

# Focal Point

## Hot Town, Summer in the City 2016 Symposium "Inspiration" is only weeks away!

**W**e can't possibly summarize all that is about to happen in just a few weeks when floral designers from all around the world will take over the OC! So here are a few highlights to get you excited:

**Hands on classes are back by popular demand!** After a successful launch of the hands on workshops at last year's Symposium, we brought them back and they are better than ever! **Carol Caggiano AIFD, PFCI, CFD** will present "Balance in Design...the Key to Success," **Beth O'Reilly AIFD, CFD** is instructing "Trend Forward: Tips and Tricks for Trendy Brides," "Inspiring Wonders" will be presented by **Deb Schwarze AIFD, CFD**, and "A Key to Wow!" will feature **Frank Feysa AIFD, PFCI, CFD**. These workshops are added a la carte to your registration. Onsite registration will be available but these workshops are already selling out so don't wait, register for them now.

**Eleven main stage design programs** means 11 chances to learn and see the latest trends and techniques you need to take your designs to a whole new level!

**Two day Partners' Expo = more time to meet and mingle with the industry's leading companies.** The annual Partners' Expo is being expanded from the traditional half-day of exciting opportunities to see the new products and services offered by our partners to two half-day sessions. More time to shop and get your hands and eyes on the newest products you use.

**You know the saying, "All work and no play"...**AIFD doesn't want that to describe you so we have planned some exciting events to get you out and enjoying yourself with your fellow floral designers! The Welcome Reception always kicks off the week's festivities right! "Welcome to Southern California" on July 4 at 7 p.m. will be an outdoor celebration in the Grand Plaza featuring some of the best food trucks in the area. Later that evening the AIFD North East Chapter is hosting "Beach Blanket Fireworks" Hospitality Night at 10 p.m. Come celebrate our nation's birthday with music and dancing, cash bar and snacks at a fun, blast from the past, patriot beach party. Make sure to wear your 4th of July gear in red white and blue (<http://aifd.org/far-out-4th-of-july-hospitality-event/>). The two dynamic dinners planned, "Inspiration Through Diversity" Induction Dinner and Dance and "Fill Your Sails With Inspiration" Leadership Gala, offer a time to put on your finest and celebrate the accomplishments of your peers and the camaraderie that makes this industry and organization so unique.

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**The last chance to get your Advanced Symposium Tuition is June 15! Visit [aifd.org](http://aifd.org) to join the hundreds of other designers who will be in the OC!**

# 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

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

August 1-5, 2016

Advanced Floral Design  
Floral Design Institute  
Portland, OR

August 28-31, 2016

Business Smarts Summit: Operating a Successful Retail  
Flower Shop with Paul Goodman CPA, Marie Ackerman and  
special Guest speakers  
Teleflora Education Center  
Oklahoma City, OK

September 12-30, 2016

Basic Floral Design, Licensed Career Program  
Floral Design Institute  
Portland, OR

September 18-21, 2016

Lifestyles: Permanent Botanicals with Style  
with Matt Wood AIFD, CFD  
Teleflora Education Center  
Oklahoma City, OK

October 9-12, 2016

Smart Everyday Design  
with Joyce Mason Monheim AIFD, CFD  
Teleflora Education Center  
Oklahoma City, OK

October 12-14, 2016

Large Scale Floral Design  
Floral Design Institute  
Portland, OR

Many more events are posted online!

For details on events visit  
[aifd.org/upcoming-events/  
calendar-of-events/](http://aifd.org/upcoming-events/calendar-of-events/).

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

# President's Farewell



## "We All Make A Difference,"

I often refer to my fellow AIFD members as family, and a great family at that. I have thoroughly enjoyed this past year as your National President and getting to know more of our family. Meeting new friends and connecting with old friends has made this year memorable. This family is important to me and I take pride in what our membership has built over the years. Remembering where we came from to what we have built today is quite the accomplishment. We reminisced this last year in Denver and our 50-year celebration. Our founding members never expected that a simple discussion in a bar would result in an incredible organization of amazing design talents! Building this organization was not done quickly; our organization has been nurtured and molded to meet the needs of our membership, our family. It has taken years of building friendships, mentoring education, and volunteering our time to become who we are. It will continue to take all of us to keep AIFD the leading floral design organization. It all comes down to volunteering.

Our recent elections provided our Regional and National Boards new volunteer members to continue our mission. Thank you to all those members who said yes to being involved and volunteering. By saying yes, you have opened yourself up to up to many opportunities that will enhance your career and develop your leadership skills.

I can personally speak on the benefits of volunteering for AIFD. Over the years I have served on my Regional Board and also many National Committees and I have built friendships all over the world by doing so. It's these friends that I have been able to count on as I travel throughout the United States and many other countries. It's these friends that understand and "get" why I get excited about nature, flowers and plants. It's my "family" who would lend a helping hand in need, would go out of their way just because I asked. I recently had this experience and I was humbled by the response. I needed assistance with a presentation at the last minute, so who do I call in the area...fellow AIFD members, members who gave up their personal time to come and assist, just because I asked. These are my friends; these are my family! Amazingly you can count on fellow members at every turn, all you need to do is ask. Thank you my friends!

Volunteering makes me better at what I do. Over the years I have worked with many fellow members whom I have gleaned an amazing amount of knowledge. AIFD members are generous and giving people. By participating on committees it is astounding what you learn and can apply to your life and design skills. Since being on the Membership Committee and being a part of the PFDE process, I have witnessed first-hand the design skills necessary to being successful in the testing. This has given me an insight into teaching and developing design skills. A true benefit to knowledge is being a Certified Evaluator/Judge. Challenging ourselves and participating

only makes us better at what we do, being the best floral artist and living our passions. Being a part of the Education Committee has strengthened my terminology knowledge and provided me with a better knowledge of our industry and skills. Every committee has incredible benefits, it's up to you to choose your interests and help AIFD be more successful.

Another benefit of being a volunteer is working side by side with some of the best designers in the world. This opens up opportunities for us in our career choices and advancements. Valuable lessons are taught outside of a classroom. Volunteering in the flower room at our National Symposium allows for opportunities to do just that. Networking with our Industry Partners at the Symposium Partners Reception encourages connections and conversations for future explorations. It's these connections with friends that makes our volunteer time worth it. We have so many opportunities at our fingertips, are you really taking advantage of them? I hope so. People often ask me "why should I be a member of AIFD, what will I get out of it?" How could you afford not to be?

I think the biggest advantage I have gotten from being an AIFD member is my personal growth and confidence. It has exposed me to so much and has guided me to be a talented designer and a better person. I have been mentored by some of the best for which I am grateful and have found myself repeating that gesture by doing the same. This is the best part of our family...the generosity of giving back, of mentoring and sharing our skills is so rewarding.

I am so thankful for the encouragement by my best friend to take the first initial step to becoming an AIFD member. Without that encouragement just think what I would be missing out on. Spending this past year as your National President has only increased my confidence in this organization. Our members are priceless. Each one of us has something to give to our organization. Step forward and ask to be involved, say yes when someone asks...each one of us can make a difference.

*Joyce Mason-Monheim*

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



# Partners in the Success of AIFD

This issue of Focal Points comes at a time between meetings of the AIFD National Board, so it presents a special opportunity for me to salute a somewhat unsung part of the AIFD membership – our Industry Partners.

Be they those who have stepped-up with greater financial support for AIFD (our Elite Partners) or those who contribute each year to maintain membership and participate in the Partners' Expo during the National Symposium, this group of dedicated floral industry supporters deserve the support and respect of all AIFD members, after all, it is their financial support that provides AIFD an additional means to help expand programs and services to members and prospects, i.e., Symposium registrations that are offered to various state floral associations, new offers to education providers to be able to offer students convenient access to achieving their status as a Certified Floral Designer (CFD®), and more.

This coming Symposium (Orange County's "Inspiration"), will see a new effort to help promote our Industry Partners to AIFD members and guests. Under the direction of Symposium Coordinators **Lori Novak AIFD, CFD** and **Tom Simmons AIFD, CFD** and Industry Partner Committee chair **Eva Riter AIFD, CFD** and incoming chair **Susan Ishkanian AIFD, CFD**, the annual Partners' Expo is being expanded from the traditional half-day of exciting opportunities to see the new products and services offered by our partners to two half-day sessions. Everyone who attends Symposium is encouraged to visit with all the Industry Partners participating in the Expo. Let them know how much you appreciate their support.

Besides being encouraged to visit with our Industry Partners during the Expo, AIFD members and CFD designers are constantly encouraged to consider our Partners when making various purchases; remember, it's their support of your organization that helps make it great, so why not consider supporting our Partners in return. Of course, the final decision is yours, but touching base with a Partner and letting him/her know that you are, indirectly, thanking them for supporting AIFD, is a wonderful compliment to the support they give all of us.

Of course, I salute all of AIFD's Industry Partners, but a special shout-out is needed for our Elite Partners. These include our outstanding Diamond Elite Partners Accent Decor, CalFlowers and Smithers-Oasis. No matter what AIFD asks of them, they are always there for us. Similarly, our Platinum Elite Partners are constantly and continually asking what more they can do to help AIFD in its ever-evolving dedication to the goal to advance the art of professional floral design, and in so doing, recognize those who excel in this magnificent art form. Our Platinum Elite Partners include FTD, Syndicate Sales and Teleflora.

Our Gold Elite Partners are always there for AIFD, too. I hope you will always think of them when making your purchases. They include Bloomnet, Design Master, Elite Flowers, Green Point Nurseries/Hawaiian Tropical Flower Council, Mayesh and The Queens Flowers.

This year's Silver and Bronze Elite Partners are also helping AIFD conduct a top-notch Symposium with the significant contribution of product (which, of course, helps with cost-control).

These partners include Raquel's Specialty Linens, UCI (Unlimited Containers, Inc.), burton+Burton, and Ocean View Flowers. AIFD's South Central Regional Chapter is also supporting the Symposium as a Bronze Elite Partner.

Thank you to all of these great supporters of AIFD and its National Symposium. I hope all of you will join me in extending this appreciation and that you will be sure to do so during the Partners' Expo at the "Inspiration" Symposium, July 3-7, in Orange County (Anaheim), Calif.



## Thank You to the 2015-2016 Elite Partners



# SAIFD Seneca College, Trillium Chapter Floral Design/School of Fashion Hosts Anne Leeson AIFD, CFD at AIR Program

The SAIFD Trillium Chapter hosted the annual Artist in Residence (AIR) program in February of this year with Guest Designer **Anne Leeson AIFD, CFD**. Anne has been a member of the floral industry in Canada for many years. She has been involved in numerous floral design shows and panels and gives workshops at various institutions throughout the country.

Anne's design skills are seen in many floral industry showrooms, on catalogue covers, and in publications. She is also actively involved in teaching seminars and workshops in the city and across the country. Anne represented Canada at the FTD World Cup Event in Melbourne, Australia in 2004 and since that time has supported FTD at other events and shows in the USA. More recently she presented a display at the Malaysian Floral Spectacular in Kuala Lumpur.



Anne's workshop with the SAIFD Trillium Chapter focused on the creation of dynamic, visually exciting floral arrangements with unusual foliage and a variety of green materials. She stressed that using traditional greens and foliage in non-traditional ways challenges the designer to expand his/her notions of what constitutes a good design. Anne demonstrated some very innovative and contemporary floral techniques, such as weaving and binding grasses.

The second part of her presentation included a hands-on workshop with the SAIFD members, who were so excited to experiment with the techniques Anne was demonstrating. Students experimented with small callas, decorative pins and decorative wires to create a contemporary style arrangement which was an exciting project for the students. Anne's

workshop was a great success and every student was filled with new inspiration.

## An AIFD Outing in Korea

By AIFD Associate Executive Director Kristen Philips, CAE

At the end of May, I took a visit to Seoul, Korea with my husband, **Mike**, for a fun "vacation." We don't take the normal beach type of vacation, we try to go to a new country at least once a year - and so this year, Seoul, Korea it was. What a wonderfully vibrant city it is. Of course, no trip to Korea would be complete without a visit to AIFD's Korean family! We were able to meet up with two AIFD members, **Yeon Hwan Kim AIFD, CFD** (far left in photo) and **Joo Young Park AIFD, CFD** (second from right in photo), and of course what would any AIFD meeting in Korea be without having our very own **Ms. Sook** (far right in photo) in attendance to help translate the discussion!

Koreans are known to be quite generous people, and our AIFD family in Korea lived up to their name by treating us to a traditional Korean meal at a lovely restaurant in Insadong - which included 11 courses! Just when we thought the meal was over, another course came out. That happened about five times.

I had a chance to discuss many AIFD related topics with Yeon, Joo, and Ms. Sook, including things that were going well for members in Korea, for instance they now have Ms. Sook as their designated liaison to AIFD National Headquarters, which helps facilitate distribution of directories and certificates, as well as better communicating their questions and answers to and from Korean AIFD members. We also discussed some challenges they face, such as the Certified Floral Judge/Evaluator test and online courses only being offered in English. While AIFD continues to grow internationally in leaps and bounds, it is still quite the challenge to figure out how to best serve our international members yet remain fiscally responsible for the organization as a whole. It is important to



hear this sort of feedback from our international members and treat them as we would our members in the States to our best ability.

It was a wonderful evening, and one to remember. Usually it is our Korean members who have to make the long journey to the states, so after I personally made the long journey to Seoul (25 hours of travel door to door, and a 13 hour time zone difference) I have a new found respect for these dedicated floral designers who make the same trek only to participate in the PFDE the very next day! The commitment they show to AIFD and the floral industry as a whole should not go unnoticed, and the same holds true for Ms. Sook - she truly cares about AIFD and its member's in Korea. What a wonderful trip it was, made complete only by our AIFD visit!





## State Floral Groups Award Symposium Registrations

State and/or regional floral associations across the U.S. were offered a complimentary registration to attend the 2016 National Symposium. "It was AIFD's hope that the various associations would use this gift to stimulate interest in attending an association-sponsored floral design education program," said AIFD President **Joyce Mason-Monheim AIFD, PFCI, CFD**.

Congratulations to the following winners:

**Arizona State Florists Association** - Shelli Walker of Phoenix, Ariz.

**Arkansas Florist Association** - Patricia Upshaw CFD of Rogers, Ark.

**California State Floral Association** - Diane Graham of Los Gatos, Calif.

**Delaware Valley Florist Association** - Renee Tucci CFD of North Wales, Pa.

**Floral Association of the Rockies** - Karen Shain of Parker, Colo.

**Iowa Florist Association** - Cynthia Sherman CFD of Grinnell, Iowa

**Louisiana Florist Association** - Samantha Bates CFD of Ponchatoula, La.

**Maine Florist Association** - Cullen Schneider CFD of Blue Hill, Maine

**Michigan Floral Association** - Alice Waterous AIFD, PFCI, CFD of Grand Haven, Mich.

**NC State Florist Association** - Sherri Suttle of Bostic, N.C.

**Oklahoma State Florist Association** - Shirley Welborn of Tulsa, Okla.

**Ozark Florist Association** - Robert Robertson CFD of Fort Smith, Ark.

**Philadelphia Flower Show** - Shannon Toal CFD of Philadelphia, Pa.

**South Carolina Florists Association** - David Elder of Pacolet, S.C.

**South Dakota Florist Association** - Wendy Kissack of Moorcroft, Wyo.

**Texas State Florists' Association** - Lynn McLean AIFD, PFCI, CFD of Frisco, Texas

**Wisconsin and Upper Michigan Florist Association** - Denise Gehrke AIFD, PFCI, CFD of Austin, Texas

## AIFD Using New Format for Symposium Videos

This year AIFD will be utilizing Vimeo Online Videos in lieu of the traditional DVDs. This exciting new format will allow you to access Symposium program videos from most any electronic device! Create your Vimeo account today at <https://vimeo.com/> so you will be primed to purchase the videos following Symposium. Stay tuned for details as we get closer to Symposium!



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

## Achieving Balance or Purpose

- Carol Caggiano, AIFD, PFCI, CFD

Balance is necessary for us to be happy in our daily lives. Home, family, work, finances and pretty much everything we do require balance of some sort. Balanced diet and work-life balance are just two themes that we consider every day. How we achieve that balance is not always clear but is a constant work in progress.

In our floral design world we are also searching for balance. For an arrangement to be both pleasing and functional it must be balanced, yet there are many aspects of balance to be considered. Learning to achieve balance physically, visually, symmetrically or asymmetrically can be challenging but it is a fundamental and essential principle of floral design.

Our class will give you the opportunity to create a design utilizing many of the factors that influence balance. Often it is the little things that make the big difference achieving that sought after balance. Color, space, both positive and negative, line, proportion as well as physical placement, altered slightly, can shift a design from being imbalanced to perfect balance. Join us and come away with a new perspective on Balance.

# Floral Artists



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# FLOWER TRENDS

Whether you are applying these trends daily at your shop or researching, it's important to stay ahead of the flower industry.

## Flower Trend #1 – Luxurious

Luxurious is an airy garden style with texture, beautiful shapes and patterns. A romantic whimsical look and feel with garden elements. This trend is popular with this season's weddings.

**Flowers:** Artisan Roses/ Garden Roses, Dahlias, Cushion Gerberas, Miniature Gerberas, Hydrangeas, Miniature Callas, Phalaenopsis Orchids, Leucospemum (Pin Cushions), Dianthus, Green Trick/Green Ball, Hypericum, Bupleurum, Boxwood.

**Colors:** Citrus and berry colors like reds, pinks, oranges, salmon, and coral are a focal point in these arrangements. Orange is set to be the prominent color.

**Accent Colors:** Vibrant greens, violets, white, and gold help accent the arrangement.

*Image by Unknown via Pinterest*



## Flower Trend #2 – Urban Bright



Urban Bright is a new urban dynamic with bright colors that has a bohemian 1960-70's retro look. Great for modern spaces to add a pop of color. These arrangements tend to have a organic look with loosely gathered groupings.

**Flowers:** Gerberas, Zinnias, Sunflowers, Cymbidium and Phalaenopsis Orchids, Stock, Hydrangeas, Lisianthus, Hybrid Tea Roses, Miniature Callas,

Craspedia (Billy Buttons), Succulents, Delphinium, Celosia, Chrysanthemum.

**Colors:** Rich saturated reds, purples, teals, and black as the neutral color

**Accents Colors:** Oranges, yellow, and greens help finish this trend off.

*Image by Lara Hotz via Pinterest*

## Flower Trend #3 – Industrial Chic

A new take on your traditional elegant flowers. A rich combination of metallic sheen and sparkle for the modern customer. Arrangements are elegant,



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formal, and with metal textures.

**Flowers:** Calla Lily, Ranunculus, Roses, Tulip, Carnation, Stock, Spray roses, Roses.

**Color:** Solid whites and ivory are the main focal point of this trend.

**Accent Colors:** Black, silver, copper, gold, bronze, brass, and rose gold.

*Image by Unknown via Pinterest*

## Flower Trend #4 – Vintage Soft

Vintage soft is influenced by soft pastel hues, prints, patterns, and textures.

This trend maintains the mono-chromatic look with soft hues for a complementary addition to any atmosphere.

**Flowers:** Hybrid tea, Spray and Garden roses, Hybrid Lilies, Parrot Tulips, Hydrangeas, Lisianthus, Miniature Callas, Stock, Larkspur, Queen Anne's Lace, Dusty Miller, Seeded Eucalyptus.

**Colors:** These pastel colors are muted, washed out and almost neutral. Blush pink, aqua, mint green, frost white, and shell gray create that soft look.

**Accent Colors:** Lavenders, yellows, soft greens, platinum and pewter bring this soft vintage look together.

*Image by Bud N Roses via Instagram via Pinterest*



## Flower Trend #5 – Modern Texture



A new take on modern flowers. This trend includes flowers, produce, and nature elements with rich textures.

**Flowers:** Irises, Hybrid Delphiniums, Larkspur, Oriental and O.T. Lilies, Tulips, Sunflowers, Antique Hydrangeas, Hybrid tea, spray, and garden roses, Lisianthus, Succulents

and Tillandsia, Ornamental grasses, Produce (Kale, Artichokes, peppers, etc.) Vines and branches.

**Colors:** This trend brings tints, tones, and shades of blue for the body of this arrangement.

**Accent colors:** Warm hues of yellow, green, beige and white with a touch of iron, bronze and gold bring this modern texture to life.

*Image by tintedwedding.com via Pinterest*

Article source: <http://floranext.com/flower-trends-2016/>



# New AIFD Items - Get Them While They're Hot

## Bits and Pieces

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

### AIFD and CFD Business Card Holders - \$15 + shipping

- Hard cover and black velvet lining offer timeless appeal to this leatherette cardholder.
- A hidden magnetic closure and flip-top opening make securing and distributing the cards a simple task.
- Holds 30-40 business cards.
- Compact design allows you to carry the cardholder in a purse, briefcase or pocket.
- Size: 2-1/2" x 4" x 3/4"



### AIFD Embossed Padfolio - \$20 + shipping

- 9.5 x 12.25 in.
- File Pocket and die-cut pocket inside
- 2 ID pockets
- Ruled Memo Pad



### Portable Power bank - \$20 + shipping

This compact power bank makes it perfect size to keep with you at all times. Suitable for Apple® or Android cell phones.

- Includes a charging cable to charge the bank through your computer.
- The plastic double wall exterior ensures a sturdy build without fear of breakage.



• June is National Rose Month! Did you know that on November 20, 1986 President Ronald Reagan signed a resolution making the rose the national floral emblem at a ceremony in the White House Rose Garden... "The Congress, by Senate Joint Resolution 159 has designated the rose as the National Floral Emblem of the United States and authorized and requested the President to issue a proclamation declaring this fact. NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the rose as the National Floral emblem of the United States of America."

• **Brooke Raulerson AIFD, CFD** won the Florida State Designer of the Year competition.

• Congratulations to **Kevin Hinton AIFD, CFD** on acquiring Bankhead Flower Shop in New Albany, Miss. We wish him well on his new venture.

• Congratulations are in order for **Jerome Raska AIFD, PFCI, CFD** and partner **Robin Yelverton AIFD, PFCI, CFD**, whose store JR Designs, Floral & Event Professionals in Detroit, Mich., has been named the *Florists Review* 2016 Retail Florist of the Year.

• **Adrianna Duran Leon AIFD, CFD** is the proud owner of the new design studio, The Flower Company by Adrianna in Albuquerque, N.M.

• The Gateway to the America's Cup design competition, being held in Vancouver in September, will feature many AIFD members including **Aniko Kovacs AIFD, CFD**, **Ken Senter AIFD, CFD**, **Brenna Quan AIFD, CFD**, **Gord Fulton AIFD, CFD**, **Brooke Raulerson AIFD, CFD**, **Sue Tabbal-Yamaguchi AIFD, CFD**, and **Michael Whaley AIFD, CFD**.

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

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

Please send all submissions to **Molly Baldwin-Abbott**, publications coordinator, at [mollybaldwin@assnhqtrs.com](mailto:mollybaldwin@assnhqtrs.com) or **Marisa Guerrero AIFD, CFD**, newsletter editor, at [debbies\\_bloomers@msn.com](mailto:debbies_bloomers@msn.com).

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# Shirley Haas SAIFD Chapter 2016 Artist in Residence Program

Submitted by Janine Magpusao and Gail Call AIFD, CFD

The Shirley Haas SAIFD Chapter from Golden West College in Huntington Beach, Calif., hosted their Artist in Residence (AIR) Program on Sunday, April 24, 2016. **Ivana Royse AIFD, CFD**, Golden West College Floral Design program alumni, was the guest educator. Ivana's expertise in the floral industry spans from owning her own business, Ivan's Floral Décor, to competing in the California State Floral Association's Top-Ten Competition earning Top Ten status and People's Choice winner in 2011, and People's Choice winner and FIRST place in 2013. Ivana's work has been published in multiple magazines and she is an advocate of continued education.

Ivana's presentation was titled "Designing for Professional Events and Weddings." Students of the Shirley Haas SAIFD Chapter extended this educational opportunity to fellow Golden West College students, alumni, the floral industry and the community. The outcome of the students' marketing efforts and community outreach turned out to be a successful full-house! Each guest had the pleasure of learning from Ivana's well-planned lecture and demonstrations. Our students also spent time with Ivana while she was preparing for her show. They are very grateful to have the chance to work with Ivana before and during the show, one-on-one, learning new techniques and sharing in this amazing experience.

The AIR program showcased two professional events and two weddings. For professional events, Ivana discussed the importance of complementing but not taking away from the event and the speaker, creating pieces that reflect an overall color scheme and theme, yet stand out as statement designs on their own. She encouraged the students to have the courage to create designs that deviate from current and overdone trends.

In the first event, Ivana focused on the use of bright sunny colors and sunflowers. Ivana created a podium and stage design that showcased the use of different textures and movement by utilizing complementary and contrasting florals and colors. The sunflower theme was further expressed by a large floral

wall, using Oasis Floral Foam Tiles. Ivana shared her method of outlining a pattern on the floral foam canvas and bringing her floral art to life using a pave technique. She also recommended the value of designing a take-away piece, such as a bouquet to be giving as a prized take-home gift to the main speaker or event host. Ivana shared that not only is this gesture well received but it further assists in developing strong business relationships. Each client, speaker, host, guest, etc. you meet and work with

are new networks to showcase and share your work ethic, talent, and professionalism to other possible future design opportunities.

The second event Ivana presented was a scenario in which the only request from the client is a particular color scheme. This specific color scheme was a request for bright purple, red, and turquoise hues. Natural turquoise florals are a rare breed; however Ivana showed how to fulfill a client's request to not only meet but exceed the client's expectations. Ivana shared products such as Design Master Just for Flowers to turn an ordinary flower into a one-of-a-kind unique floral that is now rare and exquisite. Another surprise to this contemporary corporate design was the use of mesh wire from the hardware store to weave throughout her pieces creating movement and textured bling. The designs showcased for this colorful event were cocktail table pieces, a centerpiece, a podium piece, and another fantastic floral wall.

Ivana's wedding designs verified her design expertise as she softened the palette while continuing to use unique design techniques. The highlight of this event was a special creation of soft pinks, cream and white florals designed as a three-dimensional "painting" of an over-filled abundant vase of

beautiful flowers. Ivana dismantled an actual painting, and then used the beautiful frame, added a customized vase and fresh flowers to create this distinctive and gorgeous floral art piece.

The Shirley Haas SAIFD Chapter would like to thank our generous sponsors, Shinoda Design Center and OC Wholesale Flowers of Santa Ana, for their continued support of our students. The lavish products which were made available to our Artist, ensured a successful event. The Shirley Haas Chapter's 2016 Artist in Residence event, featuring **Ivana Royse AIFD, CFD** was professional, spectacular and thoroughly enjoyed by all! Thank you Ivana for sharing your talent, time, and expertise with us!



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# AIFD Southwest Chapter Hosted 6th Annual "Two Weddings & A Funeral"

By Katie McCormick AIFD, CFD

AIFD Southwest Chapter presented their 6th annual design show, "Two Weddings and a Funeral," March 13, 2016 at the National Orange Show & Events Center in San Bernardino, Calif. This tremendous show was attended by over 120 people and 30 plus came for the morning workshop and afternoon design show to follow.

**Susan Ayala AIFD, PFCI, CFD** spent many hours organizing this event as our chairperson. She went above and beyond to make the event extraordinary. Many board members in addition to Susan took on different roles and jobs to bring it together and make the event the best that it could be. Thank you to everyone who contributed.

The day started off with morning workshops from **Shonda Cunningham AIFD, CFD** and **Bob Gordon AIFD, CFD**. Shonda and Bob both rocked it by demonstrating trends & techniques for sympathy and bridal work.

Our design show panel consisting of **Philip Rice AIFD, CFD**, **Michelle Frost AIFD, CFD**, and **Joyce Mason-Monheim AIFD, PFCI, CFD** shared design techniques, tips, and floral ideas galore with the attendees.

**Philip Rice AIFD, CFD** started the show by expressing the comparison of trends in fashion and how we take that into floral design. He selected his five favorite red carpet looks from the recent award show season and used that as his inspiration for five design concepts that wowed the attendees.



**Michelle Frost AIFD, CFD** followed Philip on the design stage with concepts and ideas for sympathy work. Her use of floral, greenery, and plants/succulents was outstanding.

Our national President **Joyce Mason-Monheim AIFD, PFCI, CFD**, graced the stage last with mainly bouquet designs. Her attention to detail was absolutely inspiring. Joyce spoke of her love for the hardware store and how much she enjoyed incorporating the not-so-everyday into her designs/bouquets.

We were blessed with the donations of our sponsors who supported the program wholeheartedly. Mellano & Company went above and beyond by donating and transporting product for us. **Bob Mellano** and **John Ingram** were generous with not only product but also their time. Accent Décor, Park Hill Collection, and Smithers Oasis also went above & beyond to support us and say yes to the many requests, thank you!

In addition to a fantastic workshop & design show, **Joyce Mason-Monheim AIFD, PFCI, CFD** and **Anthony Vigliotta AIFD, CFD** were able to "pin" our South West inductees with their South West Regional pin. What an honor!

A fantastic show to say the least! Thank you to everyone who contributed, attended and made this event absolutely fantastic!

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

Symposium is a very special time to reflect, learn grow and reconnect with friends and family of AIFD. Just getting to Symposium seems like a difficult **Balance** ('05) leaving work and family sometimes feels like a **Revolution** ('10) might erupt any minute. It is so worth the **Collaboration** ('09)!



We have taken the **Journey ('15)** and experienced **An American View ('88)**, had a blast in the **Golden Gate ('78)**, city of San Francisco. We prepare for Symposium and look forward to the **Visions ('00)** of old friends and making new ones. AIFD is an international organization with **Fusion ('04)**, blending cultures which is truly fascinating. We will enjoy the excitement of floral artistry and **Inspiration ('16)** on stage and in our workshops. Year after year we "**X**" ('17) perience the thrill of attending and can only **Imagine ('11)** what is in store as we crave for more.

*The words in purple above are the themes of past Symposia with the year of the event next to them. Below are Symposium brochures over the years.*



## First Lady's Luncheon Highlights Blooms and Foliage from Five States

By Mary Westbrook of SAF

The First Lady's Luncheon, held May 12, honors the First Lady of the United States and is attended by more than 1,500 people, including congressional spouses, cabinet members and other VIPs.

For a glamorous tradition this spring in Washington, D.C., the First Lady and her staff turned to flowers grown in the United States.

The Certified American Grown program worked this year with the Congressional Club to ensure all of the flowers and foliage used were grown domestically. Flowers and greens from California, Oregon, Washington, Florida and Virginia could be found in more than 200 centerpieces and arrangements in a theme of "Posh, Peach, Southern Hospitality."

**Andrea Gagnon** of LynnVale Studios in Gainesville, Virginia, designed the centerpieces and said she was inspired by the state flower of Georgia, the "Cherokee Rose."

"I imagined our 'garden-inspired' florals to be reflective of the myriad flowers and foliages that might be grown, gathered and arranged by any southern hostess preparing for a much anticipated elegant event where her guests ease and comfort were paramount," she said. "We hoped they would convey through their delicate textures, soft feminine color palette and lush blooms the event's overall theme."

Gagnon said that while she did not get to see Michelle Obama's reaction to the work, she was impressed with the First Lady's overall message of thanks to the gathered crowd.

"I was touched by her remarks of gratitude toward the members of the Congressional Club who had reached out to her and supported her when she first came to Washington so many years ago," she said.

**David Beahm Experiences** of New York carried out Gagnon's vision and provided logistical support for the floral installation.

"This was a tremendous honor and opportunity for America's flower farmers," said **Kasey Cronquist**, administrator of the Certified American Grown program, who pointed out that the Congressional Club "specifically sought out American Grown Flowers for this last luncheon with Michelle Obama. It was quite the honor for such a young organization."

The design team behind the First Lady Luncheon flowers included **Daevid Reed** of David Beahm Experiences, **Andrea Gagnon** of Lynnvale Studios, **Margaret Hoffland** of Accent Decor and **David Beahm** of David Beahm Experiences.

The luncheon bouquets and centerpieces featured beautiful American grown roses, peonies, stock, tulips, lilies, protea, Bells of Ireland, alstromeria, bupleurum, dianthus, freesia, lisianthus, ranunculus, viburnum, waxflower, ferns, leatherleaf and curly willow.



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# Everything You Need to Know:

**S**ymposium is only weeks away! So we wanted to celebrate by highlighting the Official State Flower of California, the California Poppy.

The California poppy (*Eschscholzia Californica*), belonging to the Papaveraceae family, was designated the state flower of California in 1903. Also known as the flame flower, la amapola, and copa de oro (cup of gold), the California poppy grows wild throughout the state. Native Americans in California valued the poppy as a food source and for the oil extracted from the plant.

Every year, April 6 is California Poppy Day and May 13 - 18 is Poppy Week. Gold is a theme in California symbols; the state colors are blue and gold, the state nickname is The Golden State, and gold is the official state mineral.

Golden Poppy is a perennial and one of the earliest wild flowers to grow in gardens. The blossoms are 2-3 inch cups of gold, bronze, scarlet, terra cotta, rose or white. Golden Poppy bloom on plants with silvery green foliage, about a foot high and usually broader than they are tall. Golden Poppy flowers are seen from February to September. The Golden Poppy flowers are 1-2 inches across, with four wide fan-shaped petals, and many stamens.



## Facts About Golden Poppy

- The Golden Poppy plant has Fern-like leaves with single flowers on a long stalk.
- Golden Poppy leaves are 3/4-4" long divided into narrow segments on long stalks.
- Golden Poppy bloom in open areas, grassy or sandy slopes.
- Golden Poppy is found in southern California to southern Washington, east to Texas.
- Golden Poppy flower is used in landscaping for a temporary spring display by scattering the seed in the fall.
- California Indians cherished the Golden Poppy as both a source of food and for oil extracted from the plant.
- The true poppy genus is Papaver, but many flowers of related genera are also called poppies.
- Golden Poppy seed, also called maw seed, is not narcotic and is used as birdseed and for a flavoring or garnish in baking.
- Golden Poppy seed is also ground for flour.
- Poppy oil, derived from the Golden Poppy seeds, is employed in cooking and illumination and in paints, varnishes, and soaps.
- The Golden Poppy has been the symbol of the dead and of sleep since antiquity.

## How did the California Poppy become the state flower?

In 1890 the California State Floral Society held an election to determine the state's signature flower. The contestants were the Mariposa Lilly, the Matilija Poppy and the frontrunner, a plant already known as the California Poppy. "According to all reports, it smashed its opposition," **Char Miller**, director of the environmental analysis program at Pomona College, said about the California Poppy. It took more than a decade for the legislature to make the title official.

Source: [www.statesymbolsusa.org/symbol-official-item/california/state-flower/california-poppy](http://www.statesymbolsusa.org/symbol-official-item/california/state-flower/california-poppy), [www.theflowerexpert.com/content/aboutflowers/stateflowers/california-state-flowers](http://www.theflowerexpert.com/content/aboutflowers/stateflowers/california-state-flowers), [www.scpr.org/news/2014/04/25/43795/why-is-the-california-poppy-the-state-flower-q-a/](http://www.scpr.org/news/2014/04/25/43795/why-is-the-california-poppy-the-state-flower-q-a/).





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# What's Going On?

# AIFD Chapter Reports

## North Central Chapter

### President's Letter

**Rae Roberts Griffith AIFD, CFD**

Symposium is only a few weeks away and I am looking forward to our chapter meeting and the welcoming for our new inductees. North Central Chapter is excited to welcome into membership: **Lindsey Busch CFD, Adam Havrilla CFD, Renee Polreis CFD and Shellain Sarver CFD**. We will also install our new board members: **Pete Samek AIFD, CFD - President, Brent Leech AIFD, CFD - President Elect, Carolyn Minutello AIFD, CFD - Vice President, Carolyn Kurek AIFD, CFD - Secretary, Craig Theimer AIFD, CFD - Treasurer, and the Class of 2019, Laura Daluga AIFD, CFD, Jeanna Furst AIFD, CFD and Deb Strand AIFD, CFD**.

I would like to thank **Laura Parker AIFD, CFD** who has been our Past President for the last year, **James Lowe AIFD, CFD** who has served as the Vice President for the past year and **Bob Larsen AIFD, CFD** and **Pat Diehl-Scace AIFD, CFD** who have been board members for the last three years. I am filled with gratitude to these board members and friends who have made my job this year go so smoothly...thank you North Central for your hard work and support this last year. You are, we are, an awesome group of dedicated individuals!

## 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**

*"Inspiration"- creativity, inventiveness, innovation, ingenuity, genius, imagination and originality!*

Symposium is right around the corner and the North East Region is getting ready to dazzle you with our hospitality party and festivities on July 4 under the direction of **Rob DeBellis AIFD, PFCI, CFD**. It's a Patriotic Beach Party everyone is encouraged to wear your red, white and blue and come join the fun. Reconnect with AIFD friends and just kick back and have a blast.

Please welcome our twelve inductees during the Regional Meeting on July 4 in the Elite Ballroom 2 & 3 in the beautiful Marriott Anaheim. **Maureen Christmas CFD, Theresa Clower CFD, Janet Corrao CFD, Patti Fowler CFD, Darcie Garcia CFD, Yoli La Guerre CFD, John Lechlitter CFD, Linda Murray CFD, Michele Peters CFD, Cullen Schneider CFD, Shannon**

**Toal CFD** and **Renee Tucci CFD** will formally be given our regional pin. **Mieko Kawazoe CFD** and **Yong He Petrik CFD** will receive the new designed CFD pin. New officers will be inducted, news on up and coming events shared and we will take a collection for our Scholarship Memorial Fund.

**Jing Li**, from Seneca College Trillium Chapter, has been selected to receive the North East Memorial Scholarship for 2016. **Katie Bainbridge** from South Devon UK is the North East Foundation Scholarship Winner. I would like to thank **Mary Robinson AIFD, CFD** for chairing the scholarship committee and representing us as the North East Representative to the Foundation. **Cullen Schneider CFD** has won the Symposium registration given by the Maine State Florist Association.

Your officers for 2016-2017 will be: President **Rob DeBellis AIFD, PFCI, CFD**, President Elect **Dan Firth AIFD, CFD**, Vice President **Dot Chenevert AIFD, CFD**, Secretary **Laurie Lemek AIFD, PFCI, CFD** and Treasurer **Suzanne Sampson AIFD, CFD**. Your newly elected board members are: **Christy King AIFD, CFD, Bunnie Hovan AIFD, CFD, Jennifer Plasky AIFD, CFD** and filling a vacant board position **Laurel Le Maistre AIFD, CFD**.

**Polly Berginc AIFD, CFD** has been appointed as the North East Regional Representative to the AIFD Foundation for a four-year term and **Ron Mulray AIFD, CFD** will continue as the Regional Chapter Representative to the National Board for a three-year term.

It's been a fabulous year and I am anxious to see you all at 2016 "Inspiration" Symposium.

## Northwest Chapter

### President's Letter

**Rachelle Nyswonger AIFD, CFD**

Wow, has this year just flown by! As I reflect on my year as President, I am proud of the Northwest Regional board and the four programs we held this year!

We started off with **René Van Rems AIFD, CFD** doing a wedding program at United Wholesale. We had a great hands-on program where we were able to teach florists how to create the current wedding trends. In November, we helped sponsor an awareness program and floral competition called Ninth Moon in Portland, Ore. **Hitomi Gilliam AIFD, CFD** presented a wonderful design program at FDI, during the Ninth Moon celebration, on thinking outside the box and pushing the creative limits. Those two programs set the mood for Spring!

I was so excited when I received a call from our President Elect **Sharrai Morgan AIFD, CFD** letting me know that DWF wholesale in Seattle wanted AIFD to have a program. Sharrai and **Kim Oldis AIFD, CFD** jumped into gear and taught a

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wonderful wedding trends class! It's great when we can have professionals from our board teaching classes!

Last on the docket for this year was our first ever program in Alaska! We were thrilled to be hosted by Alaska Wholesale Flower Market, Statewide Wholesale and Oasis to bring **Joyce Mason-Monheim AIFD, PFCI, CFD** all the way to Alaska for a fun filled weekend of wedding trends for our flower friends way up North! Whew, the year is winding down and now we are all getting ready and excited for Symposium in the OC! I loved my year as President, and I am so excited to see Sharrai step in as our new President for 2016-17, she is going to be amazing. I know that we will all be Inspired in the OC in July, I can't wait to see you all there! Thank you Northwest Region for an amazing, fun filled year of Inspiration!

## **Southwest Chapter Report**

### **President's Letter**

**Pam Null AIFD, CFD**

What a magnificent response we had for "Two Weddings and a Funeral" at the National Orange Show in San Bernardino March 13. Thanks to a glitch in our PayPal account our workshops had an overwhelming response and registered more than we were expecting for the workshop portion of the day but we all worked and scrambled to provide the additional flowers to accommodate the great response. We prevailed and the morning went well. The programs were Symposium quality as usual with the great team we have.

I want to give a huge thank you and appreciation to our designers and chairperson for all the hard work that made this event a success. Our designers were: **Joyce Mason Monheim AIFD, PFCI, CFD, Phillip Rice AIFD, CFD, and Michelle Frost AIFD, CFD**. Our workshop presenters were **Bob Gordon AIFD, CFD** and **Shonda Cunningham AIFD, CFD**. Our Chair for the event was **Susan Ayalla AIFD, PFCI, CFD**. All was made possible through the generous industry partner's donations and participation from Accent Décor, Mellano, Park Hill Collection, UFN, TK Ribbon, our board members and volunteers. It takes a team of dedicated professionals to give of their time and talent to succeed and again I wish to express my sincerest appreciation to those of you who volunteered and participated.

As we conclude the year and reflect on the work and projects accomplished by each one of us, I hope you have grown as a designer, a person and in your spirit, to be your best and do your best for those around you. In reading Joyce's message in Focal Points from the April/ May issue, the WHY we do what we do in the floral industry helps us reflect on our personal growth. The LOVE, the passion of creating something with our hands, creating beauty from flowers from permean botanicals. Looking at things others would call junk and transforming it into a work of art using imagination. I love to take walks through hardware stores and see what I can use to make a project come to life. What sparks your imagination to soar? What is your inspiration? I hope you will all take advantage of growing yourself and attend some portion of

2016 National Symposium "Inspiration."

As I conclude my term as your Southwest President, I want to believe I have moved us a little bit into the future and current times. I encourage you and invite you to stay active and continue to learn and grow as a designer, business owner, and artist. Become the new blood needed for our region and volunteer to join the board. I will be moving on to Nominations Chair and I would like see our new members join the board. It's your inspiration we need to continue on and grow as an industry for the next generation of AIFD.

## **Southern Chapter**

### **President's Letter**

**Robyn Arnold AIFD, CFD**

Wow, it's hard to believe that it's almost time for Symposium again. I can't believe that whole year has almost gone by. I would like to take this opportunity to say, it has been a pleasure working with the entire Southern Chapter board, without all of them, we wouldn't be able to have Southern Conference or be a part of Art in Bloom in North Carolina.

The Southern Chapter board is working on several new educational ideas for next year. Right now they are in the planning stages so, stay tuned to *Focal Points* and the AIFD Southern Chapter Facebook page for more information.

Have you ever wanted to be part of the AIFD Southern Chapter board? Well, we are always looking for help, and with the new education ideas that we are working on, we will need all the help we can get. So, if you are interested in getting involved, we would LOVE to have you help us, just give myself or **Randy Wooten AIFD, PFCI, CFD** a call, we can put you to work.

We need to welcome the newest members of our AIFD Southern Chapter family, we will be pinning our newest Southern Chapter members with their AIFD Southern Chapter pin at the annual Southern Chapter members meeting in Anaheim, Calif. We hope to see you all there to welcome our newest AIFD members: **Samantha Bates CFD, Lindsie Carter CFD, Chintzu Delia Chen CFD, Theresa B. Clower CFD, Nishazad Sheikh CFD, Angelyn Tipton CFD, Cindy Tole CFD, Robert Paul Tucker CFD, and Barbie Turner CFD**. Earlier this year one of our new inductees passed away, her name was **Penny B. Hamann CFD**. Penny will be inducted this July posthumously. Please keep her family in your thoughts and prayers.

I hope everyone is looking forward to attending AIFD National Symposium in Anaheim, Calif. We have a great lineup of designers and educational opportunities for you at "Inspiration," July 3-7. Make your reservations today, we are looking forward to seeing you there.



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## Congratulations to the 2016 AIFD Foundation Scholarship Recipients!

### GRANTS

American Institute of Floral Designers

### SOUTHERN CONFERENCE SCHOLARSHIP

Andreia Muller - Altamonte Springs, FL

### SYMPOSIUM SCHOLARSHIPS

Annie Chen - Portland, OR

Kate Bainbridge - South Devon, United Kingdom

Sharon Galloway, MDPF - Wallasey, United Kingdom

Heather Hammer - New Ulm, MN

Maria Miyashiro - Fountain Valley, CA

Annie Cross - Newman, CA

Ronald Williams - Gresham, OR

### STUDENT SCHOLARSHIPS

Pinky Kanabar - City College of San Francisco

Taylor Strain - University of Missouri - Columbia

Xuan (Jade) Wu - Texas A&M University

Lauren Mocettini - California Polytechnic State SLO



*Pictured from left to right: Andreia Muller, Annie Chen, Kate Bainbridge, Sharon Galloway, Heather Hammer, Maria Miyashiro, Annie Cross, Ronald Williams, Pinky Kanabar, Taylor Strain, Xuan (Jade) Wu and Lauren Mocettini*



*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. Visit [aifdfoundation.org](http://aifdfoundation.org) and express appreciation today to those who saw the greatness within you.

## AIFD Foundation Hosts International Designer Leopoldo Gomez for Full Day Design Experience at Symposium

### *Influence that Inspires*

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



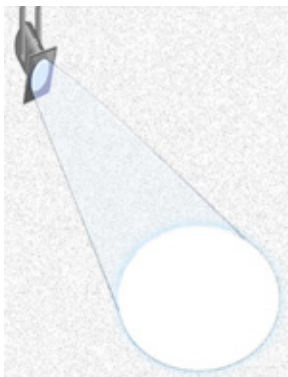
AIFD Design Experience with the net proceeds to benefit the AIFD Foundation highlights the brilliance of Leopoldo Gomez as he presents extraordinary designs and inspirational techniques hands on.

For more information about these events and other ways that you can support the AIFD Foundation at Symposium, please visit [www.aifdfoundation.org](http://www.aifdfoundation.org).

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



# 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:

May 31 - Get Your Advanced Symposium Tuition Today!

***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/>.***



## 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, PFCI, CFD

### **Peony (\$500-\$999)**

Richard P. Salvaggio AIFD, PFCI, CFD

### **Rose (\$250-\$499)**

Lillian Lindergren AIFD, CFD

Michael Merritt AIFD, CFD

Ken Senter AIFD, CFD

### **Tulip (\$100-\$249)**

Dian Brown AIFD, CFD

Donald Ray Burdette AIFD, CFD

Frank Grau AIFD, CFD,

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James L. Johnson AIFD, CFD

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## AIFD and Social Media



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



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



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



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

# AIFD Thanks Its Partners

## INDUSTRY PARTNERS

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

Acolyte

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

Baisch & Skinner

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

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

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

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

BloomNet

BLUE NALGENE

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

California Cut Flower Commission

Candle Artisans, Inc.

Connie Duglin Linens

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

Crystal River Design

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

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

DWF Wholesale Flowers

Elite Flower Services, Inc.

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

Eufhoria Flowers

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

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

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

Floralink  
[www.floralink.com](http://www.floralink.com)

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

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

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

Flowerbuyers.com/Teleflora LLC

Flowers &

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

Garcia Group

Gems Group Inc.

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

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

Groflowers  
[www.groflowers.net](http://www.groflowers.net)

Kennicott Brothers Company

Kitayama Brothers Greenhouses

Knud Nielsen Company, Inc.

Liberty Blooms

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

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

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

Milton Adler Company

Modern Collections Inc

Natural Decorations, Inc

Ocean View Flowers

Passion Growers

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

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

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

Syndicate Sales, Inc.

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

Teleflora

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

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

The Queen's Flowers/ Benchmark Growers

The Sun Valley Group, Inc.

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

UFN  
[www.ufn.com/#pos](http://www.ufn.com/#pos)

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

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

Valley Floral Company

Virgin Farms Inc.

Wm. F. Puckett, Inc.

## EDUCATION PARTNERS

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

Aimi Floral Designers  
[www.shokubutu-kobo.com](http://www.shokubutu-kobo.com)

Anne Arundel Community College  
[www.aacc.edu/floraldesigner](http://www.aacc.edu/floraldesigner)

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

Floriology

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

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

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

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

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

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

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

International of Flower Arrangement Limited  
[www.jameswongflorist.com](http://www.jameswongflorist.com)

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

Judith Blacklock Flower School  
[www.judithblacklock.com](http://www.judithblacklock.com)

Korea Garden & Floral Design School

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

Palmer School of Floral Design/  
Palmer Flowers

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

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

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

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

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

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

The School of Floral Arts LLC

Washington Flower School  
[http://washingtonflowerschool.com/](http://http://washingtonflowerschool.com/)

Yola Guz AIFD School of Floral Design

## State Floral Association Education Providers

Arizona State Master Florist  
[www.azflorists.org](http://www.azflorists.org)

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

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

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

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

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

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

Maine Florists' & Growers' Association

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

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

New Hampshire Certified Floral Designer

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

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

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

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

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





I tell stories of love with  
color and volume.

Each couple has a beautiful story, and each anniversary arrangement is a chance to tell it. In this design, I've paired pale pinks and whites with deep burgundies to symbolize how the couple has matured. The compact styling creates rich volume in honor of the full life they have built together. Celebrate your own love story of passion and creativity, and get inspired with fresh design ideas at [oasisfloralproducts.com/inspire](http://oasisfloralproducts.com/inspire).

**And a special congratulations to the 2016 AIFD inductees.  
Keep rocking the inspiration!**



**Inspire florists worldwide!**

*Clearly Michaela Gosar from Alexandria, VA, who inspired this design, has made a lifelong commitment to creativity. Enter our Inspire Design Showcase on Facebook for the chance to have your design featured!*