



Focal Point

An Overview of the OC

Nearly 900 floral designers from all over the world and from all walks of life converged on the OC to take part in AIFD's highly sought after Symposium. "Inspiration" was one for the books. The main stage programs didn't disappoint, providing audience members with new trends in designing, color combinations, and materials. The international designers brought their unique artistry and flavor to the stage while the U.S. designers showcased their points of view and inspirations. All in all the collaboration of all of the designers and their programs awe inspired the audience and left them with so much to take home.

The Best of the Best Join AIFD - During ceremonies in the OC, AIFD inducted 67 floral design artists from around the world as Accredited Members of the Institute. Induction ceremonies took place July 5 during the Institute's 2016 Induction Ceremony "Inspiration Through Diversity." Help welcome the newest members, see who they are at <http://aifd.org/2016-inductees/>.

This Symposium was a monumental one in that there was a changing of the guards. Longtime Executive Director **Tom Shaner** announced his retirement at the Annual Members meeting. **Kristen Philips, CAE** has moved up into the role of Executive Director with enthusiasm and excitement. Enjoy a look back at Tom's career from the eyes of AIFD members on page 6.

Check out photos from this phenomenal event as well as recaps of other newsworthy happenings on page 12-13. Bookmark the Symposium Facebook page at www.facebook.com/AIFD.Symposium/ to get updates.

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Xquisite...Xtraordinary...Xperience. These are all words that describe the 2017 Symposium "X" taking place July 1-5 in Seattle, Wash. You have ten months to start preparing for this Xciting event. What can you Xpect to Xperience? Xquisite designs, Xtraordinary displays, Xciting shows, Xtreme structures, Xcellent education, Xceptional flowers and so much more. Mark your calendars now to be at the Sheraton Hotel Seattle the beginning of July 2017. Use this hashtag when posting to social media and share with your fellow designers - #AIFDX2017

American Institute of Floral Designers

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2017 Symposium Coordinator

Cindy Anderson AIFD, PFCI, CFD

2017 Symposium Program Coordinator

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AIFD Staff

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

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

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

September 25–26

Winter Design Gala & 7th Anniversary Celebration
United Wholesale
San Jose, CA

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

November 6, 2016 – November 8

“Modern Twist on Everyday Designs
Floriology Institute
Jacksonville, FL

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 Welcome



"Communication and dedication is the key in all of this. Talk to each other."

As I begin the gift of my year as president, I am not only honored for the privilege, but excited about the year to follow. I want to thank you for the fellow leadership team I have been granted by your votes and selection that is the National Board. The talent and dedication they have is inspiring to me, and assures us a year of interesting discussions, wise choices, and smart decisions. The committees are staffed with passionate and devoted members who will bring new insights and steadfast hard work into making their committees effective in their efforts to provide AIFD with the guidance to carry us all forward. Collectively, and with all the members of AIFD, it is my wish to see us all rise to new heights as the great organization we know this to be.

For the last month or so, we have all been basking in the glow that is Symposium. It is indeed our yearly "family reunion," and this year was just as spectacular and inspiring as ever. I cannot praise the work of **Lori Novak AIFD, CFD** and **Tom Simmons AIFD, CFD** enough. They not only led this year's Symposium team, but they also were in charge of Symposium 2013 in Las Vegas, which means they have been doing the hard work of symposium for six straight years, a gargantuan task. We can only have praise and admiration of the dedication and ability it takes to do that amount of work (and do it so amazingly well), but awe of their passion in the task at hand. As Tom would say, "Amazing, amazing, amazing." Lori was also awarded our highest accolade, the "Award for Distinguished Service to AIFD," which was most appropriate and vastly deserved.

I am overjoyed to be able to attach an AIFD pin to our new inductees next year at Symposium "X." Our PFDE session this year had 114 candidates, of whom 77 earned scores high enough to become Accredited members, and all 114 became or sustained their CFD achievement status. This is almost 70% of candidates and an impressive testimony to the hard work and dedication of the candidates, as well as their mentors and instructors, for being prepared for the task. I commend **Leanne Kesler AIFD, CFD** and **Sandy Schroeck AIFD, CFD** and their team for all their hard work. We also had many additions to the Certified Evaluator and Judging Program, with kudos to **Jackie Lacey AIFD, PFCI, CFD** for his dedication and hard work in this area. It is a wonderful way for members to continue their education, be a Certified Judge at local and regional competitions, and to take great pride in seeing our evaluating program become a standard for floral organizations nationwide. I am thrilled to also say that our criteria and standards have been noticed by the Tournament of Roses committee and we have been asked to consult with them on the development of their criteria and standards for

award presentations. We are happy to provide advice and help in any way with those who share our passion for design excellence and objectivity and transparency in judging.

In 2014, I asked **Cindy Anderson AIFD, PFCI, CFD** and **Wil Gonzalez AIFD, CFD** to lead the Symposium team for Seattle 2017. My only request to them was to freely think "outside the box" and to plan a Symposium that would reflect us as a vibrant organization and also reflect our host city as a vibrant cosmopolitan metropolis and forward thinking technology hub. Their choice of a name, "X," to reflect their thematic adjectives ("Xquisite," "Xtraordinary," etc.), is right in line with that thought, and I greatly anticipate an "Xcellent" Symposium Seattle 2017! It is our 50th Symposium as an organization, and I am looking forward to being dazzled by what they and their Symposium team comes up with. Please plan to join me July 1-5, 2017 in the Great Northwest!

At this year's Leadership Breakfast, I spoke of "connectivity." If all the themes of the past president's speeches could be strung together, it would tell the story of us as an organization. With "ignite" from Tim and "synergy" from Joyce, you can see how they convey the goals and aspirations of us as a living, breathing, changing entity. We do not exist alone as national boards, committees, subcommittees, regional boards, representatives and task forces. We all form a matrix together, and it is the strength of those bonds and the task of working together that makes us strong. All of them have their own goals, but they overlap and link and couple with many others in the "connectivity" that keeps this organization fluid in its thinking and amenable to change, using good judgment and careful planning.

Communication and dedication is the key in all of this. Talk to each other. Talk and question your regional representatives. Work with your regional boards. Volunteer for regional or national boards. Plan to implement regional workshops and programs. Mentor and teach students in their passion and future planning. Help someone about to participate in their PFDE with what it takes it takes to succeed. Work to further the goals and mission of AIFD. This is OUR organization. It is up to all of us, in whatever way we are able, to help us become better every day. Even if that is just a question or suggestion, via e-mail or phone call. I have yet to meet a member who is not intelligent, hardworking and dedicated. It is that amazing

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Partners in the Success of AIFD

Before all the excitement and inspiration of the National Symposium got underway, the dedicated volunteer leaders of AIFD convened to conduct the summer meetings of the Board of Directors.

President **Joyce Mason-Monheim AIFD, PFCI, CFD** called the meeting to order and quickly saw to the acceptance of its agenda, the minutes of the meeting held in Baltimore on April 4 and the Consent Agenda.

Treasurer **Tom Simmons AIFD, CFD** then reviewed the May 31, 2016 financial statements with the instruction that they be presented for year-end audit by the Institute's third-party CPA.

Staff reports and recommendations from retiring Executive Director **Tom Shaner** and Associate Executive Director **Kristen Philips, CAE** were then presented. Included in their presentation were a review of the new Life Member cumulative recognition system, a reminder of and encouragement to participate with the Random Acts of Flowers program, and a review of the various chapter board lists so that they can be accurately published in the 2016-2017 Membership Directory. Ms. Philips then reported on the status of the CFD program being offered to students who complete specified courses at Education Partners and in so doing announced that all communications and promotions of this exciting new venture would begin immediately following the current Symposium.

At this point in the meeting, after 35 years of service to AIFD, Mr. Shaner announced that he was officially turning the position of Executive Director over to Ms. Philips. The board gave overwhelming thanks to Mr. Shaner for his 35 years of outstanding service and dedication to the organization.

Membership Chairperson **Leanne Kesler AIFD, CFD** then presented her report which included a list of new Laureates since the previous Symposium, as well as a review of the status of membership renewals for both the 2015-2016 and 2016-2017 years. She presented the list of members who as a result of not having paid 2015-2016 membership fees were subject to being dropped from membership as stipulated in the Institute Bylaws and Policies. The Board agreed to remove, with regret, from the membership of this organization all those who have not remitted their 2015-2016 membership fees and to include a list of all such persons with the filing of the minutes of this meeting.

Ms. Kesler then reported that the Institute had received letters of resignation from **Sharon Kantor, Sarah Horne, Dean Yale, and Charles Jordan** due to retirements.

Ms. Kesler then reviewed the list of those CFDs who have not renewed their 2015 CEUS due June 15, 2015, as well as those CFDs who have not renewed their 2016 CEUs due June 15, 2016 and therefore placed on suspended status. It was agreed, as stipulated in the Bylaws of this organization, to remove from the Certified Floral Designer roles of this organization all those CFDs who have not remitted their 2015 CEUs.

On the recommendation of the Awards Committee, it was then agreed, as per policy, to direct the Secretary to add the names of the recipients of this year's awards as determined in the April 4, 2016 meeting of this Board to the minutes of this meeting.

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The Awards report and action was followed by the Student Membership Committee which recommended, and the Board agreed, to move College of Sequoias back to an inactive SAIFD chapter and move Johnson County Community College to an active SAIFD Chapter.

Symposium was the next subject dealt with by the volunteer leaders. First **Lori Novak AIFD, CFD** presented a final report of plans for the 2016 National Symposium in Orange County. She was followed by **Cindy Anderson AIFD, PFCI, CFD** and **Wil Gonzalez AIFD, CFD** who reviewed early plans for the 2017 National Symposium which will be held in Seattle, Wash.

Ms. Philips then reported that on the request of the board, and in order to adhere to the three city rotation policy for future Symposia, she was able to negotiate and secure a favorable contract with the Wardman Park Marriott Hotel in Washington D.C. for 2021.

At this point, the final meeting of the 2015-2016 National Board of Directors was adjourned. Ms. Mason-Monheim called for a 15 minute break before calling to order the first meeting of the 2016-2017 Board for the special purpose of electing officers and adopting appropriate banking resolutions (necessary to reflect change of authorization signatures). With the new directors seated and voting, Ms. Mason-Monheim turned the meeting over to Past President **Tim Farrell AIFD, CFD** who served as chairman of the Nominating Committee.

Announcing that no dissent had been given by the members of the Board, Mr. Farrell reported that **Kim Oldis AIFD, CFD** would move into the position of President-Elect and **Anthony Vigliotta AIFD, CFD** would become the next President of the Board of AIFD.

Mr. Farrell then presented the name of **Frank Feysa AIFD, PFCI, CFD** and **Jackie Lacey AIFD, PFCI, CFD** as the candidates nominated for the office of Vice President. After hearing from each candidate, the Board voted and Mr. Feysa was elected the new Vice President.

Mr. Farrell then presented the names of **David Shover AIFD, PFCI, CFD** and **Katie McCormick AIFD, CFD** as the candidates nominated by the Committee. Mr. Lacey was also nominated. Again, each candidate addressed the Board before a first ballot was taken. On the third ballot, Mr. Lacey was elected the new Secretary. Having been elected Vice President, Mr. Feysa resigned his position as Director-at-Large. President Vigliotta then recommended that **Alex Jackson AIFD, CFD** be appointed to fill the vacancy as a Director-At-Large created by the election of Mr.



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Board Report

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Feysa to Vice President and finish the term remaining of one year. It was moved and seconded to approve such an appointment.

With the election of the new officers it was moved and seconded that all banking resolutions necessary to reflect the names of the new officers for the purpose of bank signatures be adopted. The motion passed unanimously.

The next meeting of the National Board will be held in Washington, DC in October.

SAVE THE DATE...



Details will be posted at
aifd.org/2017-symposium-x-save-the-date

AIFD Announces New Executive Director

Kristen Philips, CAE, IOM was announced as the American Institute of Floral Designers' new Executive Director during the 2016 Symposium, "Inspiration" in Orange County, Calif. Philips replaces long time Executive Director **Thomas C. Shaner** who is retiring after serving the Institute for over 35 years.



Newly elected AIFD President, **Anthony Vigliotta AIFD, CFD** reflects on the changing of the guards, "Tom Shaner has been an integral part of AIFD for some time, it will be sad to see him go," said Vigliotta, "but AIFD is excited to build and move forward with Ms. Philips."

Philips is no stranger to the floral industry; she has worked with the American Institute of Floral Designers for 11 years. As the Associate Executive Director she has guided the organization through many changes including the creation and expansion of the Certified Floral Designer (CFD®) program and creating and implementing the cutting-edge electronic evaluating scoring system for the association's Professional Floral Design Evaluation.

Highly motivated and experienced for the position as Executive Director, Ms. Philips was awarded by AIFD's National Board of Directors in 2014 with the Special Award of Recognition for her loyalty and dedication to the association and its mission to advance the art of professional floral design through education, service and leadership.

"Ms. Philips has an outstanding reputation with AIFD," commented Vigliotta. "We look forward to seeing all of the great things she is capable of in the years to come."

Ms. Philips graduated from the University of Baltimore, Summa Cum Laude, and shortly thereafter completed her studies at the Institute for Organization Management, a 4-year program of the U.S. Chamber of Commerce focused on nonprofit professional development for association professionals. Ms. Philips also obtained her CAE designation (Certified Association Executive) from the American Society of Association Executives (ASAE).

"Tom Shaner has in many ways helped shape AIFD to be what it is today," said Philips. "While I know that I have big shoes to fill, I look forward to the future of the organization and the goals that we can achieve together that will continue to benefit the floral design industry. I'm honored to have the opportunity to work with the dedicated volunteer leadership, and the extremely talented group of floral design artists, educators, and industry supporters who make up the AIFD membership, and to continue to support the mission of AIFD by advancing the art of professional floral design," said Philips.

A Fond Farewell:

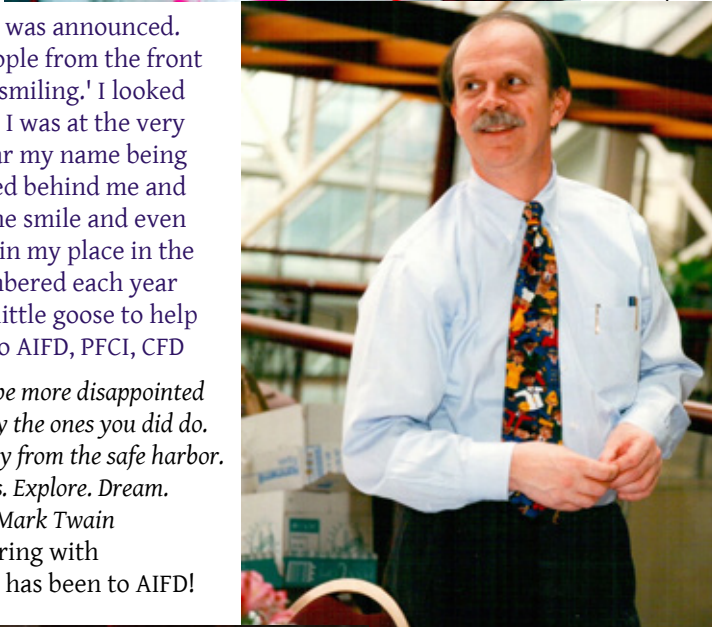
We can't believe it, but the time has finally come to say goodbye to our fearless leader of 35 years, Tom Shaner. Tom has been AIFD's Executive Director from the time it was a small organization growing out of California, and has seen the organization grow in unimaginable ways. Many of you have worked closely with Tom in your volunteer leader roles and know how much passion and genuine care he has for AIFD and the floral industry as a whole. Take a walk down memory lane with us as we hear from a few of our own members on their experiences working with Tom as we say goodbye to an era, and watch him sail into his retirement...

"When I first went on the board, and had to walk in the grand march, I was very uncomfortable about having my name announced and then walk out smiling! I just cannot to this day smile on command even when someone is taking a photo. So, on that very first night for me walking in the grand march, I got closer and closer to the front of the line and was just dreading having to smile when my name was announced. As Tom saw me about three people from the front of the line, he whispered 'start smiling.' I looked at him and said, 'I can't.' Just as I was at the very front of the line and I could hear my name being announced, Tom quietly reached behind me and pinched my butt which made me smile and even giggle a little, and I walked out in my place in the march smiling. Tom has remembered each year since then to always give me a little goose to help with my smile!" - Rich Salvaggio AIFD, PFCI, CFD

"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover." - Samuel Clemens and Mark Twain

It's interesting that Tom is retiring with 'Inspiration,' as that is what he has been to AIFD! Working with

Tom is knowing that you will be challenged, but he will be there to get you through in revolutionary ways. If you think you can't get through a project, he will surround you with people who will not let you fail. And that any task you set out to accomplish, he will make sure you have some laughs along the way. Thanks for all you have done for me Tom, enjoy your retirement, maybe now you'll have time to take the "red head" to Maine! Lobsters are waiting for you..." - Ann Jordan AIFD, CFD



"I began working with Tom back in the late 80's. We got along well, he talked and I listened (sometimes). We both had mustaches, his has always been larger (and grayer)! We both married strong women; his red, mine blond. Tom and I share strong opinions, mine right, his sometimes! He did teach me a lot in planning and executing multiple Symposia. We both shared the

pleasure of them actually making a profit and then some. Tom is a very gracious host and exudes an aura of hospitality when in Baltimore. He speaks with authority and I especially enjoy each year at final night when he attempts to get us all in line for the Grand March! The faces are priceless. Yet after all his jabs and digs, I have the utmost respect for him and have always enjoyed our working relationship. He is one of a kind!" - George Mitchell AIFD, CFD

"Tom...Thank you, for the past 35 years of dedication to the growth of AIFD! You have continually advised, supported

and encouraged the AIFD Boards and Officers to achieve their goals. We have been lucky to have you. AIFD would not be where we are today without you on the AIFD TEAM! I know I feel very blessed to have had you on my TEAM...first as Symposium

photographer, and through my years on the AIFD Board of Directors. Mostly I feel very blessed to count you as a 'Friend!'" - Scott Acevedo AIFD, CFD



A Fond Farewell continued

"Tom has always known me as LynnE, since his sister is also named Lynn. I especially enjoyed time in Baltimore hearing of his stories growing up in the city, walking the Inner Harbor and he took me for fresh mussels at an old bar in Fell's Point after seeing Fort McHenry. He has an inner sense of each AIFD member's personality and it made you a better person in your leadership role." - Lou LynnE Moss AIFD, CFD

"When I was tasked with organizing the first AIFD Symposium outside of California in 1979 (with a \$3,000 budget!), AIFD was in a bit of disarray with its finances and no real 'home.' Shortly after I became President in 1982, the idea came about to make AIFD a national organization, and I had the pleasure of working with Tom Powell AIFD and as a result, we

hired Tom Shaner as our Executive Director. My Presidency became SO much easier as Tom's attention to detail really helped AIFD grow as a professional organization so that we could upgrade floral design in America. I highly commend Tom for being such

a big part of our organization's success, he has meant so much to me and to the floral design industry. He is one of the most important pieces of AIFD's success and holds a very special place in my heart. He was such a force in helping us get AIFD off the ground and give us a home!" - Frankie Shelton AIFD, CFD

"I have always considered Tom the life saver of AIFD. Tom Powell encouraging AIFD to hire Tom was a stroke of genius. The organization grew larger and faster than anyone expected and was beyond surviving with volunteers. The current leadership realized that and thus brought Tom on board to save and grow AIFD. Only once did he send me to the wolves. Enough said about that but I was honored to think he thought I could do the job. AIFD will miss Tom but he deserves to enjoy life without having to deal with a gaggle of super designers. Keep in touch good and faithful servant." - Bob Gordon AIFD, CFD and all the rest.

"When I became a member of AIFD in 1984, the idea of running for any position within AIFD, regional or national, was not something on my 'to do list.' Fast forward to 2007. I am sitting in the board room at Association Headquarters as

President-Elect with Tom Shaner. I had compiled a list of goals and objectives I wanted to work on as Incoming President. His comment to me, 'Wow, a pretty aggressive list. But if anyone can do it, you can because you have the ability to work with the board and committees and the skill to communicate your plan to get it done.' That meeting with Tom was the beginning of a great relationship. I realized this man knows his stuff. His assistance and guidance that following year was a great collaboration of minds, skills and opinions. Thanks for the great conversations and always keeping the lines of communication open since that day. Great job! Well done!" - Tom Simmons AIFD, CFD



"Tom Shaner has been an incredible executive director for AIFD. He has made it HIS job to make sure that each officer and volunteer in AIFD is successful in their endeavors to promote

excellence in floral design." - Tim Farrell AIFD, PFCI, CFD



"The President of AIFD and the National Board are acknowledged each year for the respective achievements and successes experienced by the Institute. These accomplishments vary as boards rotate and presidents bring to the office their own point of view. The one detail in this mix that contributes to the continued success of AIFD relates to the work of the Shaner Company under the direction of Tom Shaner. His efforts have made the difference knowing when to step in and when to step aside. His

understanding of the ever changing has long supported the goals of AIFD. Thank you Tom Shaner for the years of constant guidance and for the honesty brought forth in all that you do. We will be forever grateful for your considerable efforts that have contributed to the AIFD we know today." -Lynn Lary McLean AIFD, CFD,



Susan Ayala AFD, PFI



Tom Bowling AFD, PFI



Tim Farrell AFD, AM, PFI



Jim Ganger AFD



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Tom Simmons AFD, CFI



Gerard Toh AFD, CFI



Cindy Tole AFD



Kevin Ylvisaker AFD, PFI, CAIA

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Thank you, AIFD - By Tom Shaner

For those of you who attended the AIFD Annual Members' Meeting during the spectacular "Inspiration" National Symposium in Orange County, you know it was emotionally difficult for me to announce my retirement as your executive director. As I stated then, my emotions were two-fold: 1) for having to say good-bye after 35 years of having had the honor and privilege to serve you and 2) my pride in having witnessed the professional growth of **Kristen Philips, CAE**, your new executive leader.

It has been a wonderful three-and-a-half decades; years filled with memories of working with so many dedicated and inspirational floral industry leaders as well as years in which AIFD grew magnificently from a small group of 150 to one with an international reputation and over 1,500 members and Certified Floral Designers (CFD®).

When AIFD Past President **Joyce Mason-Monheim AIFD, PFCI, CFD** called Financial Manager **Monica Shaner** and I to the podium in Orange County to thank us for our service, I really didn't want to say anything. In fact, I said to Joyce, "Don't make me talk." But she did it anyway, and everyone found out that I do have a heart and that a large piece of it has always held a place for AIFD.

Joyce presented us, on behalf of the members of AIFD, a beautiful and colorful "New Sun Flower" print by Brazilian artist **Romero Britto** (our favorite). We now have to find a place of prominence to hang it in our home along with our other Brittos "Deeply In Love" and "Swing."

The note that accompanied the art will be taped to its backside for us to always remember all of you. It read, "There are no words that can express all of our heartfelt thanks for all of the years of friendships, laughter, professionalism and dedication to AIFD! You will be incredibly missed, but know you will always have friends all over the country and the world! Enjoy your retirement and we send you off with our love."

Since Monica and I have returned from Symposium, we have received many other personal notes from friends and members and we appreciate them all. I would, however, like to share

one with you that really summarized how I hope I was able to inspire members to grow and to always seek to find the best in themselves. (Interesting that I should retire in a year when "Inspiration" was the theme for Symposium.)

From a member in Texas: "Congratulations on your retirement.

I wanted to share a short story how you impacted my life. I think it was about 10 years ago in KC and I had not attended the previous year, mainly because the last year I had attended I walked through Symposium invisible...members looked through me and no one acknowledged me. I usually attend Symposium by myself simply because there are very few florists interested in AIFD Symposium in the Dallas area. I left Symposium that year with plans to drop my membership. Well a few years later I decided to give it one more try, so I made all the arrangements needed to attend that year's Symposium. When I arrived and walked up the Symposium Registration Desk you were there and called me by name. WOW! I was shocked and pleasantly surprised that you would remember me and call me by name. You made me feel like I belonged...I walked away from your desk with my head held up and with a new sense of courage. Since then I have always tried to find that invisible member and pull

them up. I still attend most Symposiums by myself, yet I don't feel so isolated. Thank you so much for the simple gesture of acknowledging me by my name...meant more to me than you will ever know. Best wishes on your retirement and I hope our paths cross again, and I hope you will tell your successors on how important it is to know the members names, there may just be a member like myself contemplating the value of their membership."

In closing, thanks, again, to all of you for a lifetime of fond memories. To have had the opportunity to work with such creative individuals is something both Monica and I will cherish as we plan the next chapter of our lives.



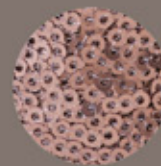
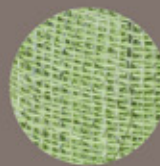
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Congratulations to the
2016 AIFD Inductees!



Our 2016 Destinations Collection



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President's Welcome

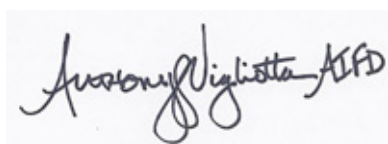
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talent pool that has kept us vibrant and passionate, and I look forward to our future with optimism and excitement.

All of the leadership on our team is in the directory, including myself. I encourage you to reach out with comments, suggestions and insights. It is in that way that we all become part of this team we call AIFD. I have been honored to be appointed as the leader of this team, but it is my hope that we do this all together as one great floral design family.

"E Pluribus Unum" is the motto of our wonderful country..."out of many, one." I think that simple, yet powerful, Latin phrase greatly defines us as an organization as well as a nation.

I look forward to a great year and a great future for AIFD.



Anthony Vigliotta AIFD, CFD
AIFD National President 2016-2017

Bits and Pieces

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

- AIFD has new CFD pins that will be mailed to those listed under the CFD section of the new AIFD Directory (which will be out in September). Extra pins are also available for purchase on the AIFD website. Be sure to keep an eye on your mailbox for these beautiful new pins!
 - **Alan Masters AIFD, CFD** was named the 2016 Designer of the Year at the Texas Cup Competition that took place at the Dallas Market Center on June 25, 2016.
 - **Donny Johnson CFD** won the MidAmerica Cup after a year of much success which included taking home the titles as Tennessee Designer of the Year, Central Tennessee Designer of the Year, Charles Owens Grant Winner, and Iris Cup Winner. He will also be inducted as a member of AIFD next year.
 - **Trisha Upshaw AIFD, CFD** took home second place in the MidAmerica Cup and **Martha Aaron AIFD, CFD** took home third.
 - **Patrick C. Hopper AIFD, CFD** has recently started his career as a Freelance Designer. Best of luck Patrick!
 - Several AIFD members will be competing in the 49th Annual Sylvia Cup Design Competition taking place Saturday, Sept. 24 as part of the Society of American Florists (SAF) Annual Convention held Sept. 21-24 in Maui, Hawaii. Details are posted at <https://safnow.org/>.
 - 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.

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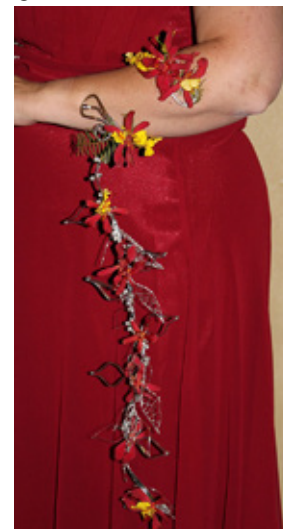
Inspiration in Orange County

It was a week filled with inspiring designs and talent when floral designers from around the world came together in the OC for AIFD's 2016 Symposium, July 3-7. Relive all of the wonderful memories in the photos below and many more at www.facebook.com/AIFD.Symposium. See page 14 on how to order online videos of each program!



AIFD Announces 2016 Fitz Design Body Flower Contest Winners...

Congratulations to **Wil Gonzalez AIFD, CFD** for winning in the "Flowers for a Man" category (design pictured on left) and **Sherrilyn Roundy CFD** for winning the "Flowers for a Woman" category (design pictured on right)! Winners will receive a complimentary General Registration to the 2017 Symposium "X."



Inspiration in Orange County



AIFD® Announces 2016 PFDE Results

All of the 114 candidates that were evaluated as part of AIFD's Professional Floral Design Evaluation (PFDE) program were successful in their bid to become a Certified Floral Designer (CFD®) as bestowed by AIFD®, it was announced by **Anthony Vigliotta AIFD, CFD**, president of the Institute. The candidates participated in AIFD's rigorous PFDE session held July 1, immediately prior to the AIFD® National Symposium "Inspiration" in Orange County, Calif.

Of the 114 professionals, 29 designers earned their CFD credentials in Orange County and eight designers maintained their CFD credentials. Seventy seven professionals created artistic designs that were so excellent in presentation that they have been invited to become a member of AIFD and they will be inducted during ceremonies at the 2017 AIFD National Symposium "Symposium X" taking place in Seattle, Wash., July 1-5. Results are posted at <http://aifd.org/2016-pfde-results/>.

Anthony J. Vigliotta AIFD, CFD Named President of AIFD

Anthony J. Vigliotta AIFD, CFD of Anthos Design in Los Angeles, Calif. was installed as President of the American Institute of Floral Designers (AIFD®) during the organization's 2016 National Symposium held in Orange County, Calif., July 3-7.



Installed as AIFD's President-Elect was **Kim Oldis AIFD, CFD** of Details...

it's all about the flowers in LaConnor, Wash. **Frank Feysa AIFD, CFD** of Garden Gate Inc. in Aurora, Ohio was elected to serve as the Institute's Vice President. **Jackie Lacey AIFD, CFD** of DBG Events and Florals in Chicago, Ill. will serve as Secretary and **Tom Simmons AIFD, CFD** of Three Bunch Palms Productions in Palm Springs, Calif. will continue to serve as Treasurer.

Read about the new board at <http://aifd.org/2016-2017-board/>.

AIFD® Announced Five 2016 Award Winners

Jim DelPrince AIFD, CFD, PFCI has been recognized with the Award of Distinguished Service to the Floral Industry. This award is presented to AIFD members who have made a significant contribution to the floral industry.



Fiesta Parade Floats has been recognized with the Award of Merit – Industry. This is an award that is presented to professionals in the floral industry who are not a member of AIFD, but who are serving a crucial role in advancing the industry.

Lori Novak AIFD, CFD has been recognized with the Award of Distinguished Service to AIFD. This award is given to long-standing members of the American Institute of Floral Designers in grateful recognition of extraordinary service to the Institute, upholding its goals and supporting its activities.



René van Rems AIFD, CFD has been recognized with the Award of Design Influence. This is an award that is presented to floral design visionaries whose creative body of work has national influence and constitutes a legacy of innovation.

Ellen DeGeneres has been recognized with the Award of Merit – Non-Industry. This is an award that is presented to individuals outside the floral industry who are selected because of their personal or professional use of fresh flowers in such a manner as to be a credit to the floral profession.

Read more about the award winners at <http://aifd.org/2016-award-winners/>.

Don't stop here,
read more at
aifd.org

Relive Memories from the AIFD 2016 National Symposium... Order Your Online Videos Now!



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*** Each Online Video is available to view for one year after purchase.**

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Program Title
"Paper Floral Wonderland" Featuring Balushka and Bloomnet
"Remembering the Magic" Featuring Jacob McCall AIFD, CFD
"Burgeoning from My Roots" Featuring Eunice Teo Khee Choo AIFD, CFD
"Catalyst for Inspiration" Featuring Paul Jaras AIFD, CFD, Suzanne Law AIFD, CFD, and Brenna Quan AIFD, CFD
"Couture Collective" Featuring Stacey Carlton AIFD, CFD and Shawn Foley CFD
"Inspiring Weddings of Tomorrow" Featuring Bobby Eldridge AIFD, CFD and Michael Gaddie AIFD, CFD

Program Title
"Sources of Inspiration" Featuring Leopoldo Gomez
"Flowers with Soul II" Featuring Julia Kim AIFD, CFD
"Times of Our Lives" Featuring Helen Miller AIFD, CFD, Julie Poeltler AIFD, CFD and Cindy Tole CFD
"It's Time! Technique-Inspiration-Methodolgy-Explo-ration: A Floral Bridal Journey!" Featuring Julie Collins, Kathryn Delve, Jo Jarvis AIFD, CFD, Tina Parkes AIFD, CFD, and Amanda Randell
"Three Points of View" Featuring Gerry Gregg AIFD, CFD, Greg Lum AIFD, CFD and Jeremy Trentleman AIFD, CFD
Awards and Induction Ceremony

The American Institute of Floral Designers (AIFD®) has captured the magic of the 2016 National Symposium "Inspiration" held in Orange County, Calif., July 3 – 7. This year AIFD is introducing Online Symposium Programs available through Vimeo™. Online videos will allow you to rent and view your favorite Symposium design programs from any electronic device and for a reduced price! Videos can be viewed for a full year after purchase.

**Easy to order online, the AIFD 2016 Symposium
Online video information can be found at:
<http://aifd.org/marketplace/>**



Now Accepting 2018 Symposium Program Proposals

The AIFD National Symposium heads to Washington DC, June 30 – July 4, 2018 and Symposium Coordinator, **Suzie Kostick AIFD, PFCI, CFD** and Program Coordinator, **John Kittinger AIFD, CFD**, invite you to join them as they prepare for an exciting new Symposium experience.

Program proposals for the 2018 AIFD National Symposium are being accepted now through December 15, 2016.

Those wishing to submit a program for consideration can do so by downloading the program submission form and requirements at <http://aifd.org/call-for-2018-symposium-programs/>.

Suzie and John also invite anyone who may want to join a committee or volunteer in DC to fill out the Volunteer Request form that can be found on the web page mentioned above.

Plan now to participate in what is expected to be a monumental Symposium! Join Team DC 2018 and discover the possibilities!

AIFD® Announces New CFD® Opportunity for Education Providers

In an exciting benefit-loaded move, the American Institute of Floral Designers (AIFD®) is expanding opportunities for creative floral designers to earn the now coveted Certified Floral Designer (CFD®) professional designation.



Starting immediately AIFD will allow its Education Partners (recognized and approved private floral design schools), certain state floral associations, and its university level student chapters, to offer their respective students the chance to be granted the CFD® designation after they successfully complete a vigorous course of study and have their designs evaluated by their school faculty.

This is different than AIFD's past system which required candidates for the Certified Floral Designer designation to attend and participate in a Professional Floral Design Evaluation (PFDE) program which has only been conducted immediately prior to the National Symposium.

To learn how you can take advantage of this new opportunity, please visit <http://aifd.org/becoming-a-cfd/>.



From Singapore to Seattle

By Marisa Guerrero AIFD, CFD

In 2017 AIFD will present Xtreme talent from across North American and around the world and excitement is already building for Symposium X. Two of the featured presenters are **Natasha Lisitsa** and **Daniel Schultz**, an incredible husband and wife team who recently won Gold and Best in Show at the Singapore Garden Festival.

You may remember Natasha and Daniel from their time on stage in San Francisco during the 2011 Symposium, "Imagine." This year, they represented the USA at the sixth biennial Singapore Garden Festival, July 23-31, 2016, and competed against master floral designers from around the world, including **Nicolaus Peters** from Germany and **Hideuki Niwa** from Japan, who were also awarded Gold for their creations. Over 9.7 hectares were designed to delight visitors with a feast of garden and floral displays from more than 30 internationally acclaimed designers.

Natasha and Daniel's award winning display at the Singapore Garden Festival entitled "Stretching Time" was a modern art sculpture that engaged the architecture of its space with a hyperbolic form that was asymmetrical in its design. One side appeared to be stretched while the other side was compressed. A virtual circular tube cut through the form to reveal a pave of flowers in vibrant shade of pink and fuchsia. They describe the creation as a representation of "a moment in time: an elastic, oscillating connection, simultaneously pulling and pushing with the rhythm of a heartbeat and the allure of a wave confined between two walls."

In addition to this year's prestigious festival, Natasha and Daniel have participated in many other international floral events, including; World Flowers Show, Nagasaki, Japan, in 2015, Iberada, Mexico City, Mexico, in 2014, and Three Days of World Floral Design, Moscow, Russia, in 2013.

Coordinators for the 2017 Symposium are thrilled to have these talented artists on the AIFD stage again. As **Cindy Anderson, AIFD, PFCI, CFD** said, "Natasha and Daniel are an incredible team of international floral designers and we congratulate them on their win at the Singapore Garden Festival." She continued, "We look forward to their Xuberant and Xciting presentation at Symposium X."

Make plans now to attend Symposium X and watch Natasha and Daniel showcase their vast talent, July 1-5, 2017 in Seattle, Wash.

Hands-On Classes @ Symposium Anaheim "Inspiration" 2016

By Brian Vetter AIFD, PFCI, CFD, Hand-On Class Principal

Once again the Hands-On classes proved to be a very popular part of Symposium. Our second year featured designers **Carol Caggiano AIFD, CFD**, **Beth O'Reilly AIFD, CFD**, **Frank Feysa AIFD, PFCI, CFD**, and **Deb Schwarze AIFD, CFD**. They covered topics from basic principles and elements of design, to amazing techniques and applications that could be used in all facets of design.

If you were not in attendance you missed some great information presented by some very talented and respected designers in the floral community. The popularity of these classes is due mainly to the ability to work with, and have one-on-one help and critique from these amazing people. Attendees learned great basic design building blocks in the "Balance" class that are key to being a good designer in any capacity. The "Wedding" class found everyone dazzled by handtied bridals with a new and trendy flair that put them into the current trends in bridal work. "Armatures" was an exciting experience as everyone learned so many ways to build them, materials to work with, and different uses for them from every day design work, to huge stage presence. The "Wire-work" session showed intricate, detailed, one-of-a-kind creations to add to prom



work, wedding work, and keepsake items for every-day floral designs and inspired attendees to think outside the box.

All of these classes were information packed, entertaining, and just plain

fun, who does not want to walk out of a class with something they just created themselves? If you have not yet joined in this new forum, keep your eyes out for next year's offerings, I promise you, it will be one of the highlights of symposium. If you are planning on entering the PFDE process, it will help prepare you, and give you the confidence you need to succeed. Thanks to all of you who have joined us, and we look forward to those of you who will join us next year!



Professional Floral Communicators – International to Induct Three Speakers

The Society of American Florists will honor three professionals with induction into Professional Floral Communicators – International (PFCI) during the Stars of the Industry Awards Dinner on Sept. 24 at SAF Maui 2016, the association's 132nd Annual Convention at the Ritz-Carlton Kapalua.

The 2016 PFCI inductees are:

- **Bradley Craig Beck, AAF, PFCI** of DESIGN MASTER color tool, inc. in Boulder, Colo.
- **Justin Degonia AIFD, PFCI, CFD** of New Leaf Flower & Plant Shop in Poplar Bluff, Mo.
- **Jenny Thomasson AIFD, PFCI, CFD** of Stems in Florissant, Mo.

Memorial Day Flowers 2016

CalFlowers was pleased to be an official sponsor of the 2016 Memorial Day Flowers (MDF) event. New this year was the presence of nearly 35,000 California stems included in the mix of Ecuadorian and Colombian roses placed on head stones. The total quantity of flowers distributed at Arlington this Memorial Day weekend was greater than 130,000 stems. Read more at <https://cafgs.memberclicks.net/memorial-day-flowers-2016>.

Fitz Design Announces New Fitz Plus Division

Fitz Design, the leader in keepsake prom, wedding, and special event accessories is proud to announce the development of its companion company FITZ PLUS. The new Fitz Plus division boasts a diverse product line that provides retail florist and special event designers the opportunity to increase sales while offering unique and affordable products.

The product line includes costume and rhinestone jewelry that allows florists to offer items for impulse sales as well as pieces that can be added into floral designs and gift baskets. It also includes an increasing line of gift and home decor items, at great price points, that also can be used as add-on sales or gift sales.

For those wanting more information on where to find these exciting new products a new website has been created www.fitzplus.com.

AIFD Introduces Newest Certified Evaluators/Judges

The AIFD Membership Committee would like to announce that the following 25 AIFD members are the newest members of the AIFD Certified Evaluator/Judge Program:

Atsuko Aimi AIFD, CFD - Japan
Loann Burke AIFD, CFD - Ohio
Mary Doyle AIFD, CFD - Nebraska
Hitomi Gilliam AIFD, CFD - Canada
Christine Henderson AIFD, CFD - California
Alison Hobson AIFD, CFD - Arkansas
Min Hee Hong AIFD, CFD - South Korea
Heejin Hul AIFD, CFD - South Korea
Yu-Kyung Hwang AIFD, CFD - South Korea
Ha Kim AIFD, CFD - South Korea
Jin Kim (Chong) AIFD, CFD - Texas
Chan Lee AIFD, CFD - South Korea
Youn Lee AIFD, CFD - South Korea
Gregory Lum AIFD, CFD - California
Michael Merritt AIFD, CFD - California
Sharrai Morgan AIFD, CFD - Washington
Masami Onishi AIFD, CFD - Japan
Robert Robertson AIFD, CFD - Arkansas
Sang Mi Ryu AIFD, CFD - South Korea
Kay Schlaefli AIFD, CFD - Arkansas
You Seo AIFD, CFD - South Korea
Young-Suk Song AIFD, CFD - South Korea
Sheryl Timmermann AIFD, CFD - Illinois
Kyung Hee Wang AIFD, CFD - South Korea
Sandi Yoshihara-Sniff AIFD, CFD - Colorado

They completed their final steps in Orange County at this year's Symposium and have completed the following steps to accomplish this incredible goal:

- Participate and complete all three required workshops.
- Complete an actual design evaluation workshop and assessment.
- Pass the on-line test

These certified members can now be evaluators at the Professional Floral Design Exam and use the title of AIFD Certified Judge at local, state, regional or national competitions. This brings our total of Certified Evaluator and Judges to 105 AIFD Members. Congratulations on your tremendous accomplishment!

If you are interested in this certification please visit aifd.org and watch for dates for the next online classes for 2016-2017. For additional questions please contact **Jackie Lacey AIFD, PFCI, CFD** at Thetaz3462@aol.com.

Everything You Need to Know:

Delicate daffodils and other spring flowers are just a memory by the time summer arrives. But you won't miss them when you grow flamboyant parrot tulips, which boldly take center stage later in the growing season.

Parrot tulips are flamboyant with their curly, twisted, and fringed petals that resemble the colorful feathers of the tropical bird of the same name. However, their beak-shape buds are what earned them their moniker. Nearly all varieties of parrot tulip are vibrantly colored, and many are two-toned. Parrot tulips are named for their bright colors, which look as if they've been painted onto the ruffled petals. You can find these flowers in almost every hue, including orange, red, violet, indigo, pink, yellow and near black. Some varieties are available in solid colors, while others are marked with multicolored stripes and splashes.

Developed from mutations of late-flowering tulips, the parrot types first appeared in 17th century France and made their way to the Netherlands about a century later. Today they're hardy to the U.S. in zones 4 through 7.

Because the flowers are delicate, parrot tulips need to be planted where they'll be protected from strong winds. They're also vulnerable to extremes of heat and cold. Try growing them near the side of your house to help shelter them, or grow them in pots you can move indoors.

While parrot tulips may need extra care, they're worth the trouble. Most are unscented, but some, like 'Orange Favorite', 'Blue Parrot' and 'Blumex Favorite' have sweet perfumes.

Plant parrot tulips from early fall into November for mid- to late-spring blooms. They need full sun and well-drained soil. Place the bulbs 5 inches deep and 4 to 6 inches apart, and water them thoroughly. Mulch them for the winter, and remove the mulch when they sprout in spring.

Parrot tulips don't need supplemental watering until active growth begins. Then water weekly and feed monthly with a 10-10-10 fertilizer.

Wait until the flowers fade and the leaves die back naturally to dig up the bulbs. Store them in a warm, dry location until fall's cooler temperatures arrive, when you can replant them outdoors.

Particulars:

Light: Part Sun, Sun

Type: Bulb

Height: 1 to 3 feet

Width: To 6 inches wide

Flower Color: Blue, Green, range, Pink, Red, White

Foliage Color: Chartreuse/Gold

Seasonal Features: Spring Bloom

Problem Solvers: Drought Tolerant

Special Features: Cut Flowers, Fragrance, Good for Containers, Low Maintenance

Article source: <http://www.hgtv.com/outdoors/flowers-and-plants/flowers/the-unusual-suspects-parrot-tulips>



SNAPSHOTS



Michelle Morgan AIFD, CFD of Kuhn Flowers in Jacksonville, Fla. and Katherine's Florist in Clermont, Fla., created casket pieces and personal flowers for the victims of the Orlando night club shooting at no charge. She also created 49 personalized wreathes, one for each victim, and they were placed as a memorial at Orlando City hall. Read a full feature article at <http://www.floristsreview.com/orlando/>.

Focal Points editor **Marisa Guerrero AIFD, CFD** had a proud "floral designer mom" moment when her son, Addison, accepted his third place trophy in a design competition at the New Mexico Floral Association Convention, "Starry, Starry Night" in Midland, Texas.



TRENDING TEXTURES








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What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Pete Samek AIFD, CFD

The AIFD National Symposium in Anaheim, Calif. was a wonderful experience this year and North Central was well represented throughout the entire week. First off, I would like to congratulate the four new inductees – **Lindsay Luree Busch CFD**, **Adam Havrilla CFD**, **Renee Polrets CFD** and **Shellain Alyse Sarver CFD**. We welcome them and look forward to their participation in our chapter.

Symposium was off to a terrific start by **Pat Diehl Scafe AIFD, CFD** with her great presentation "Looking at the Principles and Elements of Design." Her program was very educational and well attended by many PFDE applicants and students from all of the competing schools. She was assisted by **Mary Linda Horn AIFD, PFCI, CFD** and **Brent Leech AIFD, CFD**, who helped move Patti's designs on and off the stage. **Deb Schwartz AIFD, CFD** and **Frank Feysa AIFD, PFCI, CFD** were two of four designers offering hands-on classes which were heavily attended during Symposium.

The main stage was the venue where our own **Stacey Carlton AIFD, CFD** presented the hot and sassy "Couture Collective" with **Shawn Michael Foley CFD**. Then, **Helen Miller AIFD, CFD** and **Julie Poelter AIFD, PFCI, CFD** shared the stage with **Cindy Tole AIFD, CFD** presenting "Times of our Lives" about life's celebrations.

The Leadership Gala (formerly the Final Night Dinner) décor was created by the talented team of **Janet Gallagher AIFD, CFD** and former NC member **Bill McKinley AIFD, CFD**, topping off a great week of design presentations and fellowship.

On the National Board level, we are represented by **Frank Feysa AIFD, PFCI, CFD** as Vice President, **Jackie Lacey AIFD, PFCI, CFD** as National Secretary and Director at Large and **Loann Burke AIFD, PFCI, CFD** as the NC Regional Chapter Representative.

One proud moment for North Central was during the Awards and Induction presentation. Not only did we gain four new members but our SAIFD Chapters did very well in the Student Competition. **Jordan Claire**, Kishwaukee College, won first place for the floral crown category. **Katelyn Stoops**, Gateway Technical College, won first place for the cocktail arrangement. **Sarah Do**, Ohio State University, who tied for first place for the duplicate design with **Halle Morrison** from Texas A&M. Finally, **Dawn Mones**, Ohio State University, won second place in the duplicate design category. We are so proud of our student chapters, the student advisors/educators and all of the students who participated this year!

And finally, we want to congratulate the four PFDE applicants that received great news that they have passed the test and will become members of AIFD and North Central next year

in Seattle. Please congratulate **Lisa Belisle CFD**, Chicago, Ill., **Jessica Leopold CFD**, St. Paul, Minn., **Jonathon Reiman CFD**, Carbondale, Ill. and **Trish Fjeldsted CFD**, Manitoba, Canada.

I have been diligently working behind the scenes with President-Elect **Brent Leech AIFD, CFD**, planning and organizing our future events and meetings these last few weeks. We are really excited about what is in store for North Central Chapter. Please continue to check the AIFD North Central Chapter Facebook page and future NC newsletters and *Focal Points*.

South Central Chapter

President's Letter

Bradley Shane Cranford AIFD, CFD

We in the South Central Region are still feeling inspired! Our National Symposium, "Inspiration" was amazing! It was so wonderful to gather with our AIFD family to be educated and wowed with the talent that was assembled for us.

This year we are also thrilled to have ten new inductees added to our region. Your determination and dedication to the art of floral design has gotten you this far, and this is just the beginning of what you can accomplish in your career. You are now a member of the most prestigious group in our industry. You should be very proud of yourselves and your accomplishments. Welcome to the South Central Family, and we are extremely proud of you!

This year we are again offering our educational grants, which are available to each state in the region. This money is set aside for each state in our region to help with the expenses for an educational event. If your state would like to apply for a grant, you can e-mail any member of the South Central Board of Directors. There is a listing of our e-mail addresses on the AIFD website.

We are also planning our Annual South Central Design Forum for the Spring of 2017. This year it will be in Denver, Colo. Watch for more details on our Facebook page and the AIFD website. We will be presenting a wedding design program. Come and check out the latest trends and styles from some of the most talented designers around.

Remember that fall is just around the corner and, it is time to start merchandising all of your amazing fall products. Fall is one of the most beautiful times of the year, so make those displays stand out in your area! Use the amazing fall color palette to showcase you unique style and taste.

Always remember if you have any questions or concerns about anything going on in our region don't hesitate to contact me or any board member. We are here to serve you to the best of our ability!

continued on next page

continued from previous page

North East Chapter

President's Letter

Robert DeBellis AIFD, PFCI, CFD

And so it begins...my year as NERC President! I am very excited and proud to be taking the reins of what I think is one of AIFD's hardest working chapters! Let me begin by thanking **Janet Black AIFD, PFCI, CFD** for her amazing service to our region this past year as our president. Janet is so committed to AIFD and all it stands for. She will be a tough act to follow.

At our amazing Symposium in the OC we installed our new Officers and Board members. I look forward to working with this amazing group of people. I would like to introduce you to our new officers: **Dan Firth AIFD, CFD** (President-Elect), **Dot Chenevert AIFD, CFD** (Vice President), **Laurie Lemek AIFD, PFCI, CFD** (Secretary), **Suzanne Sampson AIFD, CFD** (Treasurer), and **Janet Black AIFD, PFCI, CFD** (Past President). And here are our board members: **Susan Krabill AIFD, CFD**, **Chris Ondrak AIFD, CFD**, **David Siders AIFD, CFD**, **Alisha Simone Bell AIFD, CFD**, **Rebecca Carter AIFD, CFD**, **Marianne Suess AIFD, CFD**, **Cres Motzi AIFD, CFD**, **Bunnie Hovan AIFD, CFD**, **Christy King AIFD, CFD** and **Jennifer Plasky AIFD, CFD**. **Ron Mulray AIFD, CFD** will once again represent us on the National Board and **Polly Berginic AIFD, CFD** will be our foundation representative.

This year at Symposium the NERC hosted the first night Hospitality Party on July Fourth! With the help of our sponsors Burton & Burton and World Class Flowers, I can honestly say (and many have come up to me and said it too) that it was one of the best, over the top, crazy- fun hospitality nights we have had in years! Thanks to the balloon artistry of **Peggy Williams** and **Melissa Rhea Vinson**, my co-chair **Linda Murray AIFD, CFD**, and a group of our talented floral artists, guests entered through a huge balloon arch with wild, red, white, and blue palm trees, played with beach balls and danced the night away flanked by a 10' x 20' American flag made entirely of balloons! And who could resist the Patriotic CANDY BAR! All those who attended sported their finest patriotic beach wear and let's not forget our hostess with the mostess, Ms. Libertee Belle LOL!

This year our region was proud to induct 12 new AIFD members and two new CFD members. Welcome and congratulations to **Maureen Christmas AIFD, CFD**, **Theresa Clower AIFD, CFD**, **Janet Corrao AIFD, CFD**, **Patti Fowler AIFD, CFD**, **Darcie Garcia AIFD, CFD**, **Yoli La Guerre AIFD, CFD**, **John Lechlitter AIFD, CFD**, **Linda Murray AIFD, CFD**, **Michele Peters AIFD, CFD**, **Cullen Schneider AIFD, CFD**, **Shannon Toal AIFD, CFD**, **Rene Tucci AIFD, CFD**, **Mieko Kawazoe CFD** and **Yong Hee Petrik CFD**. We are honored to have you become part of our NERC family.

We have an exciting year ahead of us with our fall design program chaired by **Chrs Ondrak AIFD, CFD** and **Rick Cuneo AIFD, CFD** on October 19 at Sieck Wright Wholesalers in Hightstown, N.J. This exciting wedding program is going to be chock full of amazing AIFD designers. Be sure to try to attend and support our region.

Of course, we have the Philadelphia Flower Show chaired this year by **Cres Motzi AIFD, CFD**. This year's theme is Holland. Cres promises our booth will knock your wooden shoes off! Opening night Gala is March 10 with the show then running March 11- 18. Please reach out to Cres if you would like to help out. Anyone who has worked on the PFS in the past will tell you it's quite an experience!

Lastly, I would like to congratulate our six new 2017 AIFD Inductees to our region. They are **Sun Ja Park CFD**, **Caroline Crabb CFD**, **Kathryn Delve CFD**, **Amanda Randell CFD**, **Mieko Kawazoe CFD** and **Lori Kunian CFD**. We also welcome three new CFD members: **Shawn Brown CFD**, **Elizabeth Kim CFD** and **Yong Hee Petrik CFD**. Welcome all and we celebrate your achievements!

Northwest Chapter

President's Letter

Sharrai Morgan AIFD, CFD

So much Inspiration! Anaheim Symposium gave us lots of new techniques and textures, new breeds and bouquets, new partners and posies, and of course lots of new flower friends and flower family members! My most inspired moments come from these folks who travel for Symposium to volunteer, connect, educate, practice, play, and inspire together! We are sending big cheers to our symposium stage presenters this year. **Paul Jaras AIFD, CFD**, **Suzanne Law AIFD, CFD**, **Brenna Quan AIFD, CFD**, **Gerry Greg AIFD, CFD**, and **Greg Lum AIFD, CFD**. Your presentations were spotlight stunning and truly inspirational!

It is with so much love and pride that we welcomed nine new members into the AIFD Northwest flower family. We are sending many congratulations to our new inductees, **Gordon Fulton AIFD, CFD**, **Betty Houle AIFD, CFD**, **Svetlana Chernyavsky AIFD, CFD**, **Hope Hestand AIFD, CFD**, **Gina Thresher AIFD, CFD**, **Reginald Merritt AIFD, CFD**, **Tonya Mitchell AIFD, CFD**, **Debbie Kenney AIFD, CFD**, and **Karen Kroemer-Spiess AIFD, CFD**. We are so very excited to see your gifts and talents blossom in the years to come!

The news is out and we are expecting...thirteen new 2017 Seattle inductees that is! We send a big congratulations to our 13 PFDE candidates that have been invited to become full fledged members of the American Institute of Floral Designers.

I would like to personally commend and congratulate Past President **Rachelle Nyswonger AIFD, CFD** and the members of the AIFD NW Region on a wonderful year filled with many new travels and lots of great education extended to the various corners of our widespread locales.

It is in this same spirit that I desire to continue this good work about spreading the value and importance of fabulous floral design education and the connections that can last a lifetime, all for the same mutual love of flowers. This November our region will take part in the annual Ninth Moon Floral Design Competition and showcase held at the Portland, Ore., Chinese Lan Su Gardens. This incredible autumn event has gained much speed and growth in that last few years. The opportunity it has brought for AIFD awareness is vital and greatly cherished. We invite all flower lovers to come be a part of this special time to

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enjoy floral design demonstrations, educational talks, and the inspired serene garden setting. Our region hopes to take part in the Seattle Northwest Flower and Garden Show this February as well as other various design programs coming this spring, so keep your eyes on the horizon for more details to come.

Our journey towards this year began in Anaheim with our AIFD NW Region hosting the final night hospitality event. It was a night filled with fun, frolic, flowers and friends and I could have not been more proud of our pirates and the party we created! As the Seattle Symposium Director and Program Chair, I know that our very own **Wil Gonzalez AIFD, CFD** and lovingly adopted **Cindy Anderson AIFD, PFCI, CFD** have been charting the course for the Xceptionally, Xciting Seattle Symposium "X" in the summer of 2017. We are behind you both all the way and are so Xtatic to begin this journey with you! I am so truly thankful for our AIFD NW crew mates and am so excited and honored to be at the helm over this next year as your Captain Morgan! Land Ho! X marks the spot! I can see Seattle just over the horizon and we invite one and all to make way and set sail with us into the Northwest this year!

Southwest Chapter Report

President's Letter

Derrick Vasquez AIFD, CFD

I am proud to serve this year as the Southwest Regional President. This will be my second time, the first was when our region originally split and we began our new journey as two regions in 1993. I have always believed in this great organization and will continue to strive for its goals and the professionalism of AIFD. I am pleased to have such an enthusiastic group of members on the board this year along with many veterans and many new regional members. We will strive hard to continue to build our region as we have done for so many years.

The "Inspiration" for this year was ignited in Orange County and now we will work hard to achieve our goals as a region and support national programs. This year will bring plenty of excitement and programs for our region, culminating in an exciting Symposium in Seattle in 2017. Congratulations to new and continuing board members **Lori Novak AIFD, CFD**, **Michael Quesada AIFD, CFD**, **Cindy Pham AIFD, CFD**, and **Julie Reed AIFD, CFD**. Our new President-Elect is **Susie Ayala AIFD, CFD**; Vice President, **Katie McCormick AIFD, CFD**; Treasurer, **Martin Flores AIFD, CFD**; Secretary, **Mary Rimmer AIFD, CFD**; and continuing board members **Susan Bean AIFD, CFD**, **Cathy Hickman-Frost AIFD, CFD**, **Shonda Cunningham AIFD, CFD**, **Katie Noonan AIFD, CFD**, **Sam Vanwert AIFD, CFD**, and Past President **Pam Null AIFD, CFD**.

Our plans and goals for the year are to have many more workshops and to continue educating with new concepts and ideas that are so important to our members and industry. We kick off with our participation in the LA County Fair with a SW AIFD Region Exhibit in their floral pavilion which is being chaired by **Gerry Toh AIFD, CFD** and **Liz Seiji AIFD, CFD**. The first workshop is planned for fall in the Riverside area which will feature holidays and many holiday techniques for the

upcoming season. We are also planning for another workshop in Las Vegas as well as our big show in March. We have many exciting plans being worked on and I have no doubt that the team we have this year will be outstanding. Our March show will be chaired by **Lori Novak AIFD, CFD** fresh off Symposium as we felt she needed something to keep her busy these days. Our past Southwest Rep., **Michael Quesada AIFD, CFD** will be on the board to continue to work with us as will our Las Vegas team of **Kenny Snauwaert AIFD, CFD**, **Cindy Pham AIFD, CFD** and **Julie Reed AIFD, CFD** will chair on what we know will be a great program in the spring in Las Vegas.

We have a great group of hardworking individuals that believe in teamwork and I know we are all offering our valuable time to make a difference and I appreciate all of your work and service to this organization. I am here to serve our members in any way that is needed, feel free to contact me or to offer your assistance with and projects. I'm looking forward to an exciting and rewarding 2016-2017 year as your president.

Southern Chapter

President's Letter

Randy Wooten AIFD, PFCI, CFD

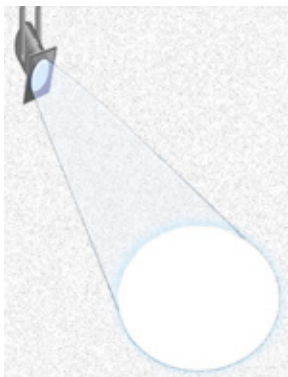
Time is flying by! It is hard to believe that another Symposium has come and gone. We look forward all year to that week when we all come together and reconnect. It was an amazing Symposium this year. A huge THANK YOU to Tom and Lori for an outstanding job!

I would also like to say thank you to **Robin Arnold AIFD, CFD** for doing an amazing job as our chapter President this last year. I have nothing but total respect for your dedication and passion for this industry. Truly an inspiration and thanks for all you continue to do!

I am humbled and honored to have the opportunity to serve as your Southern Chapter President. I am also blessed to have an amazing board. A board that shares the same vision and passion for the floral industry. Let's be honest, it takes a village and I am part of a GREAT village! I want everyone to know I am here for you and I am only an e-mail or phone call away.

I am so excited for the upcoming year! Southern has numerous educational programs that are about to be rolled out. Stay tuned, great news is coming! I know there have been concerns as to what direction Southern was headed in when the board announced that Louisville would be the last conference for Southern, it wasn't an easy decision but one that we felt was needed, and the board has really been taking time to work to bring something of value and relevance to today's industry. I do appreciate your patience by allowing the time needed to really work as a team for the betterment of our chapter and the industry as well. Just know, the board and I are committed to our members, to education and the survival of the floral industry. I ask that each and every member join the board and me in working to make Southern better than ever, soaring to heights never before achieved!

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? Here are a few recent e-mails you should have received:

Aug. 15 - Get "Xcited" for AIFD's 2017 Symposium "X"!

Aug. 3 - AIFD "Inspiration" Program Videos NOW Available through Vimeo!

July 18 - Now Available! Feel the "Inspiration" of AIFD's 2016 Symposium with the Recap Video!

June 6 - AIFD Focal Points is Hot off the Desktop!



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 2016 Life Contributing Members. AIFD appreciates their many years of membership and their continued financial support.

Rose (\$250-\$499)

Michael Merritt AIFD, CFD

Tulip (\$100-\$249)

Donald R. Burdette AIFD, CFD

Frank Grau AIFD, CFD

James L. Johnson AIFD, CFD

Lillian Lindergren AIFD, CFD

Alan Parkhurst AIFD, PFCI, CFD

Jack Smith AIFD, CFD

Kevin Ylvisaker AIFD, PFCI, CFD

Cumulative Recognition

Carnation (\$1,000-\$2,499)

Tina Coker AIFD, PFCI, CFD

Richard Salvaggio AIFD, PFCI, CFD

Dean White AIFD, PFCI, CFD

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

Symposium Through the Ages...

By Janet Black AIFD, PFCI, CFD, AIFD National Historian

Symposium in a delightful plush hotel, pool, room service, Internet connections, with all the amenities, and a great Disney vacation experience in Anaheim, Calif., not so in the beginning...

In 1965 there wasn't even a college that had a full time floral design professor! Finally, in 1967 **Bob Gordon AIFD, CFD** was hired by Cal Poly in San Luis Obispo. The Ornamental Horticulture Department established a four-year curriculum with Bob at the helm.



Cal Poly hosted the first symposium in 1968 under the direction of **Art Ito AIFD**, then vice president of AIFD, with the aid of Bob to create a program that incorporated students and the beginnings of SAIFD.



By 1977 Symposiums were still held on college campuses. No beautiful linens and room service! Attendees slept in campus dormitories in bunks and dined in the cafeteria. After each day of programs there would be sing-a-long's in someone's room. **Frankie Shelton AIFD** remembers sitting on the floor listening to **Jef Hackbart AIFD** tell everyone about his fabulous clients, the stars of Hollywood



Frankie shared her experiences; when she chaired the Symposium in Houston, Texas in 1979 which moved the Symposium venue a bit more to the central part of the USA. "There was no home office at the time, so I booked the Shamrock Hotel, selected the designers, had all props shipped to my school. I paid the designers \$100.00 each. My husband took care of the reservations and confirmations. My children were in hospitality and I got many donations of flowers and materials. I was given \$3,000.00 for expenses. We had a fabulous turnout of 350 attendees and I broke even with no additional expense."

Focal Points 24

New AIFD Items - Get Them While They're Hot

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 Cell Phone Charger - \$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.



Visit <http://aifd.org/marketplace/> to place an order.

AIFD Thanks Its Partners

INDUSTRY PARTNERS

Accent Decor, Inc.
www.accentdecor.com

Alpha Fern Company
www.alphafern.net

Amy's Orchids

Baisch & Skinner
<http://www.baischandskinner.com/>

Ball Horticultural Co.
www.ballsb.com

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Biz One, Inc.
www.ohanamarket.com

Bloom Nation, LLC
www.bloomnation.com

BloomNet
<http://mybloomnet.net/>

CalFlowers
www.cafgf.org

California Cut Flower Commission

Candle Artisans, Inc.

Crystal River Design

David Austin Roses
www.davidaustinrosesusa.com

DESIGN MASTER color tool, inc.
www.dmcolor.com

DWF Wholesale Flowers
<http://www.dwfwholesale.com/>

Elite Flower Services, Inc.

Euflovia Flowers
<http://www.eufloviaflowers.com/home.html>

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Fitz Plus
<http://www.fitzplus.com/>

Florabundance, Inc.
www.florabundance.com

FloraCraft
www.floracraft.com

Floralink
www.floralink.com

Floral Supply Syndicate
www.fss.com

Florida Nursery, Growers and Landscape Assoc.
www.fngla.org

FloristWare
www.floristware.com

Flowers &

Frank Adams Wholesale Florist
www.frankadamswf.com

FTD
www.ftdi.com

Garcia Group

Gardens America, Inc.
www.gardensamerica.com

Gems Group Inc.
www.TheGemsGroup.com

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Groflowers
www.groflowers.net

Kennicott Brothers Company

www.kennicott.com
Kitayama Brothers Greenhouses
<http://www.kitayamabrothers.com/>

Knud Nielsen Company, Inc.
www.knudnielsen.com

Liberty Blooms
<http://libertyblooms.com/home.php>

Lion Ribbon
www.lionribbon.com

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Modern Collections Inc
<http://themoderncollections.com/en/>

Natural Decorations, Inc

Ocean View Flowers

Passion Growers

Random Acts of Flowers
www.randomactsofflowers.org

Shinoda Wholesale
<http://www.shinodadesigncenter.net/>

Smithers-Oasis/Floralife
www.smithersoasis.com

Stemcounter.com
www.stemcounter.com

Syndicate Sales, Inc.
<http://www.syndicatesales.com/>

TeamFloral
www.teamfloral.com

Teleflora
<http://www.teleflora.com/>

The John Henry Company /Multi Packaging Solutions
www.jhc.com

The Queen's Flowers/ Benchmark Growers
<http://www.queensflowers.com/>

The Sun Valley Group, Inc.
<http://www.thesunvalleygroup.com>

UFN
www.ufn.com/#pos

United Wholesale Flowers
www.unitedwholesaleflowers.com

Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

Valley Floral Company

Virgin Farms Inc.
<http://www.virginfarms.com/>

Wm. F. Puckett, Inc.
<http://www.puckettfern.com/>

EDUCATION PARTNERS

Academy of Floral Arts
www.academyoffloralart.com

Aimi Floral Designers
www.shokubutu-kobo.com

Anne Arundel Community College
www.aacc.edu/floraldesigner

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

Floriology
<http://floriology.com/>

Fiorissima Internacional
www.fiorissimainternacional.com

Floce Nine Flower School

Floral Design Institute

www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Institut de Artflor
www.idartflor.com

Institute Professional Flores Design Fa Ngai Long
www.adfdm.com

Instituto Mexicano Tecnico Floral Plantel Monterrey
www.imtf.com.mx

International of Flower Arrangement Limited
www.jameswongflorist.com

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/
Palmer Flowers

Pui Wa Floral Design School
www.cpwdesign.com.mo

Solomon Bloemen
www.solomonbloemen.com

Southern California School of Floral Design
www.philrulloda.com

Teleflora Education Center
www.myteleflora.com

The New York Botanical Garden
www.nybg.org/adulted

The School of Floral Arts LLC

Yola Guz AIFD School of Floral Design

State Floral Association Education Providers

Arizona State Master Florist
www.azflorists.org

Arkansas Florist Association
<http://www.azflorists.org/>

California Certified Florist Program
www.californiacertifiedflorist.org

Floral Association of the Rockies
www.floralassociationrockies.org

Florida State Florists Workshop and Testing (FSMD)
www.floridastatefloristsassociation.com

Georgia State Florists' Association
www.georgiastateflorist.com

Illinois Certified Professional Florist (ICPF)/
Illinois Master Florist (IMF)
www.isflorists.com

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire Certified Floral Designer

North Carolina Certified Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdflorists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan
Florists Association
www.mumfa.org