



Focal Point

Christmas Trends

The holidays are upon us. Each year, new trends and old traditions get mixed together to create wonderful memories. Here are some quick trends for this year to get the festivities started. Use these ideas to update your seasonal offerings and show your clients that you are ahead of the curve.

Nordic - Barren earth covered in snow drifts with tiny foxes and owls peeking out suggest a Nordic winter wonderland. Create a tranquil vignette with a snow tipped tree, pale colored wooden ornaments, and a few furry friends lounging around.

Graphic - Black & white or brilliant gold, bold graphic patterns are back with a bang. Checkerboard, chevron and striped patterns accented with ruby red embellishments make a trendy style feel a bit more traditional.

Hang it - No light fixture should be left untouched this season, hang winter foliages and glistening ornaments from standing lamps and deck the sconces. The popularity of floral chandeliers can transition from wedding to holiday beautifully, as glittering ornaments will shine spectacularly when hung.

Hope your holiday season is merry and bright.



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American Institute of Floral Designers

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AIFD Mission Statement

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

Upcoming Events

November 19, 2016

Prom, Body and Fashion Flowers
Anne Arundel Community College
Arnold, MD

December 3, 2016

Sympathy Flowers
Anne Arundel Community College
Arnold, MD

December 6, 2016

Winter Flowers
Anne Arundel Community College
Arnold, MD

January 28, 2017 – January 29, 2017

Floral Entrepreneur's Weekend,
Advanced Business Seminar
Floral Design Institute
Portland, Oregon

February 22, 2017 – February 23, 2017

Advanced Bridal Bouquets, Styles and Techniques
Floral Design Institute
Portland, Oregon

February 26, 2017 – February 28, 2017

Prom & More Presented at the Floriology Institute
Floriology Institute
Jacksonville, Florida

June 29, 2017

2017 AIFD Professional Floral Design Evaluation Session
Sheraton Seattle Hotel
Seattle, Washington

July 1, 2017 – July 5, 2017

2017 Symposium "X"
Sheraton Seattle Hotel
Seattle, Washington

Many more events are posted online!

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

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

President's Message



"Their 'true colors' come out and they reveal themselves to be the sparkling colorful gems of AIFD."

As someone who grew up in New England, the first inklings of autumn always gets me excited with feelings of the earth changing and the appreciation of all the beauty that surrounds us in nature. With just a few months until the holidays, the tempo of life seems to speed up and friends, family and work seem to take on new focus and energy. As the first quarter of my presidency ends, I have already had the chance to experience so much within the organization, and I look forward to working with so many of the amazingly dedicated and talented members we have in AIFD.

In August, the Symposium Committee and Executive Board met at the Hilton Chicago, the home of many future Symposiums, and our new de facto meeting place for some future meetings. The Symposium Committee meeting was a great meeting, led by **Frank Feysa AIFD, CFD**. We gave a final appreciation to **Lori Novak AIFD, CFD** and **Tom Simmons AIFD, CFD** for their hard work and successful outcome of "Inspiration 2016." We heard new plans from **Cindy Anderson AIFD, CFD** and **Wil Gonzalez AIFD, CFD** regarding next year's "X" in Seattle. I can hardly wait to see the results of all their ideas and concepts. We listened to a fantastic presentation about Symposium 2018 in Washington D.C. from **Suzie Kostick AIFD, CFD** and **John Kittinger AIFD, CFD**. Their ambitious plans and unique ideas will be exciting to see develop over the next few years.

The Executive Board had an equally compelling meeting with a number of important topics discussed and approved to be presented to the full National Board in October. We were thrilled to find out that a great percentage of our AIFD Candidates were successful and we will be inducting over seventy new members next year.

September was an amazing month for AIFD members and their involvement in the floral world. Early in the month at the "Gateway to the World Cup" held in Vancouver, B.C. Organized by **Hitomi Gilliam AIFD, CFD** and **Deborah De La Flor AIFD, CFD**, it featured an intense design competition where seven of the fourteen contestants were AIFD and two of the top three designers were from our organization! A hearty "Brava" to **Brenna Quan AIFD, CFD** and **Brooke Raulerson AIFD, CFD**, who finished second and third, respectively.

Later in September, our involvement in the SAF Convention held in Maui, Hawaii was so extensive that I cannot possibly list all the contributions here. I have asked **Kristen Philips, CAE**, our executive director at Headquarters, to put all the information on our website so everyone can see the extent of our dedication to

all floral events held throughout the year. But it is my pleasure to at least recognize some of the contributions here.

First of all, AIFD swept the top three finishes in the Sylvia Cup Competition, which were **Tricia Upshaw AIFD, CFD** taking third place, **Paul Latham AIFD, CFD** taking second place, and the Sylvia Cup 2016 went to **Derek Woodruff AIFD, CFD**. Congratulations! The judging was done by our own **Tim Farrell AIFD, CFD**, **Joyce Mason-Monheim AIFD, CFD**, and **Tom Bowling AIFD, CFD** (who also won the Tommy Bright Award!) It is only fitting that I also mention that one of our most dedicated Industry Partners, **Dwight Larimer** from Design Master, was given the SAF Floriculture Hall of Fame Award. Bravo to all who competed, judged, designed, organized and contributed to this event.

As a final autumnal reference, I learned a long time ago, to my delight and surprise that leaves do not actually "change color" in the fall. They were always those colors, but the summer production of green chlorophyll overwhelms any other colors and only when that slows down and stops, do the true colors come through. It is a metaphor I would use for our members that volunteer so tirelessly to work on our committees at both the Regional and National levels. Whenever they are given a chance at responsibility, a challenge to their leadership and organizational skills, or a request to give of themselves, their "true colors" come out and they reveal themselves to be the sparkling colorful gems of AIFD. Without them, we would not have an organization as vibrant and meaningful as this one is.

As we head into the busy, frantic whirlwind that is the holiday season, I encourage you all to reach out to others, appreciate the beauty that surrounds us in all the hard work we do in our chosen profession, stop for a moment to catch your breath and admire the dazzling bits of nature's beauty, be patient and accepting of other people's politics, religion and beliefs, and to stop...just for a moment...at Thanksgiving perhaps...to realize how lucky we are to have what we have in this all too short beautiful experience we call life.

I know I am thankful to be in this humbling position as the leader of "Team AIFD" and I look forward to seeing many of you in the coming year in your local region to say that in person.



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Floral Designs were the Star at Ozark Floral Convention

By Wenonah Marlin AIFD, CFD

Imagine a large gathering of like-minded, creative people spending a weekend together exploring what inspires them and honoring the stars in their lives. This is the experience that was had for all who attended the OZARK Floral Association's 69th Annual convention. OZARK Floral Association is comprised of floral professionals from Arkansas, Missouri, Oklahoma and Kansas.



Executive Director, **Pat Phillips AIFD, CFD**, recalled on memories of church revivals from his childhood to birth this theme. On the Sunday after a week's revival with a traveling preacher, ladies would bring flowers cut from their gardens to lay on the altar. Church members would then gather mixed bouquets of the flowers and present them to the people who inspire them, the stars in their lives.

Visually centered around Van Gough's *Starry Starry Night*, the convention décor, designed by **Lenzee** and **Lacee Bilke**, took on a meditative dreamy feel. Also being held over the 15th anniversary of the September 11, 2001 attacks convention guests took time to discuss and reflect on what is truly important. Two stage presentations, two hands on classes and three competitions were offered to expand our floral design knowledge.

Gerard Toh AIFD, CFD used amazing containers as inspiration for his presentation revolving around parties. His event experience coupled with his creative ideas left us with the tools to sell parties that are sure to impress our clients! As an excellent educator, **Tom Bowling AIFD, PFCI, CFD** continued his theme of armatures from his hands-on class through to his stage presentation. The Art of the Armature pushed our boundaries as designers to think about product selections that we wouldn't generally use. Also offered hands-on was a floral crown class. I shared an easy, efficient way to make these trendy pieces that can be tailored to fit any style of event.

Each year OZARK hosts three floral design competitions, Table Top, OZARK Cup and OZARK Master's Cup. An intricate piece crowned with a crescent moon designed by **Diane Droge** took the prize for the table top. The Table Top competition always revolves around the convention theme. This year, however, the other two competitions also tied to the theme in an interesting and challenging way. Competitors in the OZARK cup along with their wedding design and sympathy design were also asked to interpret Van Gough's *Starry Starry Night*. This yielded some fabulous pieces. It was incredibly interesting to see how 16 different people were inspired by the same painting. The OZARK

Cup winner, **Bill Wilson**, used a minimalist approach with eight items to complete his design. The Master Cup's participants, all previous winners of the OZARK Cup, were asked to make two pieces: A bridal bouquet inspired by **Hitomi Gilliam AIFD, CFD** and an art piece inspired by **Gregor Lersch**. As one of the designers asked to create these, I can tell you it was very intimidating at first. Hearing the names of people who we look up to was scary. After all I can't design like them, but about ten minutes in I realized that it wasn't the point to copy their work but rather be inspired by what I have learned from them, to look at the products given and analyze them in a way that they might, but to create something that was still mine. In the end it was fascinating to see how the competitors were moved by the two designers.



The dictionary defines inspire as a verb to fill someone with the urge or ability to do or feel something, especially to do something creative. As floral professionals we inspire each other to do something creative, to step

out of our box. As floral artists we use flowers as our medium to cause others to feel. This convention was about stars that inspire us but really I think it was a time to remember to be a light to inspire others.

SNAPSHOT



Congratulations to AIFD's very own **Derek Woodruff AIFD, PFCI, CFD**, owner of Floral Underground in Traverse City, Michigan, for winning the grand prize in the 49th Annual Sylvia Cup Design Competition!

Gateway to the Americas Cup

Congratulations are in order for **Hitomi Gilliam AIFD, CFD**, and **Deborah DeLaFlor AIFD, CFD**, for their successful organization of the 2016 Gateway to the Americas Cup Competition held in Vancouver, BC in September of this year.

Juliana Hames from Brazil took home first place. Canada's **Brenna Quan AIFD, CFD**, who you will remember from the "Inspiration" stage, was awarded second place. **Brooke Raulerson AIFD, CFD** secured third place, we will see her on the "X" stage next year.

AIFD had many members showcasing their talents at the competition, and we couldn't be more proud of your success.

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SAVE THE DATE...



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

A Report from the International Society of Japanese Members of AIFD

By Tomoko Watanabe AIFD,CFD

We, the International Society of Japanese Members of AIFD (SJM), held an event called "Door Wreath Project" on October 1st & 2nd, 2016 at the Yokohama Doll Museum in Yokohama. We displayed over 100 door wreaths and sold about half of them. Total sales amount was 160,000 JP Yen (1600 US\$). This was our first SJM event and it was a great success. It was a good opportunity for Japanese people to get to know our group and the work it does.

Door Wreath Project's main idea was to promote the wreath as a door decoration. It was sold in conjunction with Japanese style lucky charms so combining the two items.

Some financial donations were sent to the Red Cross in Japan and The Green Foundation.



AIFD members that attended the Arkansas State Florist Association Convention that took place at the end of August.



Susan Ayala AFD, PFI



Tom Bowling AFD, PFI



Tim Farrell AFD, AM, PFI



Jim Ganger AFD



Hitomi Gilliam AFD



Bob Hampton AFD, AM, PFI



John Hosek AFD, PFI, CF, CFA



Alex Jackson AFD, AM, PFI



Vonda LaFever AFD, PFI



Joyce Mason-Monheim AFD, AM, PFI, CFI



Helen Miller AFD, CF, CFA



Darla Pawlak AFD, PFI

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Gerard Toh AFD, CFI



Cindy Tole AFD



Kevin Yivisaker AFD, PFI, CFA

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AIFD Members Integral Part of World Flower Council Summit

By Tim Farrell AIFD, PFCI, CFD

The World Flower Council (WFC) held its annual summit this year at the beautiful Fairmont Hotel in Nairobi, Kenya on September 1-4, 2016. The theme of this year's gathering was "Kenya: Fascinating Flowers, Fauna and Friends." AIFD member **Anson Low AIFD, CFD** from Singapore and I were invited to lead workshops and also deliver a main stage presentation at this year's summit.

The summit began on Thursday, Sept. 1, with a beautiful welcoming reception in the courtyard garden of the Fairmont Hotel. Delegates from over 18 countries were present, some of whom attend the summit on an annual basis, others who attend every few years, and there were even some first timers to this collaborative group of floral enthusiasts from around the world.

The following day, the delegates were ushered on a tour of some of the fascinating museums and parks in the Nairobi area, encountering historical artifacts and artwork of the region and close encounters with some of the wildlife of the Nairobi area. Attendees were thrilled to snap photos of giraffes, zebra, lions and even baby elephants during this interesting and captivating tour. Later that same afternoon, members who registered for my workshop were treated to a visual and thought provoking treat. The subject matter was "TENSION: May the Force be with you." During this two hour workshop, I explained and demonstrated the concept of tension, as a secondary principle of design. The more obvious "forces" normally seen in tension in design were covered, like gravity, wind, etc., but I also challenged the designers to think of less predictable forces such as air pressure, temperature and even a black hole. Then I showed some designs that were his interpretations of those forces. After that, the students were set free to create a design that exemplified tension. I was then able to point out some of the interesting design techniques and interpretations to the rest of the class. As the class was ending I said, "What a thrill for me, as an instructor, to see all of the masterful and creative techniques employed here, and to know that you ALL truly grasped the concept of tension as a principle of design!"

Saturday started off with a welcome from **Dean White AIFD, PFCI, CFD**, chairman emeritus of WFC and **Lynn Hoffman** current chairman of WFC. The delegates were then treated to a collaborative presentation from members of the Kenya Floral Arrangement Club (KFAC). Each designer displayed and commented on designs depicting different aspects of the culture and geography of Africa in a program titled "Dreaming of Africa." Lunch followed the program and members then immediately proceeded to the ballroom to experience "My County Design," a program in which a representative from each country presented a design that was significant to the culture or trends happening in

their perspective countries. This fabulous program truly displayed the diversity of design styles prominent in various regions of the world. After that, **Anson Low AIFD, CFD** presented a very inspiring program on contemporary design, featuring beautiful sculptural armatures that this talented floral artist had crafted, accented with appropriate blooms. Anson created a variety of armatures, sharing his techniques and mechanics so that all present could try to create

new and exciting armature vessels to use in their floral art.

The final day started off with a stage program by myself. The program was titled "Pulse: Exploring Rhythm in Floral Design." During this presentation, I delved into the principle of rhythm, using music as an audible guide, and how we can get inspiration from human experience. Floral interpretations of human emotions took us through various points in one's life journey...from birth until death. From the more somber "Moonlight Sonata" to inspire a waterfall design depicting sadness, to the fun "Teenage Dream" with a swirling design moving in all directions, I captured some of life's most critical moments in this presentation. The final

design of this presentation featured the song "100 Years" and was completed using elements from each of the preceding sixteen designs incorporated into a beautiful sculptural tower.



After enjoying a bountiful buffet lunch of traditional Kenyan food, the delegates returned to the Ballroom for "Swinging Safari: The embodiment of the Big 5." During this runway presentation, designers from around the world combined forces with a local fashion designer and makeup artist to create their own "live" interpretation of the safari animals of Kenya. Professional models were hired, and after hours of body painting and makeup were applied, they were dressed in the floral creations and sent down the runway to a very enthusiastic audience. AIFD members that participated include: **Els Hazenberg AIFD, CFD**, from the Netherlands who created the Gorilla, **Patricia Patrick AIFD, CFD** from Canada who created the Giraffe, **Anson Low AIFD, CFD** from Singapore who created the

Leopard, **Tony Jansen AIFD, CFD**, from Canada who created the Lion and **Kathy Ong AIFD, CFD** from Malaysia who created the Ostrich.

The week was topped off by a wonderful Gala dinner and awards presentation. **Dean White AIFD, PFCI, CFD** was given the WFC Floral Laureate Award of Distinction. This is the World Flower Council's highest award, the bronze calla, and is presented to a person who has dedicated over 50 years of his life to the flower industry and is recognized as one of the most eminent donors, contributors and philanthropists in the floral industry. The award has only been presented to three individual in the 33 year history of WFC.

My design captures the childlike wonder of the holidays.



The holidays are pure magic when seen through the eyes of a child. My playful centerpiece arrangement embodies this youthful anticipation with fun textures, brushed gold garlands, and the repetition of curled glitter sticks and sparkling ornaments. I also used red rose sprays and assorted pines to balance the design with natural, elegant beauty. Give your customers the gift of creativity this season, and get inspired at oasisfloralproducts.com/inspire.

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Inspire florists worldwide!

'Tis the season for thanking floral designer Shonda Cunningham from Ogden, UT, for this magical inspiration. Enter our Inspire Design Showcase on Facebook for the chance to have your design featured!

AIFD Awards Committee Seeks Nominations

ATTENTION AIFD MEMBERS – While plans are unfolding for the 2017 Symposium "X," it's time to start thinking about the 2017 AIFD Awards! Nominations are now being accepted through February 24, 2017 for the six awards that AIFD can bestow:

Award of Merit – Non-Industry

This award is presented to individuals outside the floral industry who are selected because of their personal or professional use of fresh flowers in such a manner as to be a credit to the floral profession. In what manner does the nominee use flowers in a public way? Has what the nominee done with flowers brought about a greater awareness of flowers and or floral design? Does the awareness this nominee promotes come about through education?

Award of Merit – Industry

This award is presented to members of the floral industry who are NOT members of AIFD but who are involved in the floral industry. This award can be given to an individual, group or company. Is the nominee an AIFD partner? Has the nominee provided support or contributions to AIFD and if so, in what manner? Is the nominee active and do they further the floral industry in other allied or trade organizations? What specific contribution has the nominee made to the advancement of the floral industry as a whole?

Award of Design Influence

The Award of Design Influence recognizes floral design visionaries whose creative body of work has national influence and constitutes a legacy of innovation. Has the nominee supported or contributed to AIFD in any way? What specific contribution(s) or advancements has the nominee made to the American design style? What impact has the nominee made on the American style of design? How does this person share their design talents? Does this person have the ability or intention to continue to influence American design?

Award of Distinguished Service to the Floral Industry

This award is presented to AIFD members who have made a significant contribution to the floral industry. Has the nominee been a member of AIFD in good standing? How has the nominee served AIFD on a National and Regional level? Has the nominee played an active role in other allied or trade organization? Has the nominee been a leader in industry education, research or product development? Has the nominee been a leader in the promotion of the floral industry and AIFD at the industry and consumer levels?

Award of Distinguished Service to AIFD

This award is given to longstanding members of the American Institute of Floral Designers in grateful recognition of extraordinary service to the Institute, upholding its goals and supporting its activities. Recipients shall be known as 'Fellows of AIFD' and are granted Life Membership. Has the nominee been a member of AIFD in good standing? How has the nominee served

AIFD on a National and Regional level? Has the nominee held office for AIFD at a National and Regional level? What AIFD committees has the nominee served on? What has the nominee done to promote and further AIFD? Has the nominee represented AIFD for or served on other allied or trade organization committees and events?

AIFD Special Award of Recognition

This recipient of this award is chosen by the National Board of AIFD. If you know of someone who might qualify for this award, please contact a member of the National Board with your suggestion. Presented by the Board of Directors in recognition of meritorious and dedicated services to the American Institute of Floral Designers. The National Board may choose to select a person based on many qualities, some being: What specifically has the person done in service to AIFD or the Industry? Has this service impacted AIFD, its members or its mission?

If you would like to nominate someone please send a letter that includes the following:

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

Please direct your letters to:
Rich Salvaggio AIFD, CFD, PFCI
AIFD Awards Committee Chairperson
E-mail: rsalvaggio@teleflora.com
Fax: 310-966-3610

Mail: Rich Salvaggio AIFD, CFD, PFCI
c/o Teleflora
11444 West Olympic Boulevard
4th floor
Los Angeles, CA 90064

****Please note only the following AIFD members are allowed to nominate: Active (AIFD), Fellows, Life, Retired and Industry Partner members.****

Details can be found on the AIFD website at <http://aifd.org/2017-award-nominations/>.



Bits and Pieces

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

• Congratulations to **Laurel Hollopetter AIFD, CFD** for receiving the high honor of the 2016 Legendary Customer Service Award for his role as Floral Manager for Hy-Vee!

• **Tom Bowling, AIFD, PFCI, CFD**, of Fairfield, Ohio, was honored for lifetime achievement in floral presentation as the recipient of the 2016 Tommy Bright Award. The Society of American Florists (SAF) Professional Floral Communicators - International (PFCI) presented the honor on Sept. 24 during SAF Maui 2016, the association's 132nd Annual Convention in Maui, Hawaii. "Tom is recognized among his peers as the consummate professional speaker and educator, who makes every concept easy to understand," said PFCI Chairman **D. Damon Samuel AIFD, PFCI, CFD**. "

• Several AIFD members were part of the New Mexico Regional Florist Association Convention that took place Sept. 11, 2016 in Albuquerque, N.M. **Tom Simmons AIFD, CFD** presented a beautiful program that was very well received. **Adrianna Duran-Leon AIFD, CFD** had the opportunity to spend a few minutes on stage presenting her amazing design skills. **Marisa Guerrero AIFD, CFD** took second place in the Zia Cup Design Competition, where competitors were asked to create a floral halo full of "Natural Enchantment."

• Congratulations for **Andy Hooper AIFD, CFD** on the opening of Blooms Design Studio in San Antonio, Texas.

• Congratulations to **Jenny Thomasson AIFD, CFD** and **David Powers AIFD, CFD** for their new roles as Teleflora Education Specialists.

• 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.



Blumz by JRDesigns was named The 2016 Retail Florist of The Year by *Florist Review Magazine* and WF&FSA. "Blumz was nominated for the 2016 Retail Florist of the Year award by Nordlie, Inc. Tom Figueroa AIFD, CFD, general manager of the Nordlie Detroit branch, has high praise for Blumz's owners, **J. Robbin Yelverton AIFD, PFCI, CFD**, and **Jerome Raska AIFD, PFCI, CFD**. "They are strong proponents of education, and not only do they serve the industry as educators but they also encourage their employees to participate in numerous industry events," Tom comments. (Pictured l-r: Jerome, David Coake from florist review magazine, Robbin.)

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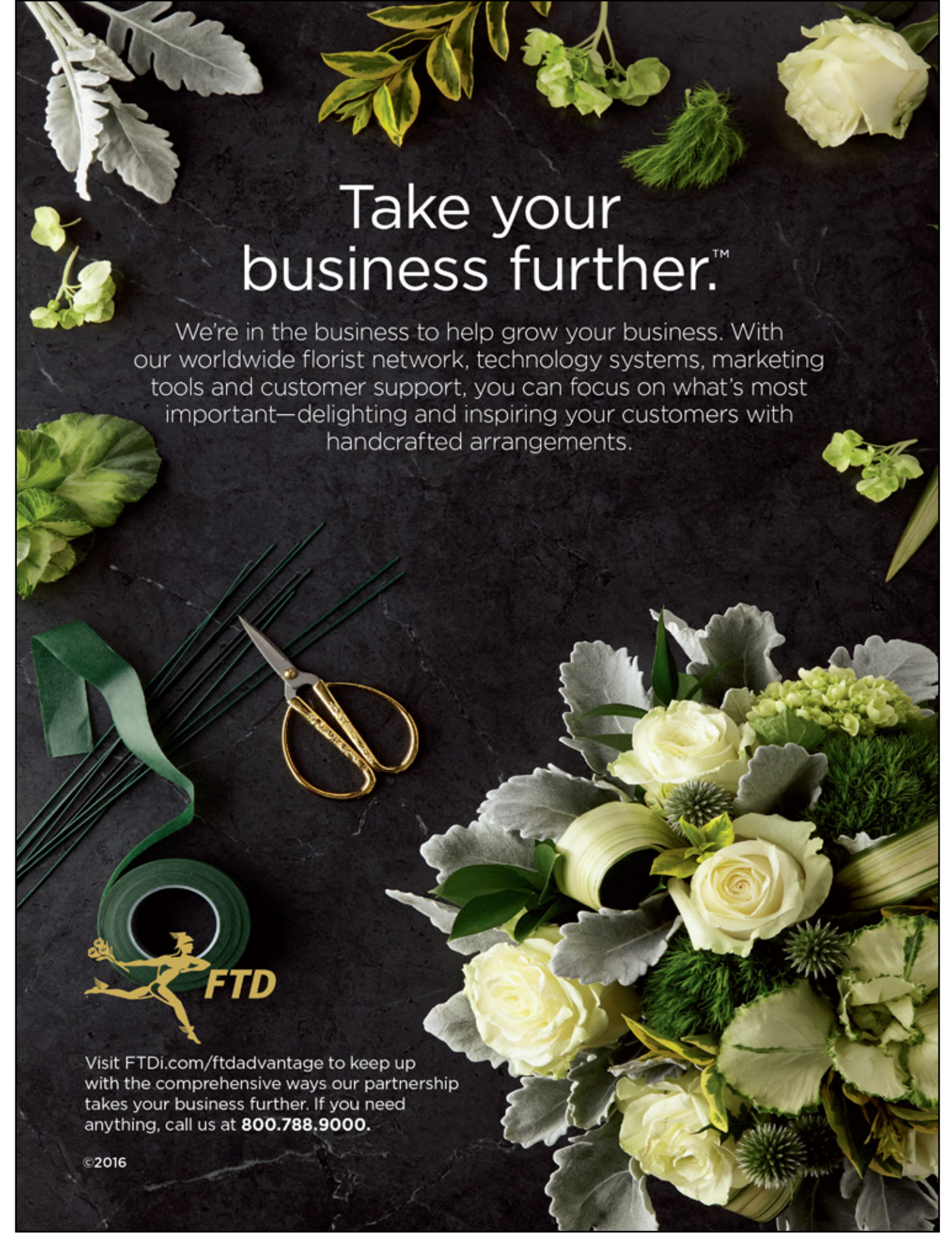
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AIFD Members Shine at 132nd SAF Convention

It was an eventful couple of days for many AIFD members at the SAF 132nd Annual Convention that took place Sept. 21-24 in Maui, Hawaii. Read what the members were up to below!

2016 SAF Design Team:

Sylvia Bird AIFD, PFCI, CFD, Lorraine Cooper AIFD, PFCI, CFD, Brian Vetter AIFD, PFCI, CFD, Corey Harbour AIFD, PFCI, CFD, Alex Jackson AIFD, PFCI, CFD, and Ian Prosser AIFD, PFCI, CFD.

2016 PFCI Committee/Sylvia Cup Organizers/New Product Presenters:

Jenny Behlings AIFD, PFCI, CFD, Julie Poeltler AIFD, PFCI, CFD, Jerome Raska AIFD, PFCI, CFD, Damon Samuel AIFD, PFCI, CFD, Lisa Weddel AIFD, PFCI, CFD, and Robbin Yelverton AIFD, PFCI, CFD.

2016 SAF Convention Presenters:

Carol Caggiano AIFD, CFD, Tim Farrell AIFD, PFCI, CFD, David Kesler AIFD, CFD, and Michael Skaff AIFD, CFD.

2016 Sylvia Cup Winners:

Derek Woodruff AIFD, CFD - 1st place
Paul Latham AIFD, CFD - 2nd place
Tricia Upshaw AIFD, CFD - 3rd place
Other competitors included: Alicia Jeffers CFD, Sandy Schroeck AIFD, PFCI, CFD, Lois Hiranaga AIFD, CFD, Justin DeGonia AIFD, CFD, Cory Ho AIFD, CFD, Paul Ponn AIFD, CFD, and BJ Dyer AIFD, CFD.

2016 SAF Judges:

Tom Bowling AIFD, PFCI, CFD, Tim Farrell AIFD, PFCI, CFD, and Joyce Mason-Monheim AIFD, PFCI, CFD.

2016 PFCI Inductees:

Jenny Thomasson AIFD, PFCI, CFD and Justin DeGonia AIFD, PFCI, CFD.

2016 Tommy Bright Award Winner:

Tom Bowling AIFD, PFCI, CFD

2016 SAF AIFD Attendees:

Robert Bryant AIFD, CFD, LoAnn Burke AIFD, PFCI, CFD
Toomie Farris AIFD, CFD, and Leanne Kesler AIFD, CFD.

Other AIFD Friends and Supporters:

Dwight Larimer from Design Master received the SAF Floriculture Hall of Fame.

Janet Louie from Green Valley received: Outstanding Varieties Best in Show, three Best in Class and six Blue Ribbons.

Eric Tanouye from Green Point received three Blue Ribbons.

Marketing Tip: **Market Your Unique Self** By Stacey Carlton AIFD, CFD



We all have a style, a personality, a brand, a unique sense of self pertaining to floral design. Are you showcasing your preference? Create what you love, document your work, and share it with the world. We often share what we create for others and only what we created for their personalities. By visually communicating what YOU love you can open the door for others to request your artistry. As a visual art form we have the power to captivate others quickly, take advantage of this opportunity! Edit and update your current portfolio, site, and social media platforms to communicate your perspective. In turn you will inspire your current audience, gain new members, and encourage them to request your vision.

The Way We Were

By Robert Gordon AIFD – Co- Chair Historian AIFD 2016-17

Have you done a Symposium program? Have you experienced the fun, the angst, the prep and the mounting of a symposium program? **Bea Frambach AIFD** chaired the second Symposium. The programs were held in an amphitheater classroom on the Cal Poly campus. The theater shop was across the hall where all program prep work was done. Bea said to me the day before the Symposium started, "Have a program in your back pocket because if someone doesn't show up you are on." You guessed it – that is exactly what happened. At 11 a.m. I learned I was doing a program at 1 p.m. At that point in time Elements and Principles had not found its way into the art of floral design but I was using them as a teaching tool. Borrowed from the landscape design course outlines so it was fairly easy to fill an hour and a half with a subject completely new to the audience. I had the campus and the Gordon Chapter students at my disposal to get materials together. No lunch that day but all is well that ends well. Fast forward nearly 50 years – can you imagine that being possible today? We have come a long way, honey. Be proud!



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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-Methodology-Exploration: 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 Program rentals available through Vimeo™. Online rentals will allow designers to rent and view their favorite Symposium design programs from any electronic device and for a reduced price!

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

Industry Spotlight: Florists' Review

"Industry Spotlight" will feature an interview with a professional and company that is very active in the floral design industry. We would like to introduce you to **Travis Rigby**, publisher of *Florists' Review* magazine.

What company do you represent?

WildFlower Media, publishers of *Florists' Review* and Super Floral magazines, as well as floral design books.

What is your title / position?

President/Publisher.

How long have you been with the company you represent?

I purchased the company effective April 1, 2016.

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

To support, encourage and promote designers through our magazines and books.

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

When I purchased the *Florists' Review Enterprises* (now WildFlower Media), the company was not widely active in industry organizations as either a participant or a member. I believe that supporting all of the professional organizations in our industry — national, regional, state and allied — in whatever ways we can is vitally important to everyone's success. Ours is an extremely collaborative, encouraging and interactive industry in which one "gets" only when one "gives" and one "gets" much more than one "gives." I've seen this already.

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

I am relatively new to the floral industry. My background is in journalism, and I have a love for all things floral. I owned a

tradeshow display company for nearly 25 years, and I wanted to go back to my roots in journalism. This opportunity allowed me to combine my love of this industry with my journalism background.



What issues are most important to you professionally?

It's important to me to leave the magazines and the company in better shape than when I acquired them. Taking on a magazine company that is 120 years old is intimidating. Each owner has left his or her imprint on the magazine, and I hope that my ownership leaves a legacy for the next owner to carry on.

Tell us something that very few people may know about you?

I grew up on a cattle farm in southeast Idaho.

What are your hobbies?

I love to travel, paint with watercolors, snow ski and hike.



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

I never would have entered the floral industry had I not met Leanne Kesler, AIFD, PFCI. I was watering geraniums outside my office in Portland, Ore., and I spotted her taking photos of my flowers. The friendship that followed led me to taking floral design classes, and she and her husband David are forever a source of knowledge and coaching.

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AIFD Member Profile

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

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

Rocío: I am co-owner of a License of the Smithers Oasis floral school in Monterrey México, the only floral education system who is recognized by the government education secretary of México. I am the Administrative Director of the school and a teacher of some of the curriculum classes. As Smithers Oasis franchise the brand around México and internationally, I became the school counselor around the world. My responsibilities are to get more people involved with the flowers industry and teach them the flower business artistic and commercially. I also guide the teachers of the schools how to manage the curriculum classes and develop new topic classes that the changing market may need.

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

Rocío: I am the co-creator of the curriculum classes for the floral school, which was the first floral school in México 12 years ago. Under my leadership it started a franchise so there are now seven schools around Mexico, Colombia, India, Philippines, and Kenya and together we have graduated more than 2,000 students as floral designers. Our school is an AIFD Education Partner so we have been introducing AIFD to our students and encourage them to get ready to take the PFDE test. Since we have become partners I have been translating to Spanish all the letters, e-mails, and online tests for the Latin American people who do not speak English and want to be part of AIFD. But is until this year that I have the honor to become the Liaison of the new created Society of Latin American members of the AIFD. I am also a certified floral evaluator/judge for AIFD, and an accredited judge of the National Gardener Association.

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

Rocío: I think there is a lot of goals to reach at this point, and I am very excited about it. With the creation of this Society we now have a recognized place at AIFD, so we, as a group, can start getting more people in our countries to know AIFD, by doing some public floral exhibitions, and start making noise as a community. We can also reach people who knew about AIFD but do not speak English and were afraid to approach. Besides this and having floral school presence in different countries, I have had the chance to spread AIFD proud around the world, and adding more talented people to our organization.

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

Rocío: Me being a floral designer was a matter of luck because my parents own a flower shop and a floral wholesale for more than 60 years so it has been a family business before I was born. I have a degree in Communication Sciences, but having my whole life surrounded by flowers just made me love them and admire the hard work they imply. So my parents both mom and dad were my inspiration to get involved in the business.

AIFD: Did you have a mentor who helped you on your journey to becoming AIFD?

Rocío: My mentor is a wonderful woman who is not afraid to speak her thoughts, is a hard worker, an inspiration to others and the best speaker I have ever seen... Marie Ackerman AIFD, CFD, thank you Marie!

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

Rocío: As a designer I love to do personal flowers, jewelry, hair pieces, purses etc.. But the job that I most enjoy is to teaching. Getting people to love the flowers and discover that they can actually make money doing what they love.

AIFD: What issues are most important to you professionally?

Rocío: Education is the most important issue always, because teaching forces you to be updated in every area of the floral design world wide.

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

Rocío: I really enjoy singing and dancing, but what I love the most is to travel, knowing different cultures and thoughts makes your soul bigger and happier.

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

Rocío: It is not an easy journey but it worth the hard work. Nobody knows everything so education is a must. And finally do not give up...NEVER.



Related Industry News

Tournament of Roses® Announces 2017 Float Judges

The Tournament of Roses has selected **Phil Rulloda AIFD, CFD**, **Ronnie Siegel** and **Carol Togneri** to be float judges for the 128th Rose Parade® presented by Honda. The judges will grant awards based on many criteria including creative design, floral craftsmanship, artistic merit, computerized animation, thematic interpretation, floral and color presentation and dramatic impact. The Tournament of Roses will announce the award-winning floats the morning of January 2, 2017, at Tournament House.



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!



Everything You Need to Know:

As we head into the holiday season, what better flower to highlight than Gladiolus, a flower that signifies remembrance. It also expresses infatuation, telling the receiver that he or she pierces the heart. It also stands for strength of character, faithfulness and honor.

Common Names: Gladiolus, Sword Lily, Glad, Corn Flag

Botanical Name: Gladiolus (gla-dee-OH-lus)

Availability: Year-round. Primary season - April through December.

Vase Life: 7-14 days

Storage Temperature: 36-38F

Ethylene Sensitive: Yes

Description: A thick stem with multiple blossoms located on one side of the stem. Blossoms may be plain, fringed or ruffled and forms may vary from trumpet shaped to rosebud-like to tulip shaped.

Colors: White, pink, red, orange, yellow, purple, green and bi-colors. A wide range of bright and pastel shades are available.

Botanical Facts: Gladiolus is Latin for small sword. A reference to the sword shaped leaves or the shape of a Gladiolus stem with unopened blossoms.

Design Notes: Gladiolus are excellent line flowers and are frequently used in sympathy work. The individual blossoms are used in corsages and can be glued together to make composite flowers.

Purchasing Hints: Purchase long unbroken stems with bright green foliage. Blossoms on the lower quarter of the stem should be starting to open with three quarters of the remaining buds showing color.

Conditioning: Remove all foliage that will be below the water line. Cut under water with a sharp knife. Hydrate in a solution of warm water and commercial floral preservative / floral food for two hours before storage or usage.

Additional Notes: Gladiolus are highly geotropic and need to be stored upright until used. The tips will curve away from the pull of gravity. Fluoridated water can cause petal edge and leaf tip burn. Monitor water supply carefully as Gladiolus are very heavy drinkers. Snapping off the top inch of the stem will help promote water uptake. The shape of the gladiolus betrays the source of the flower's name. Gladiolus comes from the Latin word for a small sword. And fiery swords is indeed what these flowers resemble most, with their bright colors and their erect buds. This powerful expressiveness is undoubtedly the main reason why gladioli have always been much used in flower arrangements in southern European countries. In those hot southern countries, more so than in those colder ones further north, flower arrangements are expected to be bold and dramatic. You may well have seen giant wreaths in Italy or Greece adorned with a fan composed of gladioli. A bouquet of tall vividly-colored gladioli can be impressive - or using the smaller, daintily-patterned Nanus forms of the flower, it can be modest and subdued. As for its colors, such a floral sculpture can easily be adapted to different styles of interior design. Besides serene white gladioli there are also soft pastel colors; of course cheerful shades of red, yellow and orange; and quite unusual deep purple, hot pinks and deep reds.

Some Interesting Facts About Gladiolus Flowers:

- An ancient name for the gladiolus was xiphium, from the Greek word xiphos, also meaning sword.
- The Gladiolus flower is the birth flower for August.
- Most of the more than 10,000 named Gladioli cultivars probably were derived from just seven species native to South Africa and first brought to European gardens in the late 17th century.
- The Mediterranean and British Gladiolus flowers were used to treat physical ailments.

Article source: <https://www.floraldesigninstitute.com/gladiolus.html>, <http://www.theflowerexpert.com/content/mostpopularflowers/morepopularflowers/gladiolus>.



The Season of Thanksgiving

A TIME FOR GRATITUDE

In this season of Thanksgiving we are reminded to express appreciation for all the gifts so graciously received. In AIFD it is the volunteer spirit and the generosity in contribution of which we express gratitude. With each hour volunteered and each dollar contributed, AIFD and the AIFD Foundation progress.

In the words of William Arthur Ward "Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings."



Visit aifdfoundation.org to donate to celebrate the season of Thanksgiving and a time for gratitude.

Photo courtesy of Park Hill Collection.



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Pete Samek AIFD, CFD

Holiday Greetings from North Central Chapter and we hope that your holiday season will be busy and prosperous! We have so many common experiences such as the pine tar that does not go away until spring, tired achy feet until they are numb and the countless requests for floral decorations and designs for our customers needs to celebrate their family gatherings. We are all in it together!

As we move into the holiday season, we have been busy as an AIFD Chapter the past couple of months. We, as a Board, met in September to discuss our future events and fund raising possibilities as a chapter. We have been planning for the future with so many projects on our schedule and tuning up our scholarship applications to bring clarity to all. Topping the list with immediate attention is the FFA National Convention and their Student Competition in Floriculture. The FFA National Convention is being held in Indianapolis in October, 2016, at the Indiana State Fair Grounds and surrounding area. The incredible thing that happened with FFA and this event is that it has created collaboration between the North Central and Southern Chapters and AIFD National Board to work together. All three entities realize that these students are part of the future of our industry at all levels. The interesting thing is that these students come from all over the United States and Puerto Rico so we have an opportunity to reach out to so many individuals all across the country.

Future NC events include a very busy March in 2017, to the point of insanity. We kick off the month with Michigan Floral Association State Convention from March 3 to 5, then the Indiana Flower and Patio Show from March 11 to 19, next is the Chicago Flower and Garden Show March 18 to 26 and then the Illinois State Florist Association Convention from March 24 to 26. We could use so many extra hands to make sure each and every one of these events is a success. We are committed and in support of these organizations and their events as a whole throughout our region.

On a final note, I would like to acknowledge some NC members:

- **Laurel Hollopeter AIFD, CFD** for receiving the highest honor of Legendary Customer Service Award from Hy-Vee Grocery Store! Laurel is the busiest florist alive!
- **Adam Havrilla AIFD, CFD** for being the cover story in Floriology magazine. Congratulations!
- **Laura Deluga AIFD, CFD** for taking on our North Central Instagram account! What can I say? Awesome, awesome awesome! Send your pictures to Laura so she can post them and make you famous!

South Central Chapter

President's Letter

Bradley Shane Cranford AIFD, CFD

It has been a busy couple of months in our region! We have had many state associations who have held their annual conventions, and many AIFD members who won competitions! We in the South Central Region would like to congratulate you on your success, you are our rockstars!

We have also given out our first Education Grant. We are so excited to have awarded this to the Floral Association of the Rockies. Please don't forget that we still have these available to all other states in our region. To apply for these grants e-mail the information to our grant committee. **Ken Senter AIFD, CFD** is the chairperson and his e-mail address is kensenter@aol.com.

On March 19, 2017 our region will have our annual design forum. This year we are doing "Cultural Wedding." We are so excited! We will feature designers in our region. This year we are glad to announce it will be held at Amato's Wholesale in Denver, Colo. So don't forget to mark your calendars!

As we enter into the holiday season, the time of year that can be very stressful! We must remember that we as professionals are here to spread holiday cheer. Thanksgiving and Christmas are the most wonderful times of the year! Since I was a child this time of the year has given me my most fond memories of family, friends and fun, I am sure many of you will agree! So when you are decorating houses, making awesome holiday arrangements and spending time with friends and family, we must remember this is a joyful time of year and not to take this time for granted. So with being said let's have the most wonderfully joyful holiday season!

North East Chapter

President's Letter

Robert DeBellis AIFD, PFCI, CFD

Autumn in the North East...a spectacular time of year. Temperatures cool down and the trees begin to turn into a spectacular array of colors. A busy time of year for many of our members as the busy North East fall wedding season begins! And what better way to kick off the season than with an amazing Fall Wedding Show on Oct. 18 sponsored by the NERC and Sieck Wright Wholesalers in Hightstown, N.J.

C0-Chaired by **Chris Ondrack AIFD, CFD** and **Rick Cunneo AIFD, CFD**, the show offered a unique new twist. Three teams of talented industry veterans partnered with newly inducted AIFD up and coming design stars. The show was commentated by the one and only **Tim Farrell AIFD, PFCI, CFD** and featured the designs of **Rick Cunneo AIFD, CFD**, **Shannon Toal AIFD**,

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CFD, **Dan Firth AIFD, CFD**, **Renee Tucci AIFD, CFD**, **Maryetta Bartlett Downing AIFD, CFD** and **Darcie Garcia AIFD, CFD**. This promises to be a great night of education and fun showcasing the newest trends in wedding design.

The region would also like to give a shout out to **Rick Cunneo AIFD, CFD** for his amazing design work at the Miss America Pageant this September. Rick's designs were seen on nationwide television even if, to Rick's dismay the newly crowned Miss America held her floral scepter UPSIDE DOWN! Oh my, well thankfully she is at least pretty!

Our region is also busy planning for our big spring events... The Philadelphia Flower Show and The North East Floral Expo both taking place next March. Anyone interested helping with either of these two events should contact **Cres Motzi AIFD, CFD** (Cres.Motzi@att.net) for the Philadelphia Flower Show or **Rebecca Carter AIFD, CFD** (rebhp@msn.com) for the North East Floral Expo. More information on both events to follow. OK, Happy fall everyone! Try to get to the North East Region to experience this amazing time of year in our neck of the woods and good luck with the upcoming fall holidays!

Northwest Chapter

President's Letter

Sharrai Morgan AIFD, CFD

Here in the Northwest leaves are changing, the cool crisp winds blow and fall is in the air. Just like the squirrels in autumn, our members are scurrying about preparing and planning for winter and the bright holiday season ahead.

We are sending many congratulations to **Brenna Quan AIFD, CFD** as the 2nd place overall winner of the Gateways to America's Cup floral design competition recently held at United Wholesale in Vancouver, Canada as well as all of our AIFD NW participants and trophy winners, **Aniko Kovacs AIFD, CFD**, and **Gordon Fulton AIFD, CFD**. Our coordinators **Hitomi Gilliam AIFD, CFD** and **Heather DeKok AIFD, CFD** put together an amazing event and all in attendance were held in warm and inviting embrace.

Fall is the perfect time to plan, prepare, learn, reflect, gather and celebrate the mutual love of flowers so this Autumn we invite you to join our AIFD NW flower family for a cozy cup of joe and lots of new ways in which we can grow!

Southwest Chapter Report

President's Letter

Derrick Vasquez AIFD, CFD

The Inspiration for the year was ignited in Orange County and now we are working hard to get our goals off and running. It seems like we just left OC and the year is already flying by. Our first event was participating in the LA County Fair lead by **Gerry Toh AIFD, CFD** representing our region. There were a lot of talented designers who worked hard under the direction of **Jim Hynd AIFD, CFD** and **Jim Blythe AIFD, CFD** to create a spectacular display.

Our spring show, under direction of **Lori Novak AIFD, CFD**, is in the planning stages and announcements to follow shortly which is scheduled for March 5 in San Bernardino. **Kenny Snauwert AIFD, CFD** and **Carolyn Fowler AIFD, CFD** are working on the Las Vegas project that will be in the spring and plans are in discussion to represent our region in a flower show 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 to produce many educational workshops and to our goal of providing education to the industry and our region that we are very proud of. Our next newsletter will be filled with all the new details for our upcoming events. Enjoy the fall season and the beauty it brings.

Southern Chapter

President's Letter

Randy Wooten AIFD, PFCI, CFD

Tis the season to be thankful and jolly! This is a time when are all working in the fast lane and just a little crazy! I hope we all take some time to reflect and be thankful for all that we have been blessed with throughout the year, as well as take some time for ourselves to spend with family and friend.

In the new year, Southern will be on the move! We have numerous events and programs planned throughout our region. I know you are thinking... "Randy, you have been saying that for a while now...where are the details?" I totally get it and trust me when I say the board and I are as anxious as you to bring those details to you. We are working really hard to do this right and to ensure the importance of each program. I do appreciate your patience as well as the trust and faith that you have placed with the board and I. Please hang in there with us. The commitment of this board to provide education to the industry in our region is amazing. Everyone is pumped and ready!

There are two major projects that Southern will be rolling out in the new year. The Art and Bloom Show in Raleigh, N.C. and the on the road "GET FIT" programs! Exciting things are happening! Buckle up we are about to embark on an amazing journey!

ART IN BLOOM

Southern Chapter AIFD is putting together a high-profile Public Awareness campaign in Raleigh, N.C. March 30 - April 2, 2017. Two years ago, under the leadership of **Carol Dowd AIFD, CFD**, Southern Chapter helped the North Carolina Museum of Art create the Festival of Art and Flowers (Art in Bloom). They expected attendance at 700 and got over 10,000; last year they got nearly 15,000. In addition to doing interpretive designs for the festival, AIFD has conducted a couple of stage programs and workshops.

For the third year, Southern Chapter has been asked to participate in a more substantial way. In addition to interpretive designs of art, we have been asked to do the following:

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- 1) Platform Design within the Museum -- a large-scale installation to serve as a focal area within the museum and designed to "wow" the attendees.
- 2) Live installation within the Museum -- a design to be created while attendees watch and are able to ask questions.
- 3) "War of the Roses" competition -- a stage program where and AIFD and a garden club competitor do interpretive design from the same piece of art.
- 4) Floral Fashion Show -- Haute Night in Tahiti: A Tropical Floral Fashion Extravaganza

This is a fantastic opportunity for our chapter to introduce consumers to AIFD and the high-quality work of AIFD designers. It is a great opportunity to distinguish ourselves as leaders in the industry. Southern Chapter invites interested members to participate in this phenomenal event. To create a floral fashion design, contact **Terry Godfrey AIFD, CFD** (TerryGodfreyAIFD@gmail.com). To create an interpretive art design, contact **Carol Dowd AIFD, CFD** (carollastop@yahoo.com). The committee invites you to come out, meet your colleagues, have some fun and show off what you can do.

A huge THANK YOU to Terry and Carol for all your efforts on this project over the years. Truly an honor for Southern to be a part of such an event!

The Board and I are so excited to kick off the "GET FIT" programs across our region in the new year. Southern will present more educational programs than ever before. All in an effort to become the educational resource we are meant to be!

AIFD Southern Chapter Educational Mission Statement:
Gladly Envision Tomorrow – Forward Innovative Thinking

G.E.T. F.I.T.

GET FIT is an AIFD Southern Chapter unique forum for helping industry members create a plan for their future. It consists of a presentation or workshop shared by a designer who will layout their greatest strengths – their greatest passions – their personal journey – for GETTING FIT for the future. Designs/presentation unfold as a portion of the presenter's personal journey to GET FIT. Forums will be offered in various locations throughout AIFD's Southern region.

Each attendee will be encouraged to seize the inspiration to ignite their route to discovering their greatest personal passions – as their own tools to GET FIT, and as their tools for personal growth and survival for the future.

What is your passion, what puts the fire in your belly?
Be the BEST AT IT!

Atlanta--Reeves Gainesville March 25-26, 2017
Maryland- Potomac wholesales -Dates TBA
Jackson MS- Finalizing details now Tentative Date Feb 26, 2017 (not official)

Student Competition- Finalizing details --Jackson MS tentative Feb 26, 2017 (not official)

Its going to be a busy and exciting year in the Southern Region! Thanks for all the hard work of those involved. I do appreciate all you do! Stayed tuned as I promise details are coming!

I hope you all have a successful, happy and safe holiday season. Until next time, God Bless!

AIFD Looking for New Laureate Members

AIFD seeks to recognize more of its loyal, longtime members and symposium attendees. In 2012, AIFD introduced a new Laureate status to recognize members with 21 years or more of membership and who have also attended a minimum of ten



(10) National Symposia. The Laureate status was designed to express AIFD's appreciation and recognition of members for their long-term membership, as well as their support of the annual National Symposium. It is a way to say "thank you" and to salute these members so that others may aspire to the same level of dedication to AIFD as they have demonstrated!

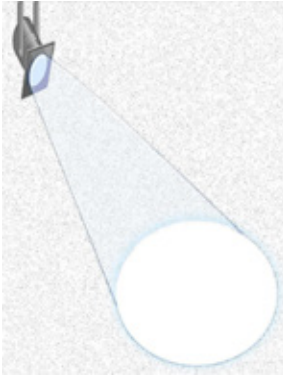
During last year's annual Symposium held in Orange County, Calif., one out of nine new Laureates was honored and recognized during the Annual AIFD Members Meeting. In addition, AIFD Laureate Members are saluted in the annual membership directory and on the AIFD website, and will be recognized at all future Symposia they may attend.

The Laureate status does not affect annual membership fees. If you believe that you meet the qualifications to become an AIFD Laureate, download the application at <http://aifd.org/membership/recognizing-laureates/> and return the completed form to AIFD Headquarters prior to next year's AIFD Symposium, "Symposium X," being held July 1-5 in Seattle, Wash.

All new and current Laureate members will be recognized with a special ceremony during the Annual Members Meeting. Don't miss out on the opportunity to be recognized for being a loyal, dedicated member of AIFD. After all, you have earned it!

To view a list of current Laureate members visit
<http://aifd.org/membership/recognizing-laureates/>

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/2012/01/pressclippings/>.

AIFD Communication Center

Have you been receiving AIFD e-mails? Here are a few recent e-mails you should have received:

Nov. 2 - AIFD and the AIFD Foundation | Working Together to Mentor the Future of our Industry

Oct. 25 - Hurry, Register Now to Join the AIFD Certified Floral Evaluator/Judge Program

Oct. 24 - 2018 Symposium Logo Revealed

Oct. 20 - AIFD Wants Your 2017 Award Nominations

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_Official



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



Katie McCormick AIFD

Watercolors and flowers

Members of the AIFD Southwest Chapter and additional designers showed Los Angeles what they were made of after creating fabulous designs for display at the L.A. County Fair that took place from September 5th - September 25th, 2016.

Thanks to the extraordinary efforts of show coordinators- Jim Hynd AIFD & Jim Blythe AIFD who put together their ideas and an outstanding design team to showcase work representing the show titled Watercolors 2016. The design team consisted of the following: Dee Yeager AIFD, Gerard Toh AIFD, Katie McCormick AIFD, Cindy Pham AIFD, Mike Hollenbeck AIFD, Rachelle Nyswonger AIFD, Philip Rice AIFD, Luis (Ricky) Cael, Richard Carmona, & Heather Rupp.



To view more photos visit <http://designinlinemagazine.blogspot.com/>.

AIFD Thanks Its Partners

INDUSTRY PARTNERS

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www.accentdecor.com

Alpha Fern Company
www.alphafern.net

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www.ballsb.com

Berwick Offray, LLC
www.lionribbon.com

Biz One, Inc.
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Bloom Nation, LLC
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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

GotFlowers Inc

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

Phoenix Decorating Co.
www.phoenixdeco.com

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.
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/>

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.sdfloists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan
Florists Association
www.mumfa.org