



Focal Point

AIFD in the New Year

As many of you may know, AIFD has been effectively managed for over 30 years by The Joseph E. Shaner Co. (JES). With the retirement of Tom and Monica Shaner, and with the input of AIFD's officers and board of directors, effective January 1, 2017, AIFD will be managed by the Stringfellow Management Group, Inc. (SMG) from its offices in Forest Hill, Md. SMG is an Accredited association management company of the AMC Institute and, like JES, provides a solid foundation to support and augment AIFD's current staff team.

"Given SMG's innovation in the association management community and outstanding track record in helping its client associations succeed, and its retention of the former JES staff, I have no doubt that we have the dynamic team in place that will build on our excellent history and help take AIFD to the next level," said **Anthony Vigliotta AIFD, CFD**. "Our team is poised to focus on growth and the needs of our entire membership base."

Kristen Philips, CAE will continue to serve as the Executive Director of AIFD. The headquarters staff can be reached as follows:

American Institute of Floral Designers, 9 Newport Drive, Suite 200, Forest Hill, MD 21050, P: 443-966-3850, F: 443-640-1031.

Kristen Philips, CAE | Executive Director | kphilips@stringfellowgroup.net
Ext. 148

Stephanie Dodd | Associate Director | stephanie@stringfellowgroup.net
Ext. 146

Molly Baldwin-Abbott | Director of Communications and Marketing
molly@stringfellowgroup.net | Ext. 144

Rachel Schley | Meetings Registrar | rachel@stringfellowgroup.net
Ext. 150

Member Inquiries/Media Contact - Kristen Philips, CAE

As always, we hope to see you at our upcoming National Symposium "X" in Seattle, Wash., taking place July 1-5, 2017! Details will continue to be added to the AIFD website at <http://aifd.org/2017-symposium/>.

Inside

Flower Trends Forecast - 5

Pantone Color of the Year - 6

Eye on Symposium Designers - 8

AIFD Foundation News - 13

Rose Parade Recap - 15

American Institute of Floral Designers

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Phone 443-966-3850 / Fax 443-640-1031
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Executive Officers

President: Anthony Vigliotta AIFD, CFD
President-Elect: Kim Oldis AIFD, CFD
Vice President: Frank Feysa AIFD, CFD
Secretary: Jackie Lacey AIFD, PFCI, CFD
Treasurer: Tom Simmons AIFD, CFD
Past President: Joyce Mason-Monheim AIFD, PFCI, CFD

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BJ Dyer AIFD, CFD
Wil Gonzalez AIFD, CFD (Northwest)
Debbie Gordy AIFD, CFD (South Central)
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Rachelle Nyswonger AIFD, CFD
David Shover AIFD, CFD, AAF, PFCI (Southern)
Kenneth Snauwaert AIFD, CFD (Southwest)

Membership Chair

Leanne Kesler AIFD, CFD

2017 Symposium Coordinator

Cindy Anderson AIFD, PFCI, CFD

2017 Symposium Program Coordinator

Wil Gonzalez AIFD, CFD

AIFD Staff

Executive Director: Kristen Philips, CAE
Associate Director: Stephanie Dodd
Financial Manager: Pam DiCara
Director of Communications and Marketing: Molly Baldwin-Abbott
Meetings Registrar - Rachel Schley

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.

Focal Points 2

Upcoming Events

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 25, 2017

**Wedding: Personal Flowers
Anne Arundel Community College-Arnold,
Arnold, Maryland**

February 26, 2017 – February 28, 2017

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

February 28, 2017

**Fresh Flower Care and Handling
Anne Arundel Community College-Arnold
Arnold, Maryland**

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



"We are truly rich with talented and dedicated volunteers, and for that, I am most thankful this New Year's."

Although AIFD operates financially on a July to July year, and Symposium is the landmark event that begin and end our organizational year as well, it is the calendar end on December 31st that makes us reflect and ponder the dedications for the future we might make, as well as the thanks for whatever fortune that has come our way in 2016.

In 2016, a year of such discord and divisiveness socially and politically, I realized that the passion and dedication we all have to the industry we are privileged to be involved in due to our talent, creativeness and hard work, is what remains a constant source to nurture our souls and minds. We are part of an organization that is filled with members who believe in volunteering their time and energy and passion for the good of our industry.

In the past year, AIFD members have been actively giving their time and talent to so many varied activities. To start the year on Day One, some of us work on The Rose Parade to help bring to fruition the creative floral ideas of float designers. We help to design major portions of the flower shows in cities like Philadelphia, Chicago, Seattle Portland and others. Members work in countless showrooms for the major Gift Shows in Atlanta, New York, Dallas, and Las Vegas. We also do designs for photo shoots in catalogs and magazines for our valued industry partners, which project trends and showcase fantastic design ideas. Throughout the year, AIFD members present countless programs to help educate and inspire floral designers. Some members work with FFA to create a spark of interest in high school students to interest them in the possibilities of as floral career. Our crowning achievement is our own Symposium. It does indeed "take a village," and dozens and dozens of volunteers make it run smoothly and efficiently. Our talented and dedicated National Board spends many days and many hours working to make sure AIFD runs well in the present, and is set up to the challenges of the future with good sense and fresh ideas. The members who are Symposium Chairs give three years of their lives to make their symposium a memorable experience for all attendees. We are truly rich with talented and dedicated volunteers, and for that, I am most

thankful this New Year's.

I personally would like to thank all our regions for the hard work and inspiring creative showcases they present and have invited me to attend. Our Regional Presidents and Boards work hard all year to keep to our mission of floral awareness and education. **Sharrai Morgan AIFD, CFD** and **Leanne Kesler AIFD, CFD** asked me to Portland in November to witness the North West Region's participation in the Ninth Moon Festival and the creations of the AIFD members made everyone proud. I look forward to see the end result of so much effort and time at the Chicago Flower and Garden Show with **Pete Samek AIFD, CFD** and the North Central Region members...for something that has always been on my personal bucket list, **Ron Mulray AIFD, CFD** asked me to be a guest at the Philadelphia Flower Show for the North East Region... and also at great Design Showcases in Denver with **Shane Cranford AIFD, CFD** and the South Central Region, as well as the lovely invitation to Raleigh's Design Show with Randy Wooten AIFD and the Southern Region (bless your hearts). These last four events all take place within 21 days of each other, so please send good thoughts for uneventful travel weather in March!

I cannot forget to thank everyone on our National Committees for the time and dedication they give, and the great job the Chairs do. **Rich Salvaggio AIFD, CFD, PFCI** has done so much for AIFD and his running of the Awards Committee is smooth and efficient. **John Kittinger AIFD, CFD** and **Eddie Payne AIFD, CFD** keep the foundations of By-Laws and Ethics, respectively, in good order (and Eddie also heads the AIFD Foundation!). **Carolyn Clark Kurek AIFD, CFD** has done a fantastic job in Career Development to bring our involvement with FFA into a new focus and energy. She works long into the night, I've discovered, to make her committee relevant and energized. Education is such an important committee and **Mary Linda Horn AIFD, CFD** has done such fine work in making it work well. **Mike Hollenbeck AIFD, CFD** has stepped in to do a great job with

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President's Message

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our Education Partner Committee to initiate the new CFD program. **Stacey Carlton AIFD, CFD** has been a revelation on Marketing with fresh ideas, fresh attitude and a real go getter energy with her committee members and headquarters. How can we thank the Membership Committee and **Leanne Kesler AIFD, CFD** enough for the unbelievable work and efficiency that they do on PFDE? Our newsletter is the bomb! ...and we can thank **Marisa Chanel Guerrero AIFD, CFD** for that. **Lynette McDougald AIFD, CFD** brings experience and empathy into her role on Student Membership and that is what makes it so smoothly run. **Kevin Coble AIFD, CFD** makes everything he touches organized and spot on, and I know his role as Student Competition Chair will reflect that. **Janet Black AIFD, CFD, PFCI** does so much for the organization that it is hard to thank her for just Historian, but the incredible involvement she shows in everything she does is evident in what she has done to make our past recorded and saved and that the present is also duly noted as well. It is hard to thank **Tom Simmons AIFD, CFD** enough for the job he does as Treasurer and head of the Finance Committee. I personally see the amount of blood, sweat and tears he puts into this important task and we should all commend him for the great job he does.

Last and certainly not least, I am thankful in 2016 and into the New Year for the fantastic staff at Headquarters. **Kristen, Stephanie, Rachel, Susan** and **Molly**...you are my heroes and we all owe you our great thanks from everyone in our organization that you make run so smoothly with your hard work and efficiency.

I ask you to take this reflective time of year and be thankful for the talents we are blessed with, reach out to AIFD members who might be sick or ill or might need comforting, tell the people you love and respect how you feel, be respectful and compassionate with your coworkers, do several of those "random acts of kindness" to reflect the season at hand and throughout the year, and revel in this wonderful family of like-minded souls that is our organization.

Whether you celebrated Christmas, Hanukkah, Kwanzaa, Ramadan, Saturnalia, Winter Solstice, or some other celebration in this season of holidays...I hope you all had Happy Holidays and my sincere wishes for a healthy, happy and prosperous 2017!



New Year's Reflections

By Joanna Fuchs

*Looking back on the months gone by,
As a new year starts and an old one ends,
We contemplate what brought us joy,
and we think of our loved ones,
and our friends.*

*Recalling all the happy times,
Remembering how they enriched our lives,
we reflect upon who really counts,
As the fresh and bright new year arrives.*

*And when we ponder those who do,
we immediately think of you.*

*Thanks for being one of the reasons
We'll have a Happy New Year!*

From everyone at AIFD headquarters, we thank you for another wonderful year. We wish you a happy and prosperous New Year!



Flower Trends Forecast 2017



The outside world scuttles with clogged traffic as preoccupied pedestrians dart from one place to another while communicating with their devices. Due to this exact hustle and bustle mentality, IFD Trend Forecaster, **Michael J. Skaff AIFD, CFD, PFCI**, believes that people want to bring the serenity back to their homes like they did in 18th Century Victorian England.

According to Skaff, "Everything is moving so quickly outside of the home, and people want to use their homes as a sort of retreat." The design of these havens slightly differs depending on homeowners' personalities, but Skaff has teamed up with other members of the Color Marketing Group to anticipate where the world of colors plays into the construction of the ultimate oasis.

Skaff and his colleagues believe that the color, pattern, and texture aspects of 2017 trends have drastically changed from the previous year. When asked about the colors in particular, Skaff stated, "Colors are more grey and muted, or shall I say, the common colors are more complex (composed of multiple layers) due to what is happening in the world economically, politically, and socially."

The desire to instill tranquility within the home is especially omnipresent given the current unrest infiltrating many countries and their citizens around the globe. Skaff, who is a member of the Professional Floral Commentator Institution, states that the current political statuses of the United States and various countries in Europe, Asia, and South Africa have led trend forecasters to notice a decline in color vibrancy and vitality within the natural elements surrounding those colors.

As this transformation in consumer preference transpires, Skaff notes that as a people, "we're in kind of a retro-50s kind of perspective that transcends into the 70s as well." By including a variety of more complex colors along with a mix

of modernity with antiquity, Skaff believes this combination showcases people's desire to be cultured and well-travelled.

For Skaff, consumers want to run with the idea of high-culture and adorn their houses with artifacts they come across so that their houses appear to be sanctuaries of personality and contrasts. They also want to create a natural theme in their homes so that the entire "retreat" concept is fully achieved in every aspect. Skaff believes that homeowners will incorporate the cultures of different countries, France in particular. This trend has found itself a popular concept in previous years, but is taking on a more complex look as colors drift toward the more dimmed appearance.

When researching the reasoning behind trends taking such a turn and deviating from the vibrant colors IFD revealed in 2016, Skaff looked to his memberships in many prestigious floral and design associations for inspiration. Through these memberships and attendance to numerous symposiums and trade shows, Skaff came across the more complex color palette and adjusted it so that the trends IFD will reveal as 2017 approaches will reflect it.

These trends will showcase the consumers' personalities and the way they have strived for something unique. This uniqueness has been led by the millennial generation who is the "driving force in what consumers will be buying in the future," as stated by Skaff. IFD's trend researcher had this passion in mind as he selected the trends for the company's upcoming reveal. Because consumers are searching for their own personalities in the products they purchase, Skaff wanted IFD's trends to reflect this desire as well as the color trends inspired by the world's economic, social, and political status.

Article courtesy of <http://www.flowertrendsforecast.com/flower-trends-evolve-for-2017>.



Pantone, the venerable color institution, unveiled its new pick, “Greenery” (Pantone 15-0343) as the 2017 Color of the Year, to near universal acclaim from design industries.

The “fresh and zesty yellow-green” is a reaction in part to the tumultuous events of 2016, and consumers’ desire to start with a clean slate in the New Year, according to **Leatrice Eiseman**, the Pantone Color Institute’s executive director. The selection moves a color that’s often in the background to the foreground, at a time when florists already are seeing that preference in action with brides and event work, where foliage-dominated designs have become a chic choice.

“[Greenery] speaks to our desire to express, explore, experiment and reinvent, imparting a sense of buoyancy,” said Eiseman, who has shared her expertise in the past at Society of American Florists events and in *Floral Management* magazine. “Many people are happy with the selection as they appreciate the freshness and vitality [the color] brings. Of course, most people in the floral industry ‘get’ the power of the greens and its versatility.”

The months-long process of pinpointing a color for 2017 was similar to efforts in years past, Eiseman said, noting that “we are always looking for the symbolic meaning within the chosen color as an important indicator of direction.” Last year, for instance, many people noted the Institute’s selection of Rose Quartz (pink) and Serenity (blue) coincided with national conversations relating to gender lines and roles.

Color and trend expert **Michael J. Skaff AIFD, CFD, PFCI**, who shared his insights on 2017 trends last fall during SAF Maui 2016, said he wasn’t surprised at all by the Greenery selection.

“With today’s busy lifestyles, consumers are drawn

more than ever to adding organic natural materials and calming colors such as this fresh green color into their homes, whether in florals or interior design,” he said.

In fact, designers E-Brief editors spoke with had nothing but cheers for Greenery — a surprisingly complex shade that recalls nature easily while serving as neutral that’s anything but boring.

“The color green implies the link to nature, and with the social concerns the of environment and ecology it fits into global awareness,” said **Joyce Mason-Monheim, AIFD, CFD, PFCI**, of Accent Décor in Tucson, Arizona. “Green’s emotional impact implies security and safety, it has a soothing, calming effect, portrays health and growth. All the things we need to compensate for our current social dishevel.”

“A constant on the periphery, Greenery is now being pulled to the forefront,” Eiseman explained. “It is an omnipresent hue around the world.”

As many floral designers noted, many customers, particularly brides, have been asking for more foliage, not less — a big change from 10 or even five years ago.

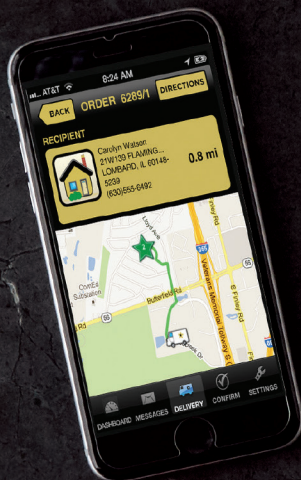
Sharon McGukin, AIFD, CFD, PFCI, a member of the Smithers-Oasis Design Directors and past president of the American Institute of Floral Designers said wedding trends have come “full circle.”

“For several years, brides would ask for no greens to be added to bouquets,” she said. “Now, understanding the beautiful blend of color and texture that can be found in foliages, brides are requesting foliage bouquets.

Article source: <https://safnow.org/floral-designers-cheer-pantones-selection-greenery/>

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



"Xceptional Color and Texture Trends in Weddings"

*Featuring Brooke Raulerson
AIFD, CFD*

In the wedding world, there are so many possibilities for couples. Styles, colors, textures and flower varieties are so plentiful that options and choices become difficult. In this program, we will discover the beauty of not only floral designs trending for today's weddings but the unique and extreme combinations that create the personalities and interests of today's weddings. Xtreme Xcitement with texture and colors!

"Side X Side: The Northwest Experience"

*Featuring Erik Witcraft AIFD,
CFD and Frank Blanchard CFD
(& 2017 AIFD Inductee)*

What is it that makes the Northwest so special? Erik and Frank are going to show you! They are both born and raised



Washingtonians who grew up outdoors climbing trees, living in this beautiful corner they call home where they live the northwest style every day! Erik and Frank are going to give their



take on the bounty of the Northwest region and floral style.

*(Witcraft
pictured top,
Blanchard
pictured
left)*

"Xuberant! Minimalism"

*Featuring Natasha Lisitsa and
Daniel Schultz*

A wife and husband team, Natasha and Daniel showcase the creative process behind their design style, Xuberant! Minimalism. Natasha's floral palate tells a lush, vivacious, and textural story, while Daniel's unique construction techniques and structured forms highlight the essence of materials. A dynamic program of floral artworks inspired by modern art and architecture will illustrate this Xuberant! combination.





Susan Ayala AIFD, PFCI



Tom Bowling AIFD, PFCI



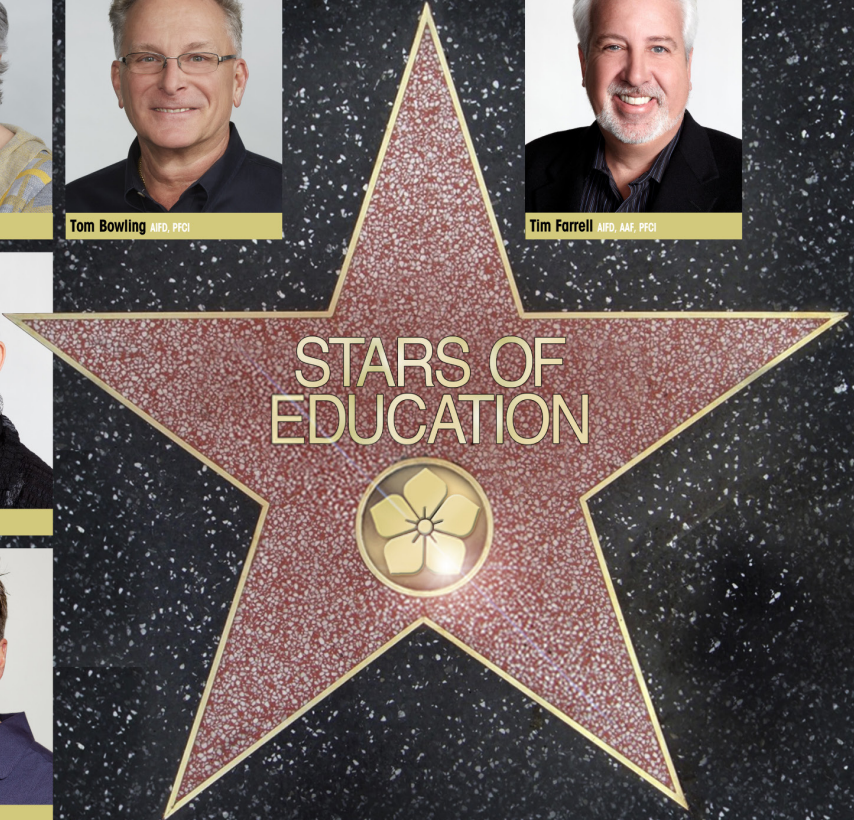
Tim Farrell AIFD, AAF, PFCI



Jim Ganger AIFD



Hitomi Gilliam AIFD



Bob Hampton AIFD, AAF, PFCI



John Hosek AIFD, PFCI, CF, CAFA



Alex Jackson AIFD, AAF, PFCI



Vonda LaFever AIFD, PFCI



Joyce Mason-Monheim AIFD, AAF, PFCI, ACFM



Helen Miller AIFD, CF, CAFA



Daria Pawlak AIFD, PFCI

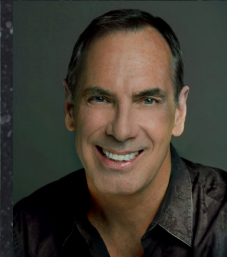
Best Education
Specialists
in the Industry



Julie Poeltner AIFD, PFCI, IMF, CAFA



Jerome Raska AIFD, AAF, PFCI, CF



Tom Simmons AIFD, CCF



Gerard Toh AIFD, CCF



Cindy Tole AIFD



Kevin Ylvisaker AIFD, PFCI, CAFA

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Last Call for AIFD Award Nominations

ATTENTION AIFD MEMBERS – This is your LAST CHANCE to submit nominations for the AIFD Awards. Nominations are only being accepted until Feb. 24, 2017.

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?

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? 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? How does this person share their design talents?

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? Has the

nominee held office for AIFD at a National and Regional level? 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 has a 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 at
<http://aifd.org/2017-award-nominations/>.



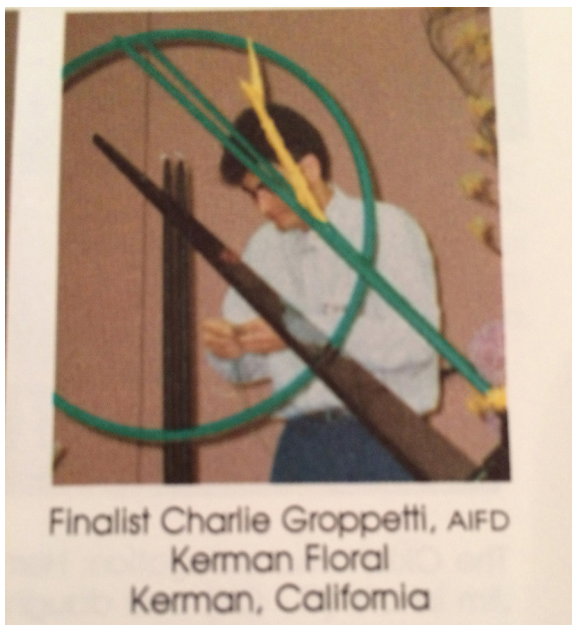
Floral Artistry Excellence Over the Years

By Janet Black AIFD, CFD, National Historian

Over the years our floral artistry has excelled. New innovative products emerge from our industry partners that enhance our creative juice. We push ourselves to the limits in a craft that we love with extreme passion and a wiliness to strive for the best in creativity and innovation.



Beck AIFD - 1985, **Hitomi Gilliam AIFD** - 1987, and **Frank Cushing AIFD** was the winner in 1988.



We challenge ourselves daily, striving for excellence. How lucky to be immersed in an occupation that is so rewarding and gratifying.

Competitions have been a journey for many throughout the years. Photos are from the fourth annual AFS Great American Design Contest National Finals. Winners were: **Allen**

Bits and Pieces

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

- **George Mitchell AIFD, CFD** and family were recently featured in the news. On Oct. 17 at a Village of Orland Park Board of Trustees Meeting, Orland Park Mayor **Daniel McLaughlin** presented a Community Pride Award to the Mitchell Family of Mitchell's Orland Park Flowers for their 100th Anniversary in business.

- The Floral Design Institute has unveiled a new scholarship program. Look for full story on it in the next issue.

- The 2017 Jim Johnson Cup will be held at Pikes Peak Wholesale in Houston, Texas on March 7. Contact **Ken Senter AIFD, CFD** at (282) 384-2838 for more details on how to become a competitor.

- A group of AIFD members came together to volunteer to create several floats that were in the 2017 Rose Parade that took place Jan. 2 in Pasadena, Calif. Those members include: **Jim Hynd AIFD, CFD, Katie McCormick AIFD, CFD, Wil Gonzalez AIFD, CFD, Mike Hollenbeck AIFD, CFD, Cindy Pham AIFD, CFD, Kevin Coble AIFD, CFD, Kevin Hinton AIFD, CFD, Tricia Fillingim AIFD, CFD, Monroe Cranford AIFD, CFD, Kim Woertendyke AIFD, CFD, Philip Rice AIFD, CFD, Jenny Ja Jun, AIFD, CFD, Lisa Weddel AIFD, CFD, PFCI, Cherrie Silverman AIFD, CFD, Polly Klein AIFD, CFD, Angelyn Tipton AIFD, CFD, Jackie Johns AIFD, CFD, Sherry Miller AIFD, CFD, Jamie Hindley AIFD, CFD, Bobby Eldridge AIFD, CFD, Michael Gaddie AIFD, CFD, Shane Cranford AIFD, CFD, Susan Ishkanian AIFD, CFD, Suzanne Sampson AIFD, CFD, Theresa Colucci AIFD, CFD, PFCI, Pam Woertendyke AIFD, CFD, Rhonda Moeckel AIFD, CFD, Karen Genoud AIFD, CFD, Laurel Hollopeter AIFD, CFD, Linda Robbins AIFD, CFD, Rocio Silvia AIFD, CFD, Ivonne Lozano AIFD, CFD, Angelica Avalos AIFD, CFD, and Catalina Gauna AIFD, CFD.**

Please send all submissions to **Molly Baldwin-Abbott**, director of communications, at molly@stringfellowgroup.net or **Marisa Guerrero AIFD, CFD**, newsletter editor, at debbies_bloomers@msn.com.



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OASIS® Floral Products would like to thank the talented floral designers who shared their creativity with us in 2016. Let's keep the momentum going! **Follow us on Facebook** to enter the 2017 Inspire Design Showcase. You could have your arrangement featured in a national ad, on our blog and more. Go to oasisfloralproducts.com/inspire to get inspired.



Be a featured designer!
Visit us on Facebook to enter.

AIFD Foundation News

amazon

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Shop for the AIFD Foundation!

AIFD shares an opportunity to bring funds into the AIFD Foundation simply by selecting the AIFD Foundation as your charitable organization when using AmazonSmile. The AmazonSmile Foundation will donate 0.5% of the price of eligible purchases to the charitable organizations selected by customers. Visit <https://smile.amazon.com/ch/72-1047126> to learn more about how you can support the AIFD Foundation and start your shopping!

Foundation Design Xperience

At the upcoming 2017 Symposium "X" the AIFD Foundation presents "Xpanding a Floral Legacy Through the Xtraordinary Design Techniques of Phil Rulloda AIFD, CFD, PFCI" on Thursday, July 6, 2017 from 9 a.m. - 3 p.m.

The AIFD Design Experience continues to Xpose the brilliance of Phil Rulloda as he instructs Hands On Xtraordinary Design Techniques. As one of the world's leading floral artists and an award winner surpassing all others, his instruction promises to offer an understanding of the style for which he is known. An interactive collaboration of the techniques Xpands the student - instructor Xperience. Upon mastering the techniques, each will have an opportunity to design a floral interpretation of the Rulloda style while Xpanding a Floral Legacy.

The AIFD Design Xperience is an optional registration with an additional tuition fee required. Net Proceeds will benefit the AIFD Foundation. Limited registration is accepted.



Related Industry News

FTD Education Consultant and Florist Selected as Judge for International Design Competition

FTD®, a leading provider of floral and gifts, is proud to announce that FTD Education Consultant and Florist Member **Deborah De La Flor AIFD, CFD** was recently announced as one of six judges for the prestigious Interflora World Cup design competition in Berlin, Germany this June.

As an American Institute of Floral Designers Accredited member, Deborah was able to become an AIFD Certified Floral Evaluator allowing her to accept the role as a judge for the competition featuring 26 designers from 26 countries. Certified floral evaluators must be knowledgeable about floral design according to the AIFD Guide to Floral Design and must have the ability to establish judgment based on the requirements necessary for the testing process or competition.

Read more at <http://www.multibriefs.com/briefs/saf/FTDNews1.pdf>.

Industry Members React to Injunction Against Overtime Rule Change

Society of American Florists volunteer leaders are reacting this week to news that the implementation of new overtime regulations has been suspended indefinitely.

The regulations, set to go into effect Dec. 1, would have raised the salary limit below which workers automatically qualified for overtime pay to \$47,476 from \$23,660. A federal judge in Texas ruled last week that the Obama administration had "exceeded its authority by raising the overtime salary limit so significantly."

Read more at <https://safnow.org/industry-members-react-injunction-overtime-rule-change/>.

Xclusively in Seattle

Returning again due to popular demand are four amazing new hands-on learning experiences. Designed for everyone, they are especially great for those seeking to gain more experience or perhaps looking to become CFD or AIFD. Registration is limited and will be offered on a first-come/first-served basis. Additional registration tuition is required. In anticipation of the 2017 Symposium, we will be highlighting a hands-on workshop teacher in every issue of the newsletter.

AIFD Hands-On Class #100 -

Subject: Rhythm, Repetition, Pattern
Title: "Rock, Paper, Scissors, Flowers"
Instructor: Ron Mulray AIFD, CFD

Think outside the box in this fun and XTREMELY challenging workshop using XQUISITE Flowers, Rocks, Paper and Scissor that will take your designs to the next level.

Join instructor Ron as he XCITES you to think outside the box using paper to showcases several trending styles of arrangement from the honeycomb structure to a freeform armature and even beautiful XQUISITE jewelry made with paper and adorned with flowers.

Participants will learn how to complex a paper honeycomb structure that will conclude in the creation of a unique and XCELLENT table arrangement. Receive one on one instruction and open your mind to new concepts that will boost your confidence and skills while thinking outside the box and taking the ordinary to XTRAORDINARY to add that unexpected and signature element to your floral design work that will set your designs apart from the competition.



Focal Points Needs You!

Do you enjoy writing? Want to help update your fellow members on important news and entertaining events?

Then sign up to be a content contributor for the newsletter! We are looking for reporters to provide articles for the newsletter and welcome any participation. If you are interested in being a regular contributor of articles and feature stories, please contact Newsletter Editor **Marisa Guerrero AIFD, CFD**, at debbies_bloomers@msn.com and let her know you want in!

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AIFD Volunteers Lend Their Talent for 128th Rose Parade

The world's attention was on Pasadena, California, home of the Rose Parade, on Jan. 2. Fiesta Parade Floats, led by Vice President & Floral Director and AIFD member **Jim Hynd AIFD, CFD**, is the leading award winning float-builder in the Tournament of Roses Parade. This year proved another showcase of beautiful floats, created with the help of several AIFD member volunteers (see the Bits and Pieces section on page 11 for a complete list). View more photos at <https://www.facebook.com/FiestaFloats/>.



Photos courtesy of <https://www.facebook.com/FiestaFloats/>.

Article source: <https://www.tournamentofroses.com/events/roseparade>

Marketing Tip: Marketing Valentine's Day on Social Media

By Paul Jaras AIFD, CFD

Social media marketing is a powerful tool you can use to promote products and services and to create and retain an engaged group of customers. Targeting who you want your customer to be, speaking to them with relevant content and listening to feed back is the foundation for customer engagement. An ongoing conversation with loyal customers will help you achieve social media marketing and sales goals.

At this time of year you may want to create a message to a very specific target customer. Let's say you choose the guy who only buys flowers once in a while. Imagine who this customer is. He may not know what to ask for or how much to spend but he knows he'd like to get it done as quickly as possible. There's an almost automatic emotional buy-in at this time of year, they want to say "I love you," and you've got exactly what they need. Now make it easy. 40% of all sales will be over the phone and your message there could be: "Let us take care of you - we've thought of everything. Our premium package includes an exquisite presentation of our finest roses, gourmet chocolates, delivery and taxes for only \$\$\$." The message you'll communicate on social media will be the same - however you may want to say it in an innovative way.

Inviting Facebook followers to submit a funny story on their best or worst Valentine experience is a way to create a two way conversation and interest in your marketing campaign. Post a picture of your Premium Package and make it the prize for the best entry. People will be engaged in a fun way and will learn about what you have to offer. Ask your followers to like and share your post and ask them to tag their sweetheart (Mr. Infrequent Buyer?) for another chance to win. Don't forget to include a link to your website on all of your posts - and once they get there keep the message the same and the buying process easy.

Lastly, measure your success. At the beginning of the campaign set a goal - say X number of premium packages sold and a specific target number of 'likes,' 'shares,' and new followers. Your successful Valentine's Day social media marketing campaign will reinforce your brand message, keep your loyal customers engaged and create a base from which to establish sales momentum for the next big one, Mother's Day!

Everything You Need to Know About...

Sweet pea is a term of endearment many couples use for each other. It is also a unique option that can be used for Valentine's Day for those who prefer something other than the traditional rose.

Common Names: Sweet Pea, Lathyrus

Botanical Name: Lathyrus (LATH-i-rus)

Availability: January through August

Vase Life: 3 to 7 days.

Storage Temperature: 36-38F

Ethylene Sensitive: Yes

Description: Distinctive pea-vine type foliage with tendrils. Three to four blossoms of very delicate petals on stems 6 to 8 inches in length branching off from the vine.

Colors: White, red, pink, lavender, purple

Botanical Facts: The name is Greek for the pea.

Design Notes: These wonderful blossoms with their delicate petals and soft fragrance are a favorite for wedding and corsage work. Sweet Peas can be used in arrangements to add mass or as a filler. Commonly used alone in a simple spring vase arrangement.

Purchasing Hints: Purchase stems with two blossoms open and 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.

Arrangement Ideas: Combine Sweet Pea with Amaryllis, French Tulips, Tetra Anemone, Houttuynia, Italian Eucalyptus and Jasmine for a "sensual yet refined" arrangement (as shown right).

Article sources: <https://www.floraldesigninstitute.com/sweetpea.html>, <http://www.elle.com/life-love/news/g25653/unique-valentines-day-flowers/>



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Pete Samek AIFD, CFD

Greetings AIFD friends from beautiful Pasadena, Calif. I am in the middle of antique autos, historic wagons and beautiful flowers. I'm hoping everyone had a great holiday season and that you have rested and recharged yourselves.

The North Central Chapter is preparing for a very busy Spring 2017. We are kicking off the year with our annual Mid-Year meeting, hosted by McNamara's Florist and **Toomie Farris AIFD, CFD**. Our Chapter is presenting an old school panel design show along with our board meeting to his employees, AIFD members and local florists.

Our March schedule is quite full with flower & garden shows and state conventions.

I'm looking forward to a successful new year for our chapter

South Central Chapter

President's Letter

Bradley Shane Cranford AIFD, CFD

Welcome to 2017! This is going to be an exciting year for our region and we want you to share in our excitement. We are putting together an awesome design forum for 2017! This year's forum will be all about cultural events. This area of our industry has become very large in recent years. Therefore, we felt the need to share and educate about the diversity of our cultures as it relates to our industry.

This event will be held at Amato Wholesale Florist in Denver, Colo. on March 19, 2017. There will be two amazing design sessions, a morning and an afternoon with lunch served between sessions. There will also be a hands-on workshop on Saturday evening, March 18. Please check the South Central Facebook page for more details on both events as information becomes available. We would like to give a big thank you to our event chairpersons **Lisa Weddel AIFD, PFCI, CFD** and **Sandi Yoshihara-Sniff AIFD, CFD**, and Amato Wholesale of Denver for hosting this event. You will not want to miss the South Central AIFD Spring Design Forum, see you in Denver!

It is that time of year and Valentine's Day is just around the corner. So when the days get long and you are tired, just remember that the general public that we sell to has no idea how long and hard you have worked. Never let them see it on your face or hear in your tone of voice. We are the professionals and the customer is always right! So with that being said be strong and remember it will be in the books before you know it and we will get some rest.

Northwest Chapter

President's Letter

Sharrai Morgan AIFD, CFD

Hi and Hello from the AIFD NW Flower Family. We hope this letter finds you all very well and in bright Holiday spirits. We have had some fabulous fall events filled with flower fun and friendships! From anniversaries to open houses, lots of our supporting partner wholesalers have recently celebrated in style.

In the South, United Wholesale Flowers San Jose CA held their anniversary event and in the North, United Floral Inc. held their grand re-opening celebration. In the East, Montana State Floral Association held their annual convention in Helena Montana. For our Middle Region folks we've had two incredible events. **Erik Witcraft AIFD, CFD** and **Frank Blanchard CFD** wowed the crowd as our featured designers during their Holiday Extravaganza design program held at Frank Adams Wholesale at the Portland, OR Flower Market. We are so truly thankful to Frank Adams Wholesale on their continued support and partnerships with our region.

The following weekend we had the wonderful opportunity to participate as a region in the 9th Moon Floral Design Showcase held at the Chinese Lan Su Gardens in Portland, Ore. What an incredibly serene and inspiring weekend! As an event sponsor our region was invited to have an informational booth as well as perform design demonstrations for the attending public audience. **Kim Oldis AIFD, CFD** was wonderful in her outreach interaction with booth visitors, while **Gina Thresher AIFD, CFD** presented new modern floral jewelry techniques and **Sharrai Morgan AIFD, CFD** showcased fun with foliage manipulations and tricks.

We send many congratulations and raise a toast to the Juried winners and AIFD Northwest Exhibitors. **Brenna Quan AIFD, CFD** placed second in the juried showcases and **Erik Witcraft AIFD, CFD** won 3rd place in this category as well as designers choice favorite. More AIFD Northwest members participation by **Kim Oldis AIFD, CFD**, **Gina Thresher AIFD, CFD**, **Frank Blanchard CFD**, and **Greg Lum AIFD, CFD**. Special guests also included featured AIFD designer **Gerry Toh AIFD, CFD**, assistant **Louisa Lam AIFD, CFD** and our very own national president **Anthony Vigliotta AIFD, CFD**. The FDI team was in attendance to create visitor flower fashions. **David and Leanne Kesler AIFD, CFD** and **Callie Dewolf AIFD, CFD** were the most gracious, cherished, and wonderful hosts. All of this could have not been possible without the support, hard work, and help from the wonderful sponsors of the Floral Design Institute, Florists Review Magazine, Flower Box, Frank Adams Wholesale, and AIFD Northwest Chapter. The warm and inviting Chinese Lan Su gardens staff opened their incredible serene venue to us and we are so thankful for this weekend of inspiring floral art and Autumn fun with flower family!

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Here in the Northwest the cool crisp winds blow and Winter is in the air. A very wise man recently told me that "the only certain thing in life, is change" and just as the leaves change their color in the Fall we too have had a changing of the guard. We send many congratulations to **Erik Witcraft AIFD, CFD** as he has been elected as our new President Elect. I know that Erik will fill this position with kindness, diligence, creative flair, and pride. We are so excited and honored to have him by our side so let's all send him lots of support and flower family fellowship. Also, at this time it is with great love that I announce **Gina Thresher AIFD, CFD** as my appointment to the vacant 2018 Director position. Gina has shown such enthusiasm and initiative with her recent social media duties and at all the events she attends. I know that Gina strives to be active, talented, compassionate, current, creative, informed, and kind so at this time we welcome her with open arms and celebrate her bright new light in our AIFD NW Flower Family Board. We would like to thank all who voted and participated in our recent special Election and encourage all of you to watch in the Spring for next year's elections and voting opportunity duties.

The bright, beautiful New Year is upon us and the AIFD NW Chapter is gearing up for a line of fun spring events. We invite you to celebrate the New Year with us in style during our Wedding extravaganza design showcase and hands on class to be held on January 26, 2017 at DWF Wholesale in Kent, Wash. We are so very excited and honored to bring you the featured designer talents of our very own national president **Anthony Vigliotta AIFD, CFD**. Please attend this special wedding extravaganza event to help us welcome him to the Northwest with a toast to the hometown of Seattle Symposium-X 2017. In February, we hope you will help us spread the love as we participate, showcase, and educate the public about AIFD and floral education during the annual Northwest Flower and Garden show held in Seattle, Wash. at the WA State Convention Center, February 22 -26, 2017. This is a grand garden event and is just what the doctor ordered to help chase away the winter time blues. The scenes of spring will excite and delight. In April, we implore you to Save the Date for our exciting design and hands on workshop event featuring International designer **Leopoldo Gomez** to be held at the City College of San Francisco, Cali., April 22 -23, 2017. Leopoldo will teach and inspire us with floral Interiorism and techniques to create multi use pieces our customers can enjoy again and again.

Show your Xcitement! Our region is currently taking pre orders for the brand new Seattle Symposium -X tee shirts. Give us shout on our AIFD NW Chapter Facebook page to scoop up your tee before the "X."

In this season of reflection and renewal we send you all of our best bright wishes for the happiest of holidays, a healthy hopeful New Year, and very verdant and vibrant Valentine's Day!

Southwest Chapter Report

President's Letter

Derrick Vasquez AIFD, CFD

The year is off and running and lots of exciting plans are underway. As we begin the New Year we are excited for our upcoming March Show. This year's show under the direction of **Lori Novak AIFD, CFD** and **Michael Quesada AIFD, CFD** will be one not to miss the date is March 5 in the city of Pomona at Fairplex. This year it will feature **Carol Caggiano AIFD, CFD** and **Leopoldo Gomez** of Mexico City. The show will feature a workshop in the morning with Leopoldo and a design show featuring the talents of the amazing **Carol Caggiano AIFD, CFD**. There will be a trade fair and lots of great things happening that day. Watch for more information.

A new project will be March 8-10 advanced hands on workshop with **Leopoldo Gomez**. This will be an exciting class so make plans to be there. The workshop will be in Ontario.

Plans are still being finalized for a Las Vegas event in spring also so watch for the details.

I look forward to an amazing year full of much hope and success for all.

Happy New Years to all!

Southern Chapter

President's Letter

Randy Wooten AIFD, PFCI, CFD

Greetings Everyone!

I know those of us that are in retail are gearing up for the next big holiday, Valentines! I keep shaking my head all the time...thinking, time is flying by too fast. I know I have mentioned this before and I don't mean to repeat myself but really! I am telling myself it is not an age thing it is because our lives have become so busy. (That makes me feel better any way :)

I do wish everyone much success this V-Day! Let's really work hard to educate the consumers about shopping on-line and let's do our part to elevate the floral industry!

We are so excited for 2017! Southern is on the move in 2017. We have an event at Mississippi State featuring a design program along with our Student Competition. Thanks to **Lynnette, Terry, Kevin** and **Aisha** for all your hard work. We are also having a design program at Reeves Wholesale in Gainesville, Ga. Then we have our big show in Raleigh, N.C. at the ART IN Bloom! A Big Thanks to **Sherry, Terry** and **Carol** for all your hard work as well!

For complete details for these events, visit the AIFD Southern Chapter Facebook page. I look forward to seeing everyone out on the road!

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North East Chapter

President's Letter

Janet Black AIFD, CFD, PFCI for Robert DeBellis AIFD, CFD

The North East Region is gearing up for the NEFE North East Floral Expo again this year with numerous members helping to make a weekend full of stimulation, learning and sharing friendships. **Rebecca Carter AIFD, CFD** and **Michael Derouin AIFD, PFCI, CFD** will be helping to coordinate the events with the Connecticut Florist Association. NEFE will be held on March 4-5, 2017 at the Sheraton Monarch Place Hotel, Springfield, Mass.

The planning for the Philadelphia Flower Show is well underway with **Cres Motzi AIFD, CFD** and **Ron Mulray AIFD, CFD** coordinating this year. The theme is "HOLLAND: Flowering the World." It will be exciting to see the creativity and fellow floral artists transform the space. **Bill Schaffer AIFD, CFD, PFCI** and **Kris Kratt AIFD, CFD, PFCI** will also be creating a fabulous display. We are looking forward to having our National President **Anthony Vigliotta AIFD, CFD** join us for opening night festivities. The show runs from March 11-19 at the Convention Center, 1101 Arch Street, Philadelphia, Pa. 19107.

Make a New Year's resolution to jump in and help the North East Region with these and many more exciting activities. Everyone is welcome.

The Region is giving a Scholarship to our AIFD Symposium "X." Please check out our North East Regional website for all of the details.

Wishing you a very prosperous, healthy and Happy New Year.

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.

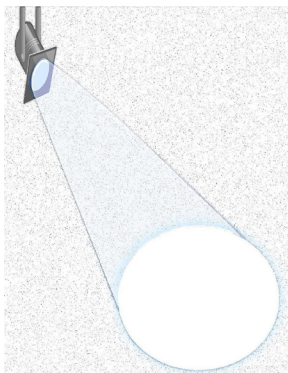
The Laureate status does not affect annual membership fees. If you believe that you meet the qualifications to become an AIFD Laureate, download the application at <http://aifd.org/membership/recognizing-laureates/> and return the completed form to AIFD Headquarters prior to next year's AIFD Symposium, "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? AIFD sends out e-mail blasts regularly to get the latest and most up to date important information sent to you the fastest way possible.

You want to make sure you are receiving this communication, so please make sure we have your up to date e-mail on file with us.



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

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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 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/>**

AIFD Thanks Its Partners

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Accent Decor, Inc.
www.accentdecor.com

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Biz One, Inc.
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Bloom Nation, LLC
www.bloomnation.com

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CalFlowers
www.calgt.org

California Cut Flower Commission

Candle Artisans, Inc.
www.candleartisans.com/pages01/main.html

Crystal River Design
www.crystalriverdesign.com

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.

Eufloria Flowers
<http://www.eufloriaflowers.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

Floranext
www.floranext.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
ndi.com

Ocean View Flowers
www.oceanviewflowers.com

Passion Growers
www.passiongrowers.com/web/home.asp

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.
<http://www.thesunvalleygroup.com>

UFN
www.ufn.com

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://aggiehort.tamu.edu/benz-school>

Fioriology
<http://fioriology.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
<http://www.psfid.net/>

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

Solomon Bloemen
www.solomonbloemen.com

Southern California School of Floral Design
www.philrulloda.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 State Florists Assn.

North Carolina Certified Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdfloirists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan
Florists Association
www.mumfa.org