Symposium is thrilled to be here. Our host hotel – Marriott Anaheim – is located steps from the entrance to Disneyland and only a short ride to the golden beaches of Southern California. An inspiring location for the brightest and best designers in the world to show their creative design genius, excellent marketing and merchandising ideas; and it's all designed to help you grow as a professional floral artist. It's an INSPIRATIONAL event you won't want to miss.



AIFD Salutes its 2016 Elite Partners

Education Funding In Part
By The AIFD Foundation



Diamond Partners



ACCENT DECOR



Platinum Partners



Gold Partners



Green Point Nurseries, Inc.
www.greenpointnurseries.com



Silver Partners



Bronze Partners



Sunday, July 3, 2016

Friday, July 1, 2016

- 12:00 p.m. **PFDE Registration Opens**
- 1:30 p.m. **PFDE Reception** (*Invitation only*)
- 2:30 p.m. **PFDE Orientation** (*Invitation only*)
- 4:00 p.m. **PFDE Session** (*Invitation only*)
Floral product provided in part by AIFD Gold Elite Partner The Elite Flower
- 4:30 p.m. **Certified Evaluator/Judge Workshop**
(Invitation only – PFDE and Recertifying Evaluators)

Saturday, July 2, 2016

- 8:00 a.m. **PFDE Evaluations** (*Evaluators only*)
- 8:00 a.m. **Registration Desk Opens**
- 8:00 a.m. **AIFD National Board Orientation**
(Invitation only)
- 9:00 a.m. **AIFD National Board Meeting**
- 12:00 p.m. **AIFD Board of Directors Luncheon**
(Invitation only)

1:30 p.m. **Looking at the Principles and Elements of Design**



Featuring Patricia Scace AIFD, CFD
Creative inspiration brings out the artist in all of us, but it's a clear understanding of the "Principles and Elements of Design" that help move a floral designer to that of a floral artist. Putting these to work for us not only helps to take our designs to new levels but in the process also allow us to use them to increase the consumer appeal of our work. Better understanding of how they work together will help you put them to work for you.

(This educational session is free to all.)

- 3:30 p.m. **AIFD Foundation Board of Trustees Meeting**
- 4:30 p.m. **SAIFD Student Chapter Advisors Meeting**
- 6:00 p.m. **Student Competition Orientation**
- 7:00 p.m. **PFDE Reception** (*Open to all. Cash Bar available.*)
Floral product provided in part by AIFD Gold Elite Partner The Elite Flower

Enjoy a casual time to see and photograph all the creative designs offered by this year's PFDE candidates.

- 8:00 a.m. **Registration Desk Opens**
- 8:00 a.m. **Student Design Competition**
- 9:00 a.m. **AIFD National Board Leadership Breakfast**
(Invitation only)
- 11:00 a.m. **SW Regional Chapter Board Meeting**
- 1:00 p.m. **AIFD National Committee Meetings**
- 3:00 p.m. **AIFD National Committee Meetings**
- 5:00 p.m. **First Timers Orientation and Tour**
- 6:00 p.m. **View the Student Competition Designs**
(Open to all. Cash Bar available.)
- The inspirational talents of our SAIFD students is amazing. Take the time to view the designs created during the annual student competition. Vote for your favorite.
- 7:30 p.m. **Student Competitors Reception** (*Invitation only*)



Monday, July 4, 2016

- 7:30 a.m. **Registration Desk Opens**
- 7:30 a.m. **Regional Chapter Boards Continental Breakfast**
- 8:00 a.m. **Regional Chapter Board Meetings**
- 10:00 a.m. **Regional Chapter Membership Meetings**
- 11:30 a.m. **AIFD Annual Members Meeting**
- 1:15 p.m. **Partners' Expo – Ribbon Cutting**
Step into round one of the colorful and exciting AIFD Partners' Expo/Book Fair marketplace and learn the latest products and services that are available to help you succeed as a professional floral designer. Couldn't see everyone in one day?
Come back tomorrow morning for round two.
- 1:30 p.m. – 5:30 p.m.
Partners' Expo



Tuesday, July 5, 2016

7:30 a.m. **Registration Desk Opens**

7:30 a.m. – 9:00 a.m.



AIFD Hands-On Classes – First Session

Four (4) classes are offered and repeated three times. See page 11 for full details.

(Separate registration tuition is required.)

Coordinated by Brian Vetter AIFD, PFCI, CFD
Class instructors include nationally recognized and award-winning designers Carol Caggiano AIFD, PFCI, CFD; Frank Feysa AIFD, PCFI, CFD; Beth O'Reilly AIFD, CFD and Deb Schwarze AIFD, CFD
Classes are underwritten and supported by AIFD Elite Partners Accent Decor, AIFD South Central Regional Chapter, CalFlowers and Smithers-Oasis

Returning this year based on the exceptional popular demand from 2015, are four amazing new hands-on learning experiences. Designed for everyone, they are especially great for those seeking to gain more experience or perhaps looking to become CFD or AIFD. Registration is limited and will be offered on a first-come/first-served basis.

7:30 a.m. **Partners' Expo Re-Opens**

New this year, AIFD extends its dynamic Partners' Expo for the morning. If you didn't get a chance to visit and do business with your favorite Partner on Monday, here's a perfect opportunity to do so before the first stage program. Expo closes at 11:30 a.m.

7:30 a.m. **Induction Rehearsal** *(Invitation only)*

10:45 a.m. **"Remembering the Magic"**



Featuring Jacob McCall AIFD, CFD
Underwritten through a grant from AIFD Platinum Elite Partner FTD

Nothing is more wonderful than the imagination, for in a moment you can experience a beautiful fantasy or an exciting adventure. But BEWARE, nothing is more powerful than the imagination, for it can also expand your greatest fears into an overwhelming nightmare. Are the powers of Jacob's incredible imagination strong enough and bright enough to withstand the evil forces that invade Jacob's dream? You are about to find out as he takes you back in time with floral interpretations of classic Disney films!

11:45 a.m. **Lunch on Your Own**

Venture out to enjoy lunch in one of the many nearby eateries.

5:45 p.m. **Welcome to Inspiration**

6:00 p.m. **"Paper Floral Wonderland"**



Featuring the creative inspiration of Balushka
Underwritten through a grant from AIFD Gold Elite Partner Bloomnet

Be inspired from the beginning as Balushka presents paper floral concepts as a great tool to decorate any special occasion or your home, and learn how, as a florist, you may infuse paper flowers into your work. This exceptional program will consist of basic techniques in paper and fresh floral construction and mounting flowers on the wall backdrop. Watch Balushka's work in progress on a basic backdrop, and by the end of her presentation two masterpieces will be unveiled! The artwork is the result of the influences of the three main backgrounds Balushka went through during her life: six years in Ukraine Mathematics college, two summers in Alaska working hard in a fish plant, and three years of a fashion design school in America: GEOMETRY, PRECISION, HARD WORK, DESIGN and COLOR.

7:00 p.m. **"Welcome to Southern California" – Reception**



Floral Décor by Carolyn Fowler AIFD, CFD, David Stucki AIFD, CFD and SAIFD Students

Now that your inspirational spirit has been piqued, begin the Symposium celebration with a unique welcome to Southern California – an outdoor celebration in the Grand Plaza featuring some of the best food trucks in the area. Floral décor designed to enhance the feeling of Southern California and to ready you for the 4th of July. Be sure to be a part of this perfect time to meet old friends and make new ones.



8:00 p.m. **Elite Partner Reception** *(Invitation only)*

10:00 p.m. – 12:00 midnight

Hospitality

Hosted by the North East Regional Chapter



1:30 p.m. **“Burgeoning From My Roots”**



Featuring Eunice Teo Khee Choo AIFD, CFD
Underwritten through a grant from AIFD Gold Elite Partner Design Master color tool, inc. with product support from Winward.

Be mesmerized as our design artist, drawing from the essence of the Chinese, Malay and the Indian culture, creates permanent botanicals of which are a lighted hand-crafted zinc sculpture, Wau frames used as a modern decorative form an armature, and the colors of influence from the rich background of each culture presented in different layers of hanging deco as a wall piece. Pieces mimicking the bone china motif on semicylinder stands; hot glue created free-standing modern piece and more.

3:15 p.m. **“Catalyst for Inspiration”**

Featuring Paul Jaras AIFD, CFD, Susanne Law AIFD, CFD, and Brenna Quan AIFD, CFD
Underwritten, in part, by a grant from AIFD Silver Elite Partner UCI



As new owners of a cooperative floral studio, we love to explore familiar mixed media materials such as wire, paper, binding materials, etc. to repurpose them. Combining these with new products, we discover many innovative uses. The cooperative culture allows us to rely on each other's strengths and knowledge in social media platforms to help build each of our businesses and exhibit our creative expressions. Be inspired as we turn paper, wire, cane, bamboo and other materials into structures and decorative accents to be used together with beautiful flowers. These designs will be showcased in vignettes and signature looks for our space.

5:00 p.m. **Private Reception – New Inductees**
(Invitation only)

6:30 p.m. **Awards/Induction Ceremony**
Floral Décor by Melinda Lynch AIFD, CFD and Michael Quesada AIFD, CFD
Featuring the beautiful floral product provided by AIFD Gold Elite Partner Green Point Nursery and Hawaiian Tropical Flower Council

8:00 p.m. **“Inspiration Through Diversity” – Induction Dinner and Dance**



Floral Décor by Melinda Lynch AIFD, CFD and Michael Quesada AIFD, CFD
Featuring the beautiful floral product provided by AIFD Gold Elite Partner Green Point Nursery and Hawaiian Tropical Flower Council



Enjoy the glorious celebration of this year's wonderful awards and induction dinner.
(IMPORTANT – Remember: Tables of ten (10) only. Pre-seating assignments required for this event. For details, see “Dinner Seating” information on page 10.)



Wednesday, July 6, 2016

7:30 a.m. **Registration Desk Opens**

7:30 a.m. – 9:00 a.m.



AIFD Hands-On Classes – Second Session

Four (4) classes are offered and repeated three times. See page 11 for full details.

(Separate registration tuition is required.)

8:00 a.m. **“The Chat” Episode I**

Hosted by all the AIFD Platinum Elite Partners

Enjoy this wonderful opportunity to listen and learn as yesterday's featured design artists discuss many of the elements of life that inspire them in their creative arts. The panel of designers will address questions from a leading moderator. If time allows, you too may be able to ask your questions.



9:30 a.m. **“Couture Collective”**



Featuring the artistry of Stacey Carlton AIFD, CFD and Shawn Foley CFD
Underwritten through a grant from AIFD Gold Elite Partner Mayesh with product support from Ocean View California Flowers.



Be delighted by a compilation of exclusive botanically-infused couture that will inspire and amaze you. Featuring a high-energy runway pulsing on current fashion trends and forward-thinking progressive designs amidst a conversation about the timeless worldly connection between fashion, flowers, and plants.

11:15 a.m. **“Inspiring Weddings of Tomorrow”**



Featuring Bobby Eldridge AIFD, CFD and Michael Gaddie AIFD, CFD
Underwritten through a grant from AIFD Platinum Elite Partner Syndicate Sales



Be inspired by these unique and trendy country style weddings in ways you have never seen before. Our adventures will include a small quaint chapel wedding, a party in a rustic barn and ending the evening with a Tuscany themed venue. We'll show you how to pull off the perfect wedding and party, never leaving the same location. See how to take your couple's dreams and give them the reality they never imagined possible. Follow us down an inspiring path, while learning new trends suited for the perfect couple.

12:15 p.m. **Lunch on Your Own**

2:15 p.m. **“Times of Our Lives”**

Featuring Helen Miller AIFD, CFD, Julie Poeltler AIFD, PFCI, CFD, and Cindy Tole CFD
Underwritten in part by AIFD Platinum Elite Partner Teleflora



Join this dynamic trio as they travel together on a journey through life's special moments. Celebrate with them as they visit various occasions and share their ideas on how to create a fabulous party atmosphere for each event. If you liked “Charlie's Angels”, don't miss “Teleflora's Angels” when they take the stage to warm your hearts and share their knowledge.

4:00 p.m. **“It's Time! Technique-Inspiration-Methodology-Exploration: A Floral Bridal Journey!”**

Featuring the United Kingdom's spectacular team of Julie Collins, MDPF, Kathryn Delve, ACIB, Jo Jarvis AIFD, CFD, Tina Parkes AIFD, CFD, NDSF and Amanda Randell, MDPF
Underwritten through a grant from AIFD Diamond Elite Partner Accent Decor



Looking for inspirational, intricate and innovative wedding designs? It's your chance to share the creativity of some of Britain's famous floral designers in an amazing journey of bridal inspirations of the past, present and future. This must see program showcases the talents and skills of the tutors from The British Academy of Floral



Art. It will be a unique opportunity for these five designers to share their passion for education and floristry. Take a trip through history exploring how wedding designs from the Elizabethan 1600's, Queen Victoria's England, the roaring 1920's, the fabulous 1950's to Princess Diana's 1980's wedding bouquet have influenced the present and set in motion the creative stunning bridal bouquets of the future. Walk away with inspirational ideas that you can use to create bespoke wedding bouquets and designs.

5:15 p.m. **"The Chat" Episode II**

Hosted by all the AIFD Platinum Elite Partners

Another great opportunity to listen and learn as today's featured design artists discuss many of the elements of life that inspire them in their creative arts.



6:00 p.m. **Certified Floral Evaluator/Judge Testing**

Attend this session to complete the last phase of the Certified Evaluator/Judge certification. Interested AIFD members must have completed the following requirements: Participate and complete all three required online workshops and pass the online test. This is free to all AIFD members. Go to www.aifd.org for class information. For additional questions please contact Jackie Lacey AIFD, CFD at thetaz3462@aol.com.

6:00 p.m. **Dinner on Your Own**

7:30 p.m. **AIFD Hands-On Classes – Third Session**



Four (4) classes are offered and repeated three times. See page 11 for full details.
(Separate registration tuition is required.)

9:00 p.m. **PFCI Reception (Invitation Only)**

A delightful chance for PFCI members to relax and celebrate what inspires them.

Thursday, July 7, 2016

7:30 a.m. **Registration Desk Opens**

7:30 a.m. **Becoming a CFD® and/or a Member of AIFD**

Presented by AIFD Membership Committee

Learn the steps to earning an acclaimed professional designation as a CFD® (Certified Floral Designer) or as a member of AIFD.

7:30 a.m. **PFCI Rise & Shine in the OC: Open & Communicate**

Do you love talking about flowers and floral design? Do you present programs to garden clubs or other professionals? Then wake up early to learn to talk about flowers and floral design with members of Professional Floral Communicators – International. Grab a seat and join discussions on stimulating topics from inspiration for crafting your programs to excite the garden clubs to becoming the star of your own program and engaging your audience. Space is limited, so reserve your spot today!

Contact PFCI at the Society of American Florists at 800-336-4743, ext. 216; PFCI@safnow.org or visit safnow.org/pfciataifd.

This program is not included with Symposium registration. Program fee: \$50 before June 20; \$75 after. PFCI member fee: Complimentary.



9:30 a.m. **“Three Points of View”**

Featuring the design talents of Gerry Gregg AIFD, CFD, Greg Lum AIFD, CFD, and Jeremy Trentleman AIFD, CFD

Underwritten through a grant from AIFD Diamond Elite Partner Smithers-Oasis



Balance is not something you find, it is something you create. Come experience balance as understood by three different perspectives with unique inspirations. Gerry Gregg AIFD, CFD with Art & Nature, Greg Lum AIFD, CFD with Asian Influences, and Jeremy Trentelman AIFD, CFD with Architecture. By using these themes, you will discover how balance is created through a variety of media to give you inspiration for your designs.

11:15 a.m. **“Sources of Inspiration”**



Featuring the inspiring Leopoldo Gomez
Underwritten through a grant from The AIFD Foundation

Be amazed and inspired as Leopoldo weaves five sources of Inspiration – theory, botanical, materials, architecture and history – to create his magnificent floral compositions. Learn how to use the natural colors of the flowers and materials to create your own color harmonies instead of using the traditional rules of the color wheel. Our artist will also show many different techniques that he uses to create compositions like pierce, weave, paste, bind, and so much more.

12:00 p.m. **AIFD Live Auction**

Net proceeds will benefit the AIFD Foundation.

The AIFD Auction will take center stage as we close the presentation featuring Leopoldo Gomez. You are invited to stay and participate in an event that is promised to be filled with several surprises! You never know what may Inspire your next Design Experience!

12:30 p.m. **Lunch on Your Own**



2:15 p.m. **“Flowers with Soul II”**



Featuring the floral artistry of one of Korea’s leading designers Julia Kim AIFD, CFD
Underwritten through a grant from AIFD Diamond Elite Partner CalFlowers

It will surprise you to see the beautiful and artistic compositions that the sphere and quadrangle can create. Be inspired to turn nature into art after seeing the mystical and creative combinations of the flower and natural materials. Perhaps such inspiration evolves by chance when you see the morning sun come up through the small rectangular window in the bed. Then night brings you the mystic halo of a bright moon hung distantly over the same window. The sun and moon imply the circle. The window means quadrangle. Our artist shows us contrasts in shape and structural aspects.

3:15 p.m. **Are You Ready for Symposium X?
Seattle Here We Come!**

6:30 p.m. **Gala Cocktail Reception**

7:15 p.m. **“Fill Your Sails With Inspiration” –
Leadership Gala**



Featuring the floral creations of Janet Gallagher AIFD, CFD and Bill McKinley AIFD, CFD
Floral product provided by AIFD Gold Elite Partner The Queens Flowers

As the tides of this Symposium recede, catch the final wave of Inspirations billowing from sails unfurled at this magnificent gala dinner. Ride to the crest and experience the exhilaration of sharing your creativity through newly discovered applications of design techniques and principles/elements, while also letting the winds of imagination propel you to even greater Inspirations. Join us as we honor our leadership, past and future, and look towards catching the next powerful wave of Inspiration.



(IMPORTANT – Remember: Tables of ten (10) only. Pre-seating assignments required for this event. For details, see “Dinner Seating” information on page 10.)





11:00 p.m. – 1:00 a.m.

Hospitality

Hosted by the North West Regional Chapter

Friday, July 8, 2016

9:00 a.m. – 3:00 p.m.

AIFD Design Experience

Net proceeds will benefit the AIFD Foundation.



“Influence That Inspires”

Designs and Techniques by Leopoldo Gomez

The AIFD Design Experience is an Optional Registration. An Additional Tuition Fee is Required.

Take advantage of this wonderful opportunity to experience the brilliance of Leopoldo Gomez as he presents extraordinary designs and inspirational techniques in a program format that will allow you to interact in learning those techniques. As one of the world’s leading floral artists, it will be Leopoldo’s *Influence that Inspires* all who attend. Register today for the complete design experience.

The magnificence, while inspirational, will provide the attendee the chance to delve into the techniques related to each and every shared creation. The hands-on portion of the day will share an interactive collaboration where each will return home with a clear understanding of the majestic mechanics that offer a solid learning of the inspirational style known to Leopoldo Gomez.

Lunch will be on your own providing time to share with friends.

It has been said that inspiration opens the creative spirit to incredible ideas. We know that with this *Influence that Inspires* that you will leave National Symposium with a wealth of knowledge that increases your abilities to inspire others and embrace your own incredible talent.

An additional tuition fee of only \$150.00 is needed for this full day of Inspiration. Space is limited, so be sure to register early.

The net proceeds from this Design Experience will be donated to the AIFD Foundation.

Please see the AIFD Registration Form to register for this and all AIFD Symposium Events. Limited Registration accepted for this Design Experience.

Please bring your tools to the Design Experience.

AIFD SILENT AUCTION

“Share Your Inspiration”

AIFD opens the doors to you to *Share Your Inspiration* as we present this year’s Silent Auction with the net proceeds to benefit the AIFD Foundation! We invite all who attend to stop by and view the inspired items and circle a bid on one of the many Inspirations that will unfold during Symposium.

Chair Tony Huffman, AIFD, PFCI, CFD invites the members of AIFD and the AIFD Partners to contribute to the success of this event. Please *Share Your Inspiration* by bringing the items that inspire you or items that you have had an inspiration to create specifically for this event directly to the symposium or ship to the noted address to receive no later than June 5, 2016.

AIFD Silent Auction
Archibald Florist
9688 Foothill Blvd.
Rancho Cucamonga, CA 91730



Who Inspired You?

Surround yourself with the dreamers and the doers, the believers and thinkers, but most of all, surround yourself with those who see the greatness within you, even when you don’t see it yourself.

Edmund Lee

Who Inspired You?

To complete the funding of the 50th Club Fund, the AIFD Foundation invites you to recognize those who inspired you. Each donation to this Fund will help complete the funding needed to support the educational efforts of the Regions and return support to the Grass Roots of AIFD.

Your life is your message to the world. Make sure it’s inspiring.

Lorrin L. Lee



Michi Burrell AIFD
An Inspiration to Many

The family and friends of Michi Burrell AIFD will host a Silent Auction featuring several of her works of art. Proceeds from this event will benefit the AIFD Foundation and assist in establishing the Michi Burrell AIFD Fund. As Michi so often said, *Go for It!* Plan now to walk through this display of the creative talent of one of AIFD’s most inspiring members.



Hotel Reservations

The AIFD 2016 National Symposium “Inspiration” will take place in the newly renovated Anaheim Marriott Hotel which is steps away from the gates to Disneyland. AIFD has a limited number of rooms awaiting you at special rates available on an exclusive basis: \$155 for single/double occupancy plus tax. You can book your reservations in the following ways (Be sure to reference AIFD):

- Website
<https://aws.passkey.com/event/14239638/owner/3712/home>
- Marriott Reservations Toll Free: 877-622-3056;
Local Phone: 1-714-750-8000

Reservations must be made by Wednesday, June 8, 2016.

How to Get There

Airports:

The two most accessible airports are LAX (Los Angeles) and Orange County/John Wayne (SNA).

Transportation from airport to hotel:

Cabs from airport to hotel are approximately \$55 from SNA and \$100 from LAX.

Other options:

(1) Super Shuttle: AIFD has arranged a 10% discount on fares at <http://aifd.org/upcoming-events/events/aifd-2016-symposium-inspiration/>;

(2) Uber: if you haven't used Uber before, you can use the special AIFD code “uberAIFD” when downloading the app to your phone and save \$20 off your first round-trip ride using UberX.

Advance and On-Site Registration

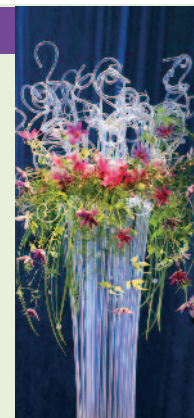
The programs lined up for AIFD’s “Inspiration” are truly sensational and an early registration sell-out is possible. Be sure to register early! Advance registrations will close June 15 and must be received with proper payment in the AIFD office by that date.

On site registrations (*if available*) will open at 8:00 a.m. on Sunday, July 3 in the Anaheim Marriott Hotel. No checks will be accepted for on-site registrations; cash or approved credit cards only.

Important: priority for meal function registrations will be given to those with Premium or General Registrations.

Dinner Seating - IMPORTANT

Upon check-in with the AIFD Symposium Registration Desk, guests who registered for either dinner will receive a ticket to said dinner(s). These tickets MUST be turned in to the AIFD Registration Desk by noon the day of the dinner event in order for you to be assigned a seat. Guests who wish to sit with friends need to collect all tickets before turning them in for table assignment. Tables will not be held without tickets. If you do not turn your ticket in by noon the day of the dinner, AIFD cannot guarantee a seat for you, even if you have purchased a ticket. No refunds will be given. Tables of 10 only.



Special Registration Options

AIFD highly recommends the Premium Registration as it is the greatest value. This includes all programs, seminars (except for those indicated otherwise such as the Hands-On workshops), and two delightful dinner functions. However, there are other options designed to fit everyone’s budget and time restrictions. A General Registration includes all 7/4 to 7/7 sessions, the opening reception and Partners’ Expo. Or, you may opt for a Single Day Registration and view only the programs and activities of the day(s) of your choice.

Symposium Attire

Proper attire for most Symposium programs is “comfortable business casual.” There are several events, however, where other clothing is more appropriate. Suggested attire for the Awards/Induction Dinner (July 5) is cocktail dress and coat & tie. Suggested attire for the elegant Leadership Gala (July 7) is black-tie or evening gown.

Want to Volunteer?

Symposium is a major event that would be impossible to stage without the help of hundreds of volunteers. For many attendees, the time spent working as a volunteer is one of the most rewarding parts of their Symposium experience. If you’d like to volunteer, we’d love to have you. You do, however, need to be registered as a Premium or General attendee of Symposium in order to volunteer. If you are interested in volunteering, please contact Sherine Iskander AIFD at sherineisk@yahoo.com.





Returning by Popular Demand! AIFD Hands-On Design Classes

Additional Tuition Required



The AIFD National Symposium again brings you amazing hands-on learning experiences. Designed for everyone, these interactive sessions are especially great for those seeking to gain more experience or perhaps looking to become CFD® or AIFD.

Classes are underwritten and supported by AIFD Elite Partners



About these AIFD Classes:

- These dynamic 90-minute classes combine lecture/demonstration and hands-on application. Taught by leading floral artists, they have been especially created just for the AIFD audience.
- Pre-registration encouraged. Please pre-select course(s) and time.
- Participants receive a certificate upon completion of each course.
- Flowers and materials are included in the cost of the class. Bring your own tools (knife, scissors, wire cutters, etc).
- The classes DO NOT overlap the main stage programs of Symposium. You can attend the classes and attend Symposium.
- Each of the 4 design subjects will be repeated 3 times. Registration is on a first come- first serve basis.
- Class sizes are limited to 30 people to ensure a quality experience.
- Cost to attend one class is \$69 for Symposium registered attendees, and \$129 for those not registered for Symposium.
- Stand-by seating may be available on site if capacity allows.

AIFD Hands-On Class #100

Subject: Balance

Title: "Balance in Design...the Key to Success"

Instructor: Carol Caggiano AIFD, PFCI, CFD



Balance is necessary for an arrangement to be both pleasing and functional, yet there are many aspects of balance to be considered. Learning to achieve balance physically, visually, symmetrically or asymmetrically can be challenging but is a fundamental and essential principle of floral design. In this exceptional

class, our nationally acclaimed instructor will help teach you many ways to create balance in your designs and increase the perfection and appeal your work needs to be successful & sellable. *(Supported through a grant from AIFD Platinum Elite Partner Syndicate Sales)*

AIFD Hands-On Class #200

Subject: Bridal Bouquets

Title: "Trend Forward: Tips and Tricks for Trendy Brides"

Instructor: Beth O'Reilly AIFD, CFD



Polish your bridal bouquet skills in this fun and challenging workshop that will take your designs to the next level. Join our award-winning instructor as she showcases several trending styles of bouquets, from the unstructured lush and lavish bouquet to the more deliberate and precise deconstructed composition. Participants will learn how to pair basic bouquet mechanics with impressive techniques such as composite and armature enhancement that will culminate in the creation of one unique and trendy bridal bouquet. Receive one on one coaching and open your mind to new concepts that will boost your confidence and skills while discovering "Inspiration" to add that unexpected and signature element to your bridal work that will set your designs apart from the competition.

AIFD Hands-On Class # 300

Subject: Wire-Work

Title: "Inspiring Wonders"

Instructor: Deb Schwarze AIFD, CFD



Decorative wire-work has become a popular staple in floral design. Couture wire-work can elevate a beautiful floral arrangement into a magnificent and memorable one. This class will assist you in learning the techniques and tricks to creating great wire pieces that really put your personal mark on all your work. You will learn that with some basic tools, decorative wire, beads, and crystals, you can create one-of-a-kind eclectic accents to compliment your floral designs, wedding work, and specialty arrangements. Learn lots of great ideas as well as create some of your own to take with.

AIFD Hands-On Class #400

Subject: Armatures

Title: "A Key to Wow!"

Instructor: Frank Feysa AIFD, PFCI, CFD



An armature is a key to a stunning arrangement adding artistic flair and panache to any design. Acclaimed designer Frank Feysa will help you learn tips and techniques for creating exciting armatures that use natural and man-made materials as well as wire. By the end of this dynamic class, each participant will be challenged to bring their inspirational talents to bear as they create an armature using these techniques.

2016 National Symposium Registration

Presented by the American Institute of Floral Designers

July 3 - 7, 2016



General Registration (No Meals)*

	Before May 15	May 15 - June 15	After June 15
AIFD Members	\$599	\$625	\$650
Non Members	\$649	\$675	\$699

Premium Registration**

	Before May 15	May 15 - June 15	After June 15
AIFD Members	\$749	\$799	\$825
Non Members	\$799	\$849	\$875

Single Day Education Only (No Meals)

	Before May 15	May 15 - June 15	After June 15
	\$250	\$275	\$300

Dinner Only (Each Dinner)

	Before May 15	May 15 - June 15	After June 15
	\$125	\$150	\$150

AIFD Hands-On Classes (Additional Fee Required)***

\$69 per session - registered attendees (\$85 on site, if available)

\$129 per session - non registered attendees (\$150 on site, if available)

AIFD Design Experience (Friday, July 8)

\$150 (Net proceeds benefit AIFD Foundation)

*General Registration

Includes all 7/4 to 7/7 education sessions, opening reception and Partners' Expo. Does not include Dinners, Hands-On Classes, Foundation Workshops, or the PFCI Program.

**Premium Registration

Includes all education sessions, Partners' Expo, two dinners, and opening reception. Does not include Hands-On Classes, Foundation Workshops, or the PFCI Program.

***AIFD Hands-On Classes

Pre-registration encouraged – additional fee required

Registrant must pre-select course(s) and time.

Attendees may register for a class in all three sessions.

† PFCI Rise and Shine

This program is not included with Symposium registration.

Contact PFCI at the Society of American Florists at 800-336-4743, ext. 216; PFCI@safnow.org or visit safnow.org/pfciaifaifd.

Name _____

First Name for Badge _____

Business _____

Day Phone (_____) _____

E-Mail _____

Address _____

City _____ State _____ Zip _____

First AIFD Symposium Attended? ____ Yes ____ No

Please register me for:

General Registration _____

Premium Registration _____

Individual Days _____

Tuesday, July 5 _____

Wednesday, July 6 _____

Thursday, July 7 _____

Individual Meals/Events: (Check appropriately)

Tuesday, July 5 Induction Dinner/Dance* _____

*Dinner Pre-Seating assignments required

Thursday, July 7 Leadership Gala Dinner* _____

*Dinner Pre-Seating assignments required

AIFD Hands-On Classes

Select course and time:

Hands-On Class #100 - "Balance In Design" _____

Tues. July 5, 7:30 a.m. Wed. July 6, 7:30 a.m. Wed. July 6, 7:30 p.m.

Hands-On Class #200 - "Bridal Bouquets" _____

Tues. July 5, 7:30 a.m. Wed. July 6, 7:30 a.m. Wed. July 6, 7:30 p.m.

Hands-On Class #300 - "Wire Work – Inspiring Wonders" _____

Tues. July 5, 7:30 a.m. Wed. July 6, 7:30 a.m. Wed. July 6, 7:30 p.m.

Hands-On Class #400 - "Armatures: A Key to Wow!" _____

Tues. July 5, 7:30 a.m. Wed. July 6, 7:30 a.m. Wed. July 6, 7:30 p.m.

AIFD Design Experience, Friday, July 8 _____

TOTAL _____

Check is enclosed

Please charge my: VISA Mastercard AMEX

Cardholder _____

Card Number _____

Expiration Date _____ Security Code _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____

Cancellation Policy

Full refund if canceled by May 15. A \$100.00 charge will be applied to any cancellations between May 16 and June 15. There will be no refunds made after June 15.

Direct all inquiries and registrations to:

AIFD

720 Light Street • Baltimore, MD 21230

Phone: (410) 752-3318 • Fax: (410) 752-8295

E-mail: AIFD@assnhqtrs.com

Register Online – www.aifd.org