

Focal Point

The Biggest Wedding Trends of 2016, According to Wedding Planners

By Elizabeth Mitchell of www.brides.com

What's hot (and what's not) in the wide world of weddings this year? We turned to the peeps that basically live and breathe the industry day in, day out to find out! Here are the wedding trends you'll definitely be seeing a whole lot more of in 2016, courtesy of some best darn planners in the business.

All Bright Everything

Bye-bye blush, hello color! This year, **Blake Bush**, associate wedding planner and event designer at Pure Luxe Bride, predicts there will be an even bigger shift from the popular neutral blush palette to bold, rich hues.

"Think bright colors incorporated into florals with a more organic feel and hand-tied bouquets with hot pink, yellow and warm oranges that seriously stand out!"

Freshly Picked Flowers

According to event planners and founders of Swoon California, **Jennifer Arreguin** and **Natasha Burton**, florals for 2016 are more organic, focusing on that farm-to-table vibe that's already huge in the food scene. "Rather than having the 'it' flower, couples will go for whatever is in-season and local, opting for free form bouquets and centerpieces that showcase blooms just how nature made them." Also, including lots of greenery and herbs will be big, they say. "This look goes great with woodsy elements, like oak escort cards with names burned into them in cursive."

Family Style Receptions

With couples craving a "homier" feel to their wedding dinners, you can expect family style receptions to continue to grow in popularity, points out wedding planner **Sandy Malone**, owner of Weddings in Vieques. "Unfortunately, this does limit your table décor options, as there's not much space left with platters of food hogging the center of the table and passing platters can be unwieldy for guests in fancy dresses," she warns. Chef stations are a great alternative for foodie brides and grooms that want a more relaxed vibe without assigned seating though.

Personalization Beyond Pinterest

Rather than looking to Pinterest for inspiration and then using those exact ideas and images for their weddings, couples will increasingly get initial thoughts from sites and blogs but then really make their days their own, anticipate Arreguin and Burton.

"The focus will be less on carrying out more generic bespoke details and trying to wow guests in totally new ways." Thank goodness, right!?

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American Institute of Floral Designers

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AIFD Mission Statement

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

Calendar

May 20-21, 2016
Design For Excellence
SO CA School of Floral Design
Anaheim, CA

June 1-2, 2016
Advanced Sympathy Design
Floral Design Institute
Portland, OR

June 5-8, 2016
The Art of Design Mechanics with Hitomi Gilliam AIFD, CFD
Teleflora Education Center
Oklahoma City, OK

June 5-9, 2016
5-Day Competition and Certification & Portfolio
Floriology Institute
Jacksonville, FL

July 1, 2016
2016 AIFD Professional Floral Design Evaluation Session
Anaheim Marriott
Anaheim, CA

July 3 - 7, 2016
AIFD 2016 Symposium: "Inspiration"
Anaheim Marriott
Anaheim, CA

July 30-31, 2016
Floral Entrepreneur's Weekend
Floral Design Institute
Portland, OR

Many more events are posted online!
For details on events visit
[aifd.org/upcoming-events/
calendar-of-events/](http://aifd.org/upcoming-events/calendar-of-events/).

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

President's Message



"It's All About the Why..." *Joyce Mason-Monheim*

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

I recently viewed a TED talk presented by **Simon Sinek** on "How great leaders inspire action" and was greatly motivated by his message. He spoke on the concept of "what, how, and why," referring to yourself and your business. When applying this to you, analyze yourself as a floral designer and your business structure in the floral industry and then answer a few questions: What is it that we do? The simple answer is we make beautiful floral designs...

How do we do it? We have learned from the best, studied all the principles and elements of design and honed our skills in floral design over time and practical experience and became members of the greatest floral design organization in America.

But then the real question is why? Why do we do what we do?

- Why do you get out of bed every morning?
- Why do we work 10 hours a day or all night on a holiday?
- Why do we stand on our feet till our feet ache?

Why do we do it? Think about that question for a minute and when you answer the question, I hope it comes easy to you. Is it about the feeling flowers give others, is it about the joy and pleasure they bring to others and ourselves? Everything we do should be about the why, because it's the "why" that brings customers to you, it's the "why" that keeps them coming back. There are places everywhere that sell flowers, many levels of design talents that consumers enjoy but it's the "why" that keeps them coming back to you. Share your "WHY" and watch them come!

My "why," of course, is the love of flowers. I am sure we all have our lists of things to accomplish in our careers, or events we wish to take part in. Last month I was able to do just that and cross one item off of my list. I have always wanted to take part in the Philadelphia Flower Show and in early March I was able to accomplish that goal. Seeing the National Parks displays at this show was an incredible experience. Just the magnitude of flowers and plants was amazing and of course it takes an amazing group of people to pull it off.

There were displays done by many groups of individuals and AIFD had a proud presence. **Kris Kratt AIFD, CFD, PFCI** and **Bill Schaffer AIFD, CFD, PFCI** and their amazing "Team Schaffer" created a magnificent interpretation of the National Parks in black and white. Great job done by them and their team!

Winning the Gold Medal again this year was the North East Region of AIFD. This giant display was led by **Ron Mulray AIFD, CFD** and **Adrianne Presti AIFD, CFD**. Their team included numerous AIFD members from the North East Region, other AIFD members from across the country and even some of our newest inductees and CFDs. The experience was a memorable one and my thanks to **Janet Black AIFD, CFD, PFCI** and the North East Region of AIFD for a job well done!

From there I was able to jump right into the Southern Conference organized by **John Kittinger AIFD, CFD** and **Roger Dennis AIFD, CFD**. The snowy weather in Louisville, Ky. did not stop the attendees at the

conference and those that came were inspired and awed by a great line-up of designers. **Randy Wooten AIFD, CFD, PFCI** started us off with inspirational sympathy designs, **Suzie Kostick AIFD, CFD, PFCI** "blinded" us out! **Kathy Whalen AIFD, CFD** set the tone for profits and **Jessica Morris AIFD, CFD** and **Shawn Foley CFD** gave us tips and tricks with party work. I have always been in awe of **Frank Laning AIFD, CFD, PFCI** and he did not disappoint with his beautiful tablescapes, but I have never laughed so hard from the enjoyable stories of **Ben Lee AIFD, CFD**. Great job Ben! **Brook Raulerson AIFD, CFD** ended the inspirational weekend with her classic approach to bridal bouquets and everyone walked away with information, inspiration, and knowledge overload. Thank you to **Robin Arnold AIFD, CFD** and her region for a southern inspired weekend!

We held our annual Leadership Meetings at AIFD Headquarters in Baltimore at the beginning of April. The dedication of the National Board of Directors is to be commended as they continue to accomplish tasks and move AIFD forward to the future. Along with the Board of Directors, our Incoming President **Anthony Vigliotta AIFD, CFD**, invited some of National Committee Chairpersons and all of the Regional President Elect's to come together to prepare everyone for the year to come. Anthony has done a tremendous job of assigning members to participate on our National Committees, this is a huge undertaking and he has done a very thoughtful and thorough placement of members that have a passion for these committees. The best part of having all of these AIFD leaders together is to see and feel the excitement emanating from these members new and old who continue to give of themselves to the success of our organization. I am very proud of our leadership team and it's newest members for keeping AIFD as the leading organization of floral designers.

The National and Regional elections have been completed and we are excited for all of our new AIFD leaders to participate on Regional and National levels. But I am more excited about the number of AIFD members that did their due diligence in voting electronically for their National Directors at Large and their Regional Office's. We more than doubled the number of votes from last year and topped that with vote returns from recent years. Thank you members for taking time out of your busy lives to care enough to vote! We appreciate you for doing this!

I hope you all are getting excited about "Inspiration" coming in 72 days, 10 hours, 31 minutes and 2 seconds according to the countdown clock on the AIFD website as I write this message. It will be here before we know it and **Lori Novak AIFD, CFD** and **Tom Simmons AIFD, CFD** have created an incredible line-up for you to be awe-inspired! Registration has opened. Please take the time to do this and book your hotel and travel plans to attend this unforgettable event. To date we have an impressive number of participants registered for the PFDE testing process and of course our newest inductees cannot wait to be inducted in the OC! California here we come!

AIFD Leaders Bloom in Spring

Spring is always a great time for AIFD. It's the time when over 40 of the organization's volunteer leaders gather together to plan for the coming year.

For the past 20+ years that meeting has been held in Baltimore so that various staff professionals can join to assist the volunteers in their planning. This year's leaders included: President **Joyce Mason-Monheim AIFD, CFD, PFCI**, President-Elect **Anthony Vigliotta AIFD, CFD**, Vice President **Kim Oldis AIFD, CFD**, Treasurer **Tom Simmons AIFD, CFD**, Secretary **Frank Feysa AIFD, CFD, PFCI**, Past President **Tim Farrell AIFD, CFD, PFCI**, and members of the Board of Directors **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 myself.

Also present were: **Cindy Anderson AIFD, CFD, PFCI** (2017 Symposium Coordinator), **Eddie Payne AIFD, CFD** (CEO AIFD Foundation), incoming Regional Chapter Presidents **Robert Debellis AIFD, CFD (NE)**, **Randy Wooten AIFD, CFD, PFCI (S)**, **Pete Samek AIFD, CFD (NC)**, **Shane Cranford AIFD, CFD (SC)**, **Sharrai Morgan AIFD, CFD (NW)** and **Derrick Vasquez AIFD, CFD (SW)**; and incoming Committee Chairpersons **Janet Black AIFD, CFD, PFCI** (Historian), **Kevin Coble AIFD, CFD** (Student Competition), **Lee Gallison AIFD, CFD** (Marketing), **Marisa Guerrero AIFD, CFD** (Newsletter), **Mary Linda Horn AIFD, CFD, PFCI** (Education), and **Susan Ishkanian AIFD, CFD** (Industry Partners).

The long weekend of meetings and planning got underway when President-Elect Vigliotta arrived at the AIFD office at 7:30 a.m. on Friday (April 1). He and I took a short walk to a fantastic breakfast restaurant (Blue Moon Café) where we started our conversations about goals he wanted to accomplish during his year as the President of the Institute.

We then headed back to the office where Anthony was to spend a couple of hours being briefed by various staff coordinators on all the many aspect of AIFD's general administration. Helping to guide Anthony were Director of Finance & Administration **Monica Shaner** and Bookkeeper **Susan Posluszny**, Director of Communications **Justine Harper**, Director of Membership **Stephanie Dodd**, Meeting Registrar **Rachel Schley** along with Associate Executive Director

Kristen Philips, CAE, IOM and myself.

It was a dynamic and energetic few days with lots of brain-storming and sharing of ideas. Mr. Vigliotta kept remarking how impressed he was by the staff and that he, like all the presidents who had come before him, had no idea of the magnitude of functions



Institute's budget in preparation for its report to the National Board of Directors the next day.



President Mason-Monheim and President-Elect Vigliotta met with key committee chairpersons for 2016-17. They discussed how the various committees need to work together and shared ideas for new programs and getting more members involved in AIFD's operations. The Sunday strategy/planning meetings were followed by a delightful dinner hosted by Monica and I at the Rusty Scupper restaurant which overlooks Baltimore's beautiful Inner Harbor – coincidentally, the



carried out by AIFD's Headquarters staff.

That evening, Kristen and I, along with our spouses, entertained the President-Elect for dinner.

Saturday was a day of arrival and greeting for the majority of volunteer leaders who would take part in all-day events on Sunday, which kicked-off with the annual budget-developing meeting of the Finance Committee. For nearly four hours under the direction of Treasurer Simmons, the committee went through every line of the

Institute's budget in preparation for its report to the National Board of Directors the next day.

After the Finance Committee's meeting, the incoming regional chapter presidents gathered with Mr. Vigliotta and Mr. Farrell and Ms. Oldis so everyone could share ideas on ways to enhance member involvement at the regional chapter level. Staff representatives also briefed the chapter leaders on finances and general administrative programs to help them accomplish their goals.

Next, it was a shift from the AIFD office to the Hyatt Hotel where

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city was celebrating a spectacular lights festival so the harbor area was particularly dynamic that evening.

Monday morning brought everyone together for the Spring Meeting of the National Board of Directors at the Hyatt. As always, the board diligently addressed the future of AIFD. Besides adopting the proposed budget offered by the Finance Committee, the Board modified Life Membership policies to read: "Life Membership shall be granted to any member who has completed 35 continuous years of membership. ADD – The Board of Directors may on a case-by-case basis grant Life Membership status to any member who is permanently disabled. Dues for both National and Regional Chapters will be waived for life; DELETE however, any Life Member will still need to meet any continuing education requirements that may be necessary to maintain membership in AIFD."

They instructed Mrs. Philips to continue to pursue the concept of making Symposium programs available online by first securing rights to licensed music. They elected to continue to require future member inductees to wait until the Symposium after their PFDE results are received until being able to use the AIFD symbol of membership and they instructed Mrs. Philips to secure several new professional items for the AIFD store.

Other items of business addressed by the AIFD Board included the receiving of the Awards report and the names of the individuals who will be honored in Orange County. Membership reports (statistics) were presented and the board voted to accept, with regret, the resignation of **Derrick Hollar**, **Heather Page**, and **Flora Amor** due to retirements.

The Board adopted basic artwork for a new CFD pin to be given to successful PFDE participants and decided that any AIFD Accredited Member wishing to have a CFD pin could purchase one from the AIFD Store for only \$10.

Past President **Tim Farrell** then presented the results of the recently conducted online election of National Directors as well as Chapter officer/directors. He noted that due to the support of the Headquarters Office with constant reminders to vote, there were more ballots cast than there were in the old hard-copy, U.S. Mail system. Elected to the National Board were: At-Large Directors **BJ Dyer AIFD, CFD** and **Rachelle Nyswonger AIFD, CFD** and Regional Chapter Representatives to the National Board North East **Ron Mulray AIFD, CFD** and South West **Ken Snauwaert AIFD, CFD**. Mr. Farrell also provided the results of the elections for regional chapter Officers and Directors and in so doing, directed the Regional Chapter Representatives to the National Board to so notify the candidates from their respective region.

On the recommendation of the Student Chapter Committee, it was moved and seconded to reinstate College of the Sequoias as an AIFD Student Chapter and to move Joliet Junior College, SUNY Cobleskill, and San Mateo Student Chapters to inactive status due to them no longer meeting appropriate policy requirements. In terms of the National Symposium, the Board was briefed by 2016 National

Coordinators **Lori Novak AIFD, CFD** and **Tom Simmons AIFD, CFD** on final plans for the 2016 National Symposium which will take place in Orange County, Calif., July 3-7. Coordinator Anderson and Program Coordinator Gonzalez presented an update on plans for the 2017 National Symposium which will take place in Seattle, July 1-5.

Mrs. Philips then reported on her search for a Mid-America site for the 2020 National Symposium. After reviewing the many cities that were researched and the finding from each, Mrs. Philips recommended, and it was agreed, that the Institute contract with the Chicago Hilton for both 2020 and 2023 based on a very favorable contract that was nearing finalization. Then, pursuant to the

Institute's present policy to attempt to negotiate a three-year rotating National Symposium site selection among hotels, Mrs. Philips reported that she had asked the Marriott Wardman Park in Washington, D.C. to propose a contract for 2021. She reported that the hotel had offered a \$165 rate and that she recommended, and it was agreed, that she be able to pursue the offer with a goal of signing a contract.

Then right before adjourning the meeting, President Mason-Monheim briefly reviewed the schedule of leadership meeting for the coming months: July 1 – Board, Anaheim; August 21-22 – Symposium & Executive, Chicago; October 17 – Board, Washington, DC; and January 30 – Executive Committee, Seattle.



AIFD and Social Media



http://Instagram/aifd_hq



www.facebook.com/AIFD.CFD



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



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



www.youtube.com/user/AIFDHqtrs



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



"Catalyst for Inspiration" - Paul Jaras AIFD, CFD, Susanne Law AIFD, CFD and Brenna Quan AIFD, CFD

Susanne Law AIFD, CFD is an educator and floral artist that has taught an accredited floral design course for a local college as well as for continuing education. As a floral artist she believes it is important to challenge ourselves from the mundane. She has been on a creative journey and finds great expression through her passion for floral design. She strives to see what is possible and is on a quest to change the way we look and use common floral supplies and other materials in our designs. Her exciting program, "Catalyst for Inspiration," with her team of Paul Jaras AIFD, CFD and Brenna Quan AIFD, CFD, will share and reveal many of the techniques and concepts with the audience. It will be sure to bring INSPIRATION to everyone's floral artwork.



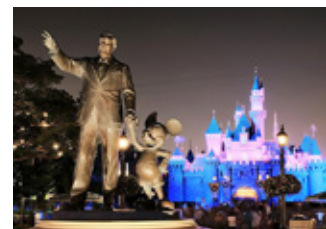
"Times of Our Lives" - Featuring Helen Miller AIFD, CFD, Julie Poeltler AIFD, CFD, PFCI and Cindy Tole CFD



Helen Miller AIFD, CFD, Cindy Tole CFD (and new Inductee to AIFD) and Julie Poeltler AIFD, CFD, PFCI are three ladies that will be sharing the stage at "Inspiration" in Orange County, Calif. on July 6, 2016 at 2:15 p.m. The "Times of Our Lives Program" is an uplifting program on events and parties at the retail level. The three ladies will entertain you with their floral talents and you will be filled with Inspiration for your own events and parties. Please join us for the "Times of Our Lives Program," this is a program you won't want to miss.



Special Disneyland® Ticket Offer: Attention! Special Disneyland tickets for all 2016 Symposium attendee's and guests! Add Disneyland® to your list of must-see's this July! Symposium attendees can purchase specially-priced Disneyland® Resort Theme Park tickets. These special ticket prices are not available once you arrive at the Resort. The ticket store closes at 9:00 PM PST on Wednesday June 29, 2016. Don't delay! Prices are subject to change without notice. For full details please visit <http://disneytickets.disney.go.com/store/ZMAF16A>.





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AIFD Member Profile

The AIFD Member Profile's goal is to highlight active members of our association. By profiling these professionals, we want to offer you the opportunity to get to know the members. We'd like to introduce you to **Claire Won Kang AIFD, CFD**.

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

Claire: I am a Floral Artist and have been a guest speaker of the Garden Club of America since May 2007. I have been on the Faculty of the New York Botanical Garden for 25 years and was "Instructor of the Year" in 2005 for my significant contributions to the teaching program. I served as the Program Coordinator of the Flower Department of NYBG from 2007-2012.

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

Claire: I have served in the following roles: Membership Committee member, International Committee member, invited designer to AIFD National Symposium, Chicago, Ill. (2001), invited designer to AIFD National Symposium, New York, (2004), invited designer to AIFD London Forum (2003), invited AIFD team designer to Philadelphia Flower Show (1996 to 2015), received the "Best of Show" Award from Philadelphia Flower Show six times.

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

Claire: As a senior member and mentor, I would like to promote the American floral design style, especially the floral collage technique, to the younger generation of members as well as potential members world-wide. The floral collage design has been introduced to overcome the limitation of fresh floral arrangements.

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

Claire: Flowers themselves have been my inspiration.

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

Claire: Teaching floral design classes and Garden Club flower shows!

AIFD: What issues are most important to you professionally?

Claire: Educating the younger generation of designers is my most important issue.

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

Claire: Listening to music and cooking.

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

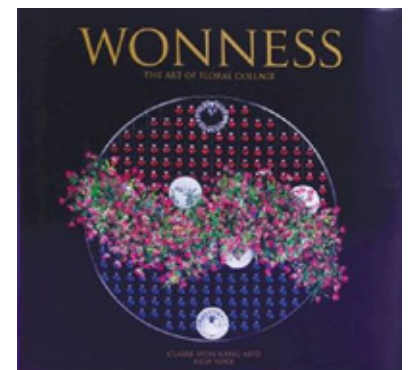
Claire: Practice, practice, practice until you develop your own design brand!

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Claire Won Kang AIFD, CFD, a floral designer in the Northeast region, has published an art book collection of her unique floral artistry called "Wonness: The Art of Floral Collage." It was released in the summer of 2015. Claire's passion and love of flowers and her dedication to teaching and sharing her visions of floral art has made her one of the most influential and inspiring designers in today's floral industry.

Claire's introduction of the floral collage artform has been her unique contribution to the floral industry. Her gift of togetherness creates with the sole purpose of uniting the seemingly different to present a singular vision of harmony. Claire's life has been a journey of crafting a new way of seeing our authentic nature and our sense of care and nurture. Her creations reflect a way of approaching our lives as a symphony of colors, textures, shapes, and stories that express our infinite sense of wonder, possibilities, and oneness.

Claire's book is available to preview on her website at www.thewonness.com. You can e-mail Claire for more information at claire@thewonness.com.



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 ten (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 last year's annual 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 this 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!

Need a New Membership Pin?

Buy One Online or at Symposium!

If you need to replace your AIFD membership pin, you are in luck! There are two easy ways of getting a new one. First, you can purchase a new pin online for \$140 + shipping. Visit <http://aifd.org/marketplace> to purchase your new pin. They will also be available at the upcoming AIFD Symposium this summer in Orange County, Calif. Stop by the AIFD registration desk to purchase your pin.



Bits and Pieces

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

- It is with great regret that AIFD announces the passing of **Richard Vernon Seiboldt AIFD, CFD, PFCI**. Inducted in 1979, Richard was a Life Member who was a loyal supporter of AIFD for over 35 years. A Celebration of Life took place Sunday, April 17, 2016 from 1:00 - 4:00 p.m. at Signature Funerals, 8019 Stateline, Kansas City, MO 64114. A memorial fund has been established in his name. Please make checks out to the AIFD Foundation with Richard Seiboldt Memorial in the memo line and mail checks to Karyn Brooke, 511 East 135th Street, Kansas City, MO 64145.
 - Mayesh Wholesale Florist opened a new wholesale floral distribution business in Houston, Texas on April 11, 2016. The Houston branch will be the 17th wholesale location and first in the state of Texas for Mayesh. The Houston operation will offer a robust fresh inventory of novelty and high end flowers sourced from around the world as well as non-perishable floral supplies.
 - Congratulations to **Tricia Fillingim AIFD, CFD** on the birth of her beautiful baby boy, **Trevin Lee Fillingim**.
 - Congratulations to **Rachelle Nyswonger AIFD, CFD** on her marriage to John Neal. See pictures of their beautiful day on page 15.
 - Congratulations to **Brenna Quan AIFD, CFD, Aniko Kovacs AIFD, CFD, William Ian Whipple AIFD, CFD & Greg Lum AIFD, CFD** for their successes at the Pacific Northwest Floral Design Competition.
 - Congratulations to **Sue Tabbal-Yamaguchi AIFD, CFD, Ken Senter AIFD, CFD**, and **Brooke Raulerson AIFD, CFD** for being selected to compete in the Gateway to the Americas Cup.
 - 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 or **Marisa Guerrero AIFD, CFD**, newsletter editor, at debbies_bloomers@msn.com. Images must be high resolution, print quality.



AIFD Announces Results for National Directors and Regional Chapter Board of Directors

National

BJ Dyer AIFD, CFD

Rachelle Nyswonger AIFD, CFD

North East Regional Chapter Rep to National Board: Ron Mulray AIFD, CFD

Southwest Regional Chapter Rep to National Board: Kenneth Snauwaert AIFD, CFD

North Central Chapter

Chapter President-Elect: Brent Leech AIFD, CFD

Chapter Vice President : Carolyn Minutillo AIFD, CFD

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AIFD Member Hosts Inaugural Maple Leaf Cup

by Heather de Kok AIFD, CFD, PFCI

This past year I had decided that Canada needed a high end design competition. I feel that Canada has a lot of amazing talent and it is time to showcase that talent. So, I decided to have my first Maple Leaf Cup Floral Design Competition.

On March 18, 17 competitors went head to head in the cup for the Grand Prize of a trip to Vancouver to represent Canada in the Gateway to the Americas Cup Competition. Not only did I want to start giving Canada some excitement in our industry but I also wanted to make the consumers aware of how amazing florists are. So I partnered with the Edmonton Home and Garden Show who hosted this amazing event. Over 55,000 people attended this show and they got to watch first hand while the competitors created the amazing designs.



The competition was based on the Society of American florists

Sylvia Cup. The competitors had two hours to complete three designs which was announced to them at the show two hours before their start time. The categories were a bridal bouquet using the Smithers Oasis European Bridal Bouquet Holder for a Fashion Forward Bride, a boutonniere for an over the top prom attendee, and a centerpiece for a 21st birthday party at the trendiest restaurant in a major city. Designers knocked it out of the park. They had so many amazing things to use with sponsors like Smithers Oasis, Accent Décor, Fitz Design, Grower Direct Fresh Cut Flowers, Florist Supply, United Flower Growers, Golden Flowers and Sole Farms provided the best of the best.

In the end, **Deniss Barahona** from Edmonton Alberta Canada took home first place and will be representing Canada in Vancouver this Fall. The judging was a blind judging process. After the time was called, competitors cleared the area and the talented team including **Neville McKay PFCI**, **Steph La Prairie AIFD, CFD** and **Dawn Block AIFD, CFD** came in to lend their time and talent judging each piece. I am going to make this an annual event. I was so humbled by the reaction of the industry and over the moon with the comments we were hearing while consumers watched and learned about our industry. Hopefully next year will be bigger and better!



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AIFD Northeast Regional Chapter Shines at the Philadelphia Flower Show

By Janet Black AIFD, CFD, PFCI and Polly Berginc AIFD, CFD

This year, the 100th anniversary of the National Parks was celebrated at the Philadelphia Flower Show entitled "Exploring

America." AIFD's displays were once again a huge success under the direction of **Adriene Presti AIFD, CFD** and **Ron Mulray AIFD, CFD**. AIFD's talented team of designers transformed one thousand feet of floor space into the Redwood Forest. Visitors were welcomed by a wooden slab created in a circular shape that housed the metal AIFD logo where a bald eagle perched. Numerous trees flanked the entrance and were accented by succulents, ferns, hypericum berries, air plants and moss. The display included a walk-thru path under the 'Chandelier' tree, several trees designed in floral, a water feature, and a life-size elk. The set was created by **Christian Kanienberg** of Wish Painting and Sculpture.

The main focal area was a walk through twenty foot tall Chandelier Tree adorned with grapevine tendrils that intertwined over the structure. Whimsical red hanging chandeliers and numerous red floral blooms cascaded amongst branches that enticed the eye. Along the path numerous half-inch rebar structures were transformed into individual, one-of-a-kind trees, each one demonstrating its own personality and creative style. A water feature danced across the walkway flanked by trees opening up to the long wave of blooms in shades of red, green and brown. The textures made your eye focus on a large tree stump with tons of motion created by calla lilies and roots cascading to the forest floor.

An eagle's nest towered above as a lookout point fashioned with a cradle of grapevine filled with texture. Winding their way through a cluster of trees, visitors then passed immense hollow logs filled with bright red blooms that danced across the floor filled with pine cones and long dried needle.

An abstract structure of hanging pine trees made way for grapevine orbs cascading with flowers. The public was enticed

to view a stately elk that rested very quietly within the Redwood Forest. The body of the elk was constructed of sticks and grapevine. The face of succulents, pine cones, lotus pods, deer moss, fern and bear grass took on a very regal personality. The saddle was a cluster of cranberry colored orchids and the rump was fanned out natural textured paper that sat on white birch legs.

It was a thrilling to have captivated the attendees of a blind group with so many floral facets to explore. **Martha Stewart**, Good Morning America and many more passed through the AIFD exhibit on a daily basis.

The exhibit was awarded the Pennsylvania Horticultural Society Gold Medal, the PHS Philadelphia Flower Show Silver Trophy (for major exhibit receiving 2nd highest points judged) and The Special Achievement Award from The Garden Club Federation of PA for an exhibit of unusual excellence in the category of Horticulture.

The award winning design team included: **Alisha Bell AIFD, CFD**, **Michael Brody AIFD, CFD**, **Rick Cuneo AIFD, CFD**, **Dan Firth AIFD, CFD**, **Jane Godshalk AIFD, CFD**, **Jo Jarvis AIFD, CFD**, **Sue Krabill AIFD, CFD**, **Joyce Mason-Monheim AIFD, CFD**, **PFCI**, **Valerie McLaughlin CFD**, **Dan Mitchell AIFD, CFD**, **Cres Motzi AIFD, CFD**, **Bill Murphy AIFD, CFD**, **Ken Norman AIFD, CFD**, **PFCI**, **Michael O'Neill AIFD, CFD**, **PFCI**, **Suzanne Sampson AIFD, CFD**, **Rupali Shete Sadalage AIFD, CFD**, **Jenny Thomasson AIFD, CFD**, **Sue Weisser AIFD, CFD**, **Dan Vaughn AIFD, CFD** and ourselves.

Northeast Inductees for 2016 included **Lindsie Carter CFD**, **Theresa Clower CFD**, **Maureen Christmas CFD**, **Darcie Garcia CFD**, **Shannon Toal CFD**, and **Renee Tucci CFD**.



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A dramatic award winning display by the Shaffer design team, led by **Bill Shaffer AIFD, CFD, PFCI** and **Kristine Kratt AIFD, CFD, PFCI**, interpreted the black and white photography of renowned photographer **Ansel Adams**. Scenes from the Rocky Mountains were depicted in uniquely creative floral designs in shades and tints of black, white, grays to compliment the photographic images. This fabulous exhibit received The Pennsylvania Horticulture Society Silver Medal and the SAF Award for Artistic Presentation of Flowers & Plants. Several AIFD members from across the country participated on this team.

A selection of photos from both of these exhibits can be seen on the AIFD North East Chapter Facebook page and on Bill Schaffer's Facebook page. Both teams represented AIFD to the public proudly with their highest level of floral design artistry.





Marketing Tip: Organization & Communication Are Key Components

By Janet Black AIFD, CFD, PFCI

With the excitement of a wedding engagement comes the planning, and these days it starts sooner than ever. Pinterest pages are shared and our clients are much more educated with what they want and at times how much they are willing to spend for our services.

It is important to strike while the iron is hot during the planning stages by getting back to an inquiry as soon as possible with information about you and your services. Be very proactive and up-beat. Share that you are the one to make those lasting memories and your floral skills are exceptional. Sell yourself! Then, get your deposit and then run with the possibilities of making the event unique.

Be aware of every detail from the dress samples to the jacket, shirt, and tie colors. Honesty about the floral product is key. If it's not possible to create a spring bouquet in the fall then suggest a great alternative to make the day outstanding.

Communicate often as the bride loves to hear from you, even if you are doing a different event. They like to share stories about you and your success, too. A little promo before the event never hurts!

As the wedding date approaches communicate with your wholesaler regarding all the product needed with written confirmation. Note, if you feel there are going to be any items that will be problematic, prepare a back up plan for those items. Finally, have your timeline for delivery and setup well tuned, keep any assistants well informed and enjoy the day!

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/>.

Thank You to the 2015-2016 Elite Partners





Wedding Bells

By Katie McCormick Khamrat AIFD, CFD



What an honor it was to work amongst an amazing team of designers for the wedding of AIFD member **Rachelle Nyswonger AIFD, CFD** to **John Neal** during the first weekend of April.

Rachelle portrayed her perfect floral vision to us and we went above and beyond to create it all for her! Rachelle's team consisted of her shop staff from Flowers by Rachelle, close friend **Debbie Deis**, as well as AIFD designers **René van Rems AIFD, CFD**, **Karen Genoud AIFD, CFD**, **Susan Ayala AIFD, CFD, PFCI**, **Jim Hynd AIFD, CFD**, **Philip Rice AIFD, CFD**, **Cindy Pham AIFD, CFD**, **Nita Akerson Robertson AIFD, CFD**, and myself. Additionally, many family and friends in and out of the floral industry contributed to create this amazing day for them.

When I first got the call that Rachelle got engaged, I knew exactly what color would be woven through it all, **PURPLE!** The Butte Creek Country Club in Chico, Calif. was transformed into a floral vision consisting of teardrop floral chandeliers, unique and earthy trees, lush floral all around, and even a cake table topped with fresh blooms. The icing on the cake was two floral columns flanking the dance floor. Sixteen feet from floor to ceiling in of florals galore. It truly was a vision! Country club members were oooooing and awwwwing over the production and went on and on how they had never seen anything of the sort.



Photo source: Avalon portrait gallery photography

The stunning cascading bouquet Rachelle carried down the aisle was created by Rene, and Cindy spent countless hours adorning the train of her dress with gorgeous flowers. Rachelle and John's other request was that every guest wear flowers. They wanted every single person at their wedding to know they played a significant role. So 200 corsages and boutonnieres later....as Jim Hynd put it..."Get me a bunch of babies breath, no problem, I will whip you out a bunch of boutonnieres!" That was our running joke all week!

Overall, it was a beautiful day and wedding. What an honor to be a small part of my dear friend's wedding. A huge part of our passion within the industry is lending a hand and doing what we love. Congratulations Rachelle and John!





My designs cascade
like the passion of
the day.

A wedding is a celebration of love. My cascade design symbolizes this outpouring of emotion, while its unexpected colors express the bride's unique style. On trend with a clean, modern edge, my creation shows exactly why the bouquet is a major focal point on the big day. Say "I do" to your own creativity, and get inspired with fresh design ideas at oasisfloralproducts.com/inspire.

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Inspire florists worldwide!

Best wishes to Lori Himes from Walkersville, MD, who inspired this design. Her creativity is overflowing. Enter our Inspire Design Showcase on Facebook for the chance to have your design featured!

AIFD HISTORICAL PICTURE TRIVIA

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

In the last issue of the newsletter we posted four pictures and asked if you could guess who, where and when? Below are the answers!



Photo 1: This distinguished group of gentlemen visit before the President's Awards Banquet black tie affair in 1986 at the Las Vegas Million Dollar Commentator Seminar AFS. From left are Tom Butler, AFS President, Jim Morley AIFD, AFS Vice President of Special Projects; Allen Beck AIFD Florists, Newport Beach, CA and Herb Mitchell AIFD, Costa Mesa, CA. The last three are past AIFD Presidents.



Photo 2: The AIFD Tree of Life

Photo 3: Richard Milteer AIFD -1988 "An American View" National Symposium at Marriott's Orlando World Center, Orlando, Fla. Richard was a featured designer for the program "The Creative Charge: New Products in Floral Design."

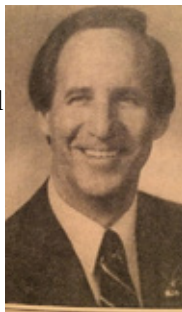


Photo 4: Gregor Lerch (right) European Master Designer in 1986 gives a pointer to Kevin Larson of the Flower Box in Minot, N.D.



The "Tellers" - The History of Elections

Many years ago, when the American Institute of Floral Designers was formed in 1965, with limited members, there was not a formal election process for board members, basically you were asked to hold an office.

When the need arose for a more official process, paper ballot sent by headquarters to members in good standing, gave members the privilege of voting once a year for the National and Regional Members of AIFD. This was the way it continued until two years ago.

The process was quite interesting; each of the six regions and international members would be sent ballots designated by a different colored letter size paper, in addition to a self-addressed envelope also provided. Postage was the responsibility of the member upon the return of the document. It was important that a member send the ballot back to headquarters within a certain date with their signature on the outside of the envelope.

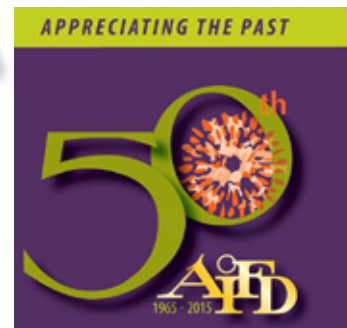
The Nominations & Elections Committee, made up of four members and the National Past President, presided over elections. Additional National Board Members and Foundation Members were invited to attend.

The unopened envelopes were presented to the group gathered around a large table in the hotel where the spring national meeting commenced. Envelopes were analyzed for signatures on the outside. If, for any reason, a signature was missing, the ballot was discarded. In addition, any ballots received beyond the designated date were not counted.

The ballots were opened and arranged according to color, representing each of the six regions and international. AIFD members counted the votes, but not those in their respective regions. The hash marking method of counting was used and usually counted twice for accuracy.

When all the ballots were counted the names were tallied and recorded. The results were kept secret until the next day at the National Board Meeting when the Past President would announce by "telling" the Board.

A few weeks ago, the electronic ballot results were delivered by the current Past President **Tim Farrell AIFD, CFD, PFCI**, "telling" the outcome at the meeting. The colored paper, postage, hash marks, pencils and recounts are no longer needed.





QUALITY EDUCATION: A COMMUNITY COMMITMENT

2016 • Course Schedule

January 25-29 **5-Day Principle & Elements**

Jackie Lacey, AIFD, PFCI, CFD



Jackie Lacey



Donald Yim



Anthony Swick

February 28-29 **2-Day Bling to Ching, Prom and More**

Anthony Swick, AIFD, PFCI, CFD

March 6-10 **5-Day Wedding Bliss, Party & Events**

Jackie Lacey, AIFD, PFCI, CFD

June 5-9 **5-Day Competition/Certification & Portfolio**

Jackie Lacey, AIFD, PFCI, CFD

November 6-8 **3-Day Modern Twist on Everyday Designs**

Donald Yim, AIFD



Hear what
florists have
to say about
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Institute**

“ This has been the best learning experience for me! I am walking away today with more confidence in my floral design.

- Christopher Branham, CFD, Christopher's Creations - Middlesboro, KY

Can't say enough great things. The quality of everything from the instructor, Donald to group dinners is terrific. Thank you so much for the opportunity to come! ”

- Laura Kellogg, Laura's Garden - Chattanooga - TN

**ACT NOW! To sign up or for more information about
the Floriology Institute, contact us at**

www.mybloomnet.net/floriologyinstitute.html or call 1-800-BloomNet (1-800-256-6663)

Everything You Need to Know:

Is there a more perfectly named wedding flower than the "blushing bride" protea...or a more perfect flower for our wedding-themed newsletter? But aside from its appropriate name, the blossom is also perfect for all your wedding arrangements.

Blushing bride proteas have a blush-colored center, with pointed petals that range in color from snowy white and ivory to cream with tinges of pale pink. The delicate blooms are feathery and light, giving your florals an ethereal feel. Plus, the flowers are super versatile - they look amazing on their own or when paired with other soft-pink and cream-colored blooms.

Blushing bride proteas are a summer flower and are currently available right now. Here are a few ways to incorporate the romantic flower into your wedding:

- Blushing Bride Protea Bouquet with Astringias: This elegant bouquet of blushing bride proteas also includes astringias, which add a bit of whimsy.
- Blushing Bride Protea Bouquet with Astilbe: Mix blushing bride proteas with pretty pink astilbe and greenery.
- All-White Bouquet with Blushing Bride Proteas: Create a bouquet that includes blushing bride proteas, garden roses, and parrot tulips.
- Blushing Bride Protea Bouquet with Pink Ginger: This stunning bouquet also features lamb's ear leaves and pink ginger for bright pop of color.
- Blushing Bride Proteas Bouquet with Privet Berries: Privet berries add contrast and texture to this creamy white bridal bouquet.
- Blushing Bride Protea Boutonniere: Have your groom don a boutonniere fashioned from a single blushing bride protea.
- Blushing Bride Proteas Hair Crown: Instead of carrying a bouquet, suggest the bride walk down the aisle wearing a romantic hair crown of blushing bride proteas.
- Hair Crown with Blushing Bride Proteas and Blackberries: Create a crown combining blushing brides with wildflowers, blackberries on the vine, and greenery (with some leaves painted gold).
- Blushing Bride Protea Hair Flower: If the bride is wearing her hair in an updo, tuck a few creamy blossoms (like blushing bride proteas and freesias) into the hairstyle near the nape of her neck.
- Blushing Bride Protea Hair Flower: If the bride's hair will be twisted into a bun, pin a few proteas into the hairstyle.

**To see photos of above descriptions visit <http://www.brides.com/blogs/aisle-say/2014/07/in-season-now-blushing-bride-proteas.html>. Article courtesy of <http://www.brides.com/blogs/aisle-say/2014/07/in-season-now-blushing-bride-proteas.html>. Images courtesy of www.brides.com.*



continued from front page

Home Cooked Favors

Because who can say no to something sweet and decadent to help nurse that post-wedding hangover? Home cooked favors are a wonderful way to bring something special and personal to your big day, notes celebrity wedding planner **Donnie Brown** of Donnie Brown Weddings and Events. "Have your favorite bakery (or your grandma) whip up personal-sized pecan pies, miniature bundt cakes or fruit tarts to treat your guests at the end of the night." Jars of homemade jam are always appreciated too!

A Whole Lot of Sparkle

From table linens to bridesmaid dresses, metallics and sequins are back in a big way, tells Brown. "The hottest aisles are going to be blinded by the mirror ball reflections as the wedding party wafts past the guests. And then at the reception, you'll see similar textures on the cake table, the guest table linens and even some of the wall treatments." Think old Hollywood glam meets modern day glitz.

"The hottest aisles are going to be blinded by the mirror ball reflections as the wedding party wafts past the guests."

Mixing Modern, Vintage, & Farm

Basically, a sea of style and textures! "For example, imagine a whitewashed farm table with vintage seating, contemporary, geometrically designed centerpieces and a glamorous, crystal dripping chandelier," says Brown. All the components that shouldn't work together but actually do in perfect harmony are sure to be huge this year.

Article source- <http://www.brides.com/blogs/aisle-say/2016/02/biggest-wedding-trends-of-2016-planners.html>.



Michael Skaff AIFD, CFD, PFCI to Lead Trend Research and Design for Flower Trends Forecast 2017

Michael Skaff AIFD, CFD, PFCI will provide emerging flower trend information to keep the flower industry connected to the latest consumer preferences in event flower decorating with the IFD Annual Flower Trends Forecast.

Keeping up with the ever changing demands of our customers never stops. Today's consumers are more informed and have access to new fashions, styles, and ideas like never before. The IFD annual Flower Trends Forecast report studies the changing market place and provides key information on how consumer preferences are evolving and how those changes relate to the floral products that we as an industry offer consumers. The IFD Annual Flower Trends Forecast 2017 will be led by **Michael Skaff, AIFD, CFD, PFCI**. Michael brings years of design and product development expertise to the Flower Trends Forecast. Michael's work has been at the forefront of emerging trends, his innate abilities to integrate visual design and color principles with marketing objectives provides insight into changing consumer preferences.

Michael has worked on product development initiatives with top name designers **Todd Oldham, Vera Wang, Better Homes and Gardens** and **The Smithsonian Institute**. Michael

is a member of the Color Marketing Group, this international group forecast consumer and contractor color trends two year in advance. In addition, Michael continues to be called to the White House to provide his design talents to high profile events. Michael was instrumental in the development of the high-end floral catalog, Butterfield Blooms, and worked extensively on the yet to be released FTD Wedding Selection Guide. Michael also has extensive experience as a stylist and in visual merchandising; working as a consultant for such companies as Polaroid and AGFA Film. In addition to freelance creative services, Michael operates Skaff Floral Creations in Hinsdale, Ill.

Flower Trends Forecast 2017 will be released Oct. 1, 2016 and the 2017 reveal event will be held at the Society of American Florist Convention, SAF Maui 2016, being held Sept. 21-24, 2016. Flower Trends Forecast 2017 will again identify emerging flower trends and floral styles for events and weddings. For more information visit www.flowertrendsforscast.com.

*Article source: www.flowertrendsforscast.com/images/trends/MichaelSkaff_PreviewRelease.pdf.



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TINT items with a light application

LAYER coats to deepen the color

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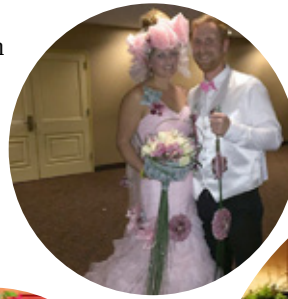
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"FLORACOUTURE" Impresses with Floral Adorned Apparel

The members of the North East Region participated in the North East Floral Expo again this year under the coordination and leadership of **Michael Derouin AIFD, CFD, PFCI**. **Laurie Lemek AIFD, CFD, PFCI** chaired the event and spent numerous hours at the sewing machine preparing the dresses, jackets and vests for Friday's evening event "FLORACOUTURE."

Members adorned the clothing with florals that dazzled the audience. Participants were **Theresa Colucci AIFD, CFD, PFCI**, **Dot Chenevert AIFD, CFD**, **Lisa Greene AIFD, CFD, PFCI**, **Robert Whitney AIFD, CFD**, and **Beverly McClure AIFD, CFD**. Industry Partners making donations of product were **Kelly Mace** from Smithers Oasis and **Denise Lee** from Sullivan's.

In addition, workshops and programs by Northeast members were provided by **Rebecca Carter AIFD, CFD**, **Michelle Miracle-Feld AIFD, CFD**, **Lauriel Maistre AIFD, CFD**, **James Watson AIFD, CFD** and **Cat Epright AIFD, CFD**. **Jennifer Plasky AIFD, CFD**, **Bev McClure AIFD, CFD**, **Susan Sampson AIFD, CFD** and **Theresa Colucci AIFD, CFD, PFCI** evaluated the design competition.





American Institute Of Floral Designers Foundation, Inc.

Building a stronger industry with Education Funding

AIFD Foundation Hosts International Designer Leopoldo Gomez
Gomez to present two educational opportunities at the 2016 AIFD National Symposium

Main Stage Presentation

Sources of Inspiration

Thursday, July 7, 2016 11:15AM -12:15PM

This collaboration with Leopoldo Gomez will provide an opportunity to expand your *Sources of Inspiration*.

AIFD Hands On Full Day Design Experience

Influence that Inspires

Friday, July 8, 2016 9:00AM - 3:00PM

AIFD Design Experience with the net proceeds to benefit the AIFD Foundation highlights the brilliance of Leopoldo Gomez as he presents extraordinary designs and inspirational techniques hands on.

For more information about these events and other ways that you can support the AIFD Foundation at Symposium, please visit www.aifdfoundation.org.



An Inspiration to Many



The AIFD Foundation offers an opportunity to honor two industry icons who made an incredible difference in the lives of many through their educational efforts. An Inspiration to Many, Thomas Powell AIFD and Frankie Shelton AIFD, are so very deserving of this recognition.

The Thomas Powell AIFD Fund nears completion and the Board of Trustees hopes to fund by the close of Symposium! Please help us meet our goal. Many AIFD members traveled to Washington DC to participate in Inaugural events in past years due to an invitation from this incredible man. Let's join together and pay tribute to him in this lasting way.

Frankie Shelton AIFD has inspired many over decades of learning in educational classes and on stage. Her enthusiasm for this industry and her love of flowers continues today. A fund to recognize her and her achievements was recently started and we invite you to contribute whatever you can to thank Frankie for all she did to make a difference.

Two Silent Auctions and a Live Auction
offer Opportunities to benefit
the AIFD Foundation

Your life is your message to the world. Make sure it's inspiring. - Lorrin L. Lee

This year the annual AIFD Silent and Live Auction will be filled with inspired works of art donated by AIFD members to benefit the work of the AIFD Foundation.

In addition 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 Michi Burrell AIFD Endowed Fund.

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.



6919 Vista Drive | West Des Moines, Iowa 50266 | www.aifdfoundation.org

What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Rae Roberts Griffith AIFD, CFD

Greetings from the North Central Chapter. We have had a super busy spring already, participating in many events and conventions. As I write this the Chicago Flower and Garden Show is in its last days. **Loann Burke AIFD, CFD, PFCI** and **Brent Leech AIFD, CFD** were our chairpersons. AIFD returned to the main floor for our awareness exhibit headed up by Brent. Brent also designed the center display along with **Tina Davis AIFD, CFD, Katy Selmi Downs AIFD, CFD, Deb Strand AIFD, CFD** (all recent inductees), and **Adam Havrilla CFD** (who will be inducted in Orange County) creating the side displays.

Chicago is also where our chapter holds the "Bobbi Cup" named after a Chicago icon and our NC member **Bobbi Eckert Blatchford AIFD, CFD. Loann Burke AIFD, CFD, PFCI** coordinated the competing. **Toni Piccolo AIFD, CFD** was the winner! **John Windish AIFD, CFD** come in second and **Deb Strand AIFD, CFD** took third. Congratulations to everyone.

Loann Burke AIFD, CFD, PFCI, Laura Parker AIFD, CFD, and Bobbi Eckert Blatchford AIFD, CFD presented a program on trends over the last 125 years in honor of Kennicott Wholesale Florists' long history providing fresh flowers for many generations of florists. We want to thank **Red and Katie Kennicott** and staff for their generous support.

At the same time NC was in Indianapolis at the Indiana Flower and Patio Show for the first time. We sold flowers and presented demonstrations and hands on experiences to the public. Thank you to **Carolyn Kurek AIFD, CFD** who spearheaded this new endeavor and coordinated the event, and **Deb Dawson AIFD, CFD** who was the co-chair. Stage presentations were done by our members **Carolyn Minuttillo AIFD, CFD, Deb Dawson AIFD, CFD, Bob Friese AIFD, CFD, Frank Feysa AIFD, CFD, PFCI, Pat Scace AIFD, CFD, and Leanna Geyhart Theye AIFD, CFD**. Thank you's also go to **Toomey Farris AIFD, CFD** and **McNamara Florist** who provided us with cooler and processing space and to **Bill Doran Co. and Marvin's** for helping us with our flower needs. We could not have been successful without your gracious support.

Scholarships from NC are in the process of being distributed and will be announced soon. We have worked hard to provide these funds for our members. Thank you to **Coleen Carr AIFD, CFD** for taking on the task of chairperson for our committee.

North Central wishes you all a prosperous and busy spring!

South Central Chapter

President's Letter

BJ Dyer AIFD, CFD

Nothing to report at this time.

North East Chapter

President's Letter

Janet Black AIFD, CFD

"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world." - Harriet Tubman

The members of the North East Region have been extremely busy! We participated in the North East Floral Expo again this year under the coordination and leadership of **Michael Derouin AIFD, CFD**. You can see photos and read more about this event on page 22.

The same weekend kicked off the famous Philadelphia Flower Show at the Convention Center entitled, "Exploring America" the 100th Anniversary of National Forests. **Adriene Presti AIFD, CFD** and **Ron Mulray AIFD, CFD** walked us through the Redwood Forest. The Pennsylvania Horticulture Society Gold Metal was won along with The Philadelphia Flower Show Silver Trophy for a major exhibit receiving the second highest number of points. The Special Achievement Award by the Garden Club Federation of Pennsylvania was bestowed for unusual excellence.

It takes many talented floral artists to achieve excellence, those participating were: **Polly Berginc AIFD, CFD, Valerie McLaughlin CFD, Lindsie Carter CFD, Dan Firth AIFD, CFD, Janet Black AIFD, CFD, PFCI, Jenny Tomasson AIFD, CFD, Dan Mitchell AIFD, CFD, Alisha Bell AIFD, CFD, Michael O'Neill AIFD, CFD, PFCI, Cres Motzi AIFD, CFD, Theresa Clower CFD, Bill Murphy Jr. AIFD, CFD, Maureen Christmas CFD, Darcia Garcia CFD, Shannon Toal CFD, Renee Tucci CFD, Ken Norman AIFD, CFD, PFCI, Susan Krabill AIFD, CFD, Susan Sampson AIFD, CFD, Rick Cuneo AIFD, CFD, Jane Godshalk AIFD, CFD, Jo Jarvis AIFD, CFD, Michael Brody AIFD, CFD, Sue Wissner AIFD, CFD, Dan Vaughn AIFD, CFD, and Rupali Shete Sadalage AIFD, CFD.**

The magnificent display by Schaffer Designs under the direction of **Bill Schaffer AIFD, CFD, PFCI** and **Kristine Kratt AIFD, CFD, PFCI** captured the striking photography of **Ansel Adams** in the Rocky Mountains. Florals in black and white, tints, tones and shades danced across the three dimensional floral designs depicting the sharp crisp images of the photography. Awards obtained were: Pennsylvania Horticulture Society Silver Metal, SAF Award for Artistic Presentation of Flowers & Plants, Emile

continued on next page

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H. Geschick Award for Distinctive Orchid Display, Garden Club Federation for Creativity, and Silver Cup for Outstanding Floral Display also obtained by NERC. Numerous AIFD members from around the country joined Bill and Kris to place 22,000 flowers in this designing experience.

Looking ahead to OC with great "Inspiration," **Rob DeBellis AIFD, CFD, PFCI** will chair the hospitality night with the help of our 12 new inductees and Northeast members. So bring your red, white and blue beach party best and have fun with your AIFD friends on July 4.

Northwest Chapter

President's Letter

Rachelle Nyswonger AIFD, CFD

Spring is here! This is truly my favorite time of the year, I love the spring flowers that are only available for a few short months. Lilac is only available for about six to eight weeks a year, my favorite flower! So, while it's available I soak it up, have it constantly in the shop and use it in everything I can. Lilac, viburnum, muscari, hyacinthus, etc., these beautiful gems seek to remind me to treasure the now. Everyone does their New Year's resolutions and that's great, I have always looked at my new year as starting in the spring, after winter is gone and the sun comes out to play, bringing these new beautiful flowers for us to play with. I look at what I want to accomplish for the year and dedicate myself to it.

The PFDE candidates have done just that, dedicated themselves! I am so excited that we have an incredible mentor program for them, what a resource for them. Are you willing to put in the time to help someone in your area get ready for PFDE? Are you getting our CFD's involved with your regional boards and programs?

We had a wonderful program at DFW in Seattle, Wash. on March 12 featuring **Kim Oldis AIFD, CFD** and **Sharrai Morgan AIFD, CFD**. Their program was on profitable and inspired wedding trends. Nineteen attendees came from four states, Washington, Idaho, Oregon & ALASKA! I am thrilled that we are able to showcase our regional AIFD members and do these hands-on programs for local florists.

Lastly, it's time to spread the word about Symposium! "Inspiration" in the OC is sure to be an incredible symposium. It's Disneyland for florists and across the street from Disneyland, what could be more perfect. Sign up today, volunteer to help, it's takes a village to put on a Symposium. Can't wait to see you all there, less than 100 days! Inspire!

Southwest Chapter Report

President's Letter

Pam Null AIFD, CFD

No report submitted.

Southern Chapter

President's Letter

Robyn Arnold AIFD, CFD

Spring is in the air and summer is just around the corner, I hope you are all enjoying the spring sunshine and all the beautiful flowers and new growth that this time of year brings.

I would like to take this opportunity to thank everyone who attended "Southern Traditions," our Southern Conference.

Thank you to the presenters: **Randy Wooten AIFD, CFD, PFCI**, **Susie Kostick AIFD, CFD, PFCI**, **Kathy Whalen AIFD, CFD**, **Jessica Morris AIFD, CFD**, **Shawn Michael Foley CFD**, **Frank Laning AIFD, CFD, PFCI**, **Ben Lee AIFD, CFD**, and **Brooke Raulerson AIFD, CFD** for your great programs and for sharing your talents with us. Thank you to **Aisha Crivens AIFD, CFD** for the beautiful lobby décor, the SAIFD student chapter of MSU and **Lynette McDougald AIFD, CFD** for the gorgeous flowers for the Saturday night dinner and **Tammy Gibson AIFD, CFD** and **Chris Branham AIFD, CFD** for the fantastic brunch centerpieces. We were also blessed to have one of our very own Southern Chapter members entertain us with his beautiful talent for playing the piano for both the Presidents night and Sunday brunch. Thank you **Tim Lawing AIFD, CFD**, I really loved it, and I know everyone else did, too.

We also need to say a big THANK YOU to all our sponsors, without whom we could not have had such a successful conference: Accent Décor, Fitz Design, Carlstedt's of Lexington, Kentucky Florist Association, Connie Duglin Linens, David Austin Roses, Floristware, FlowerGeneral.com, Garcia Group, Candle Artisans, JD Royer Wholesale Perry GA, KD and Company, Knud Nielsen, Mayesh Wholesale Florist, Royal Flowers of Ecuador, I Do Liners, Smithers-Oasis, The Milam House Florist, DV Flora, and Metro Wholesale. I'm sure I missed someone, but please know that we are truly appreciate all that you continually do to support education. Thank you doesn't seem to be enough for our chair people, **John Kittenger AIFD, CFD** and **Roger Dennis AIFD, CFD**, but we really appreciate all you did to make this year's Southern Conference a success.

Randy Wooten AIFD, CFD, PFCI, **Carol Dowd AIFD, CFD**

and **Stephanie Garrett AIFD, CFD** gave presentations at Art in Bloom, April 7-10 at the North Carolina Museum of Art in Raleigh N.C. Several AIFD members interpreted their art pieces as part of the event.

I know that everyone is getting ready for Prom, Mother's Day, and the start of your busy wedding and event time of the year, I hope that you are all prepared and that you have great success. I'm looking forward to seeing you all at our Southern Chapter members meeting that is held at National Symposium in Orange County so until then, Happy Spring!

City College of San Francisco Hosts Hitomi Gilliam AIFD, CFD for AIR Program

By Jenny Tabarracci AIFD, CFD



The students in the Environmental Horticulture and Floristry Department at City College of San Francisco (CCSF) were intrigued, fascinated and inspired by internationally renowned master designer, educator, author and mentor **Hitomi Gilliam AIFD, CFD**. She was the featured designer at their annual fall semester Artist in Residence Program. Hitomi focused on new and exciting mechanics, trends and how to be a profit minded floral artist. She discussed the importance of education, investing in yourself and charging appropriately for creative talent and time. She explored possibilities with the students to reach their full potential as floral professionals.

Steven Brown AIFD, CFD, department chair at City College of San Francisco, gave the welcoming greetings to the group and was the point person for procurement and coordinating the facility. **Wil Gonzalez AIFD, CFD**, the representative for AIFD Northwest Region, spoke about upcoming scholarships and the American Institute of Floral Designers National Symposium in Orange County. Brilliant Belgian floral designer **Tomas De Bruyne** attended as a special guest. Tomas and Hitomi jointly run the internationally-acclaimed European Master Certification program (EMC).

The program was sponsored by the Environmental Horticulture and Floristry Department at City College of San Francisco. Forty-one people attended the presentation which included CCSF students, industry professionals and CCSF instructors.



In anticipation of the 2016 Symposium, we will be highlighting a hands-on workshop teacher in every issue of the newsletter.

Trend Forward Bridal Bouquets - Beth O'Reilly AIFD, CFD

Bridal bouquet designs always set the tone for wedding trends and there is a definitive movement in the industry toward lush, lavish, foraged and unstructured designs. AIFD hands on workshop instructor **Beth O'Reilly AIFD, CFD** delves into the challenges of creating these popular designs with purpose, intent and skill. While this casual romantic style continues to build it is imperative to incorporate the principles and elements of design while also offering something new and fresh to carry this style into the future.

One of the challenges Beth describes is for designers to free themselves just enough to let this wild and organic look take shape without losing sight of the important elements that encompass exceptional design. "It's a balancing act of color, focal, depth and mechanics," says Beth. AIFD has built itself upon these principles so for many designers it may not feel natural to let go and loosen up their structure and mechanics. Beth says, "plan on coming to this class, letting loose, and creating something beautiful while leaving with new insights and techniques that will set you apart in your current wedding work."

The class highlights popular varieties and greenery that brides are looking for by taking a closer look at unique pairings and color combinations that have become more important than ever before. "Come ready to learn something new about the fresh products that help carry this trend," Beth says. Beth's workshop showcases a progression of bouquet styles that convey this natural "new traditional" style. Students will preview pre-made bouquets that incorporate deliberate and precise techniques that elevate the trend even more. Finally, the class culminates with a hands on portion where students learn how to pair basic techniques with an armature and composite. It is sure to be an exciting journey, leaving participants with the tools and inspiration to re-invent classic design.

Each student receives one-on-one coaching that will push each individual to open up to new concepts and skills. This class is sure to inspire everyone to embrace freedom of movement while at the same time gaining the confidence to add unexpected and signature elements to their bridal bouquet offerings.

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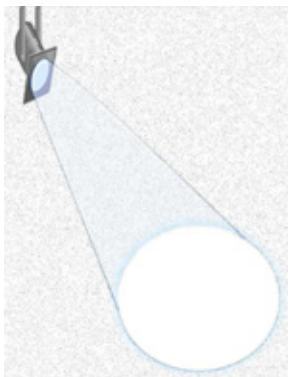
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AIFD News & Notes



Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! There have been so many we can't list them all

here so take a look at the recent AIFD press clippings at <http://aifd.org/2015/07/aifd-2015-press-clippings>.

AIFD Communication Center

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

April 11 - Be a Part of the Magic! Call for 2016 Symp. Volunteers

April 4 - AIFD's Floral Food for Thought - April 2016

March 30 - Hurry, Register Now to Become an AIFD Certified Floral Evaluator/Judge

March 28 - Correction Regarding Memorial Fund for Richard Seaboldt

March 27 - AIFD's Floral Food for Thought - March 2016

March 22 - Memorial Service Planned for Richard Seaboldt

March 15 - Beloved AIFD Member Passes Away

March 9 - Beloved AIFD Member Passes Away

March 8 - FTD University Scholarships - Take Your Business Further

Feb. 24 - Hurry, Register Now to Become an AIFD Certified Floral Evaluator/Judge

Feb. 23 - AIFD Focal Points is Hot off the Desktop!

Feb. 23 - Don't Miss Out! Symposium Early Bird Pricing in Effect NOW!

Feb. 19 - Time is Running Out to Submit 2016 AIFD Awards Nominations!

Feb. 18 - Register Now! 2016 AIFD Symposium "Inspiration"!

Feb. 17 - Queen's Flowers Needs Your Opinion!

Feb. 16 - Southern Chapter Newsletter - Winter 2016



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

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Do you need to update your e-mail address or other contact information? Step by step instructions are posted on the AIFD website at <http://aifd.org/membership/account-login/>.



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www.FlowerSchool.com

Floriology Institute
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Hennepin Technical College
hennepintech.edu/programs/overview/floral-design

Institut de Artflor
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Institute Professional Flores Design Fa Ngai Long
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J-Florist School
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www.noblemanschool.com

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www.cpwdesign.com.mo

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www.floridastatefloristsassociation.com

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www.greenacademybelgium.com

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