



Focal Point

Call for Candidates

Floral design artists seeking to be recognized with the floral industry's coveted Certified Floral Designer (CFD®) designation or to achieve the ultimate goal of becoming an Accredited member of the American Institute of Floral Designers are being advised that the deadline to submit an application for the 2017 Professional Floral Design Evaluation (PFDE) is April 15, 2017.

AIFD's PFDE is a two-stage process in which floral designers have their creative artistry evaluated by a panel of AIFD Certified Evaluator/Judges.

Part one of the PFDE is an online test based on educational objectives and knowledge derived from The AIFD Guide to Floral Design: Terms, Techniques and Traditions. This reference tool is provided to everyone who pays to participate in a PFDE. Candidates must successfully complete the online test with an 80% or better by May 1, 2017.

After scoring 80 percent or better on the online test, the candidate is then fully eligible to participate in the second part of the PFDE - a live design session in which he or she demonstrates his or her design proficiencies. The PFDE will be held June 29, 2017 in Seattle, Wash. immediately prior to the AIFD National Symposium "X."

Candidates have four hours to create five specified designs which are then reviewed and evaluated by seven AIFD Certified Evaluator/Judges. AIFD provides the Candidates all the flowers and hard goods necessary to complete the designs.

To participate in the 2017 AIFD PFDE, floral design artists must become an official Candidate and then submit the Application to Participate in the PFDE prior to April 15, 2017.

It is strongly recommended (but not required) that before the PFDE, the floral design artist obtain additional education or work experience in the floral industry, such as having three years or more in floral industry, completion of courses that meet learning objectives as established by AIFD that are offered by approved AIFD Education Partners or state floral association certification programs, completion of a series of online courses offered by AIFD, or completion of undergraduate degree or studies at an SAIFD chapter.

To enroll as an AIFD PFDE Candidate or to learn more about the process of becoming a CFD® or member of AIFD, visit <http://aifd.org/membership/>.

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American Institute of Floral Designers

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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

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

March 12, 2017 – March 16, 2017
Wedding Bliss, Party & Events
Floriology Institute
Jacksonville, Florida

June 29, 2017
2017 AIFD Professional Floral Design
Evaluation Session
Washington State Convention Center and
Sheraton Seattle Hotel
Seattle, Washington

July 1, 2017 – July 5, 2017
2017 Symposium "X"
Washington State Convention Center and
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



"In the depths of winter, there is warmth and light to be found in the wonderful craft that we share that is floral design."

As incongruous as it seems, here in the midst of the cold, dark, bleak beauty of winter, my thoughts are filled with two major focal points of our floral year, i.e. Valentine's Day and the coming spring (and not soon enough for some). They are the epitome of love, passion, heat, warmth...of renewal and a fresh devotion to affairs of the heart and soul. I like to think, humorously, that everyone becomes a little bit of an Italian this time of year. So, in no particular order, let me express to you what I am in love with especially at this time of year.

I LOVE: our AIFD. This organization has brought me such joy and inspiration and a sense of family over the years, that I feel I have had a love affair with it from first sight. When you find "your tribe," when you discover other people who share your passion, your love of design, your joy at the art of creation and your devotion to your craft, well it is like a first love...effortless and sublime.

I LOVE: our members who volunteer. It takes a great gesture of love to give of yourself, to offer time, hard work and commitment to an end result that has no monetary benefit, just a sense of a job well done as a member of a great team. They volunteer at Symposium, regional programs, educational workshops, and countless times throughout the year just for the sake of spreading the word of the magic of design and flowers.

I LOVE: the National Board of Directors. I am so lucky to lead what I call "Team AIFD," because that is what we are, a team. I am so fortunate to have twenty talented, smart and committed men and women working alongside me to make AIFD better now, and into the years ahead.

I LOVE: our national committees and the chairpersons who lead them. We could not run as an organization without the tireless hard work and enthusiasm of the many men and women who constantly do the work of their respective committees. All of them are important, and year after year, they rise to the occasion and lead us in the present, and lay the foundation for the future.

I LOVE: our regional Presidents and Regional

Boards. Day in and day out they do the quotidian work that is required of our regions to make sure that membership, programs, budgets, constant little local brushfires and the thousands of details within a region are handled competently and effectively.

I LOVE: mentors. To reach out a hand of welcome and encouragement is an art. It requires a generosity of spirit and time and love of craft that is not common in everyone and is commendable when found. Have we not all had that one person or persons who made a difference in our career that you want to just be able to say, "Thank you so much!" If you have a chance, say just that to your own personal mentor, and do them honor by being a mentor to someone else.

I LOVE: Symposium. Glorious, chaotic, busy beyond words, frantic, inspiring, jaw dropping, difficult, brutally hard work, messy, grueling, exhausting, too short, too long, too many people, not enough time, more beautiful than words can describe, uplifting, passionate, enlightening, indescribable...and whatever other adjectives you want to use...but it is OURS...and it is magnificent, and the glow lasts all year until you can attend the next one.

I LOVE: AIFD Foundation. What can you not love about a non-profit foundation that spends every penny it has to spend on scholarships, grants, education, workshops and supporting Symposium? They are the perfect example of what we say as part of our mission statement, i.e. "...to advance the art of professional floral design through education, service, and leadership..." I urge you all to support their efforts with a generous (tax deductible) contribution. It takes a village to do what they do.

I LOVE: our Industry Partners. We could not continue as an organization; we could not put on a Symposium every year; we could not perform educational programs throughout the year; we

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could not proceed into the constantly changing future of this industry and our organization, without the constant and loyal support of the wonderful businesses we call "partners." They are our family. Please treat them with the love and respect (and business) you would any family member.

I LOVE: our members who educate. I was once a sixth grade science teacher, so I know the pitfalls, demands, hard work and frustrations that come with trying to devote your time to educating others. But I also know the rewards of watching your knowledge and craft and passion being transmitted to open minds and the joy that comes from knowing that you made a difference in someone's creative development. AIFD members who have dedicated their careers to education and mentoring the next generation of artists are a rare breed that is to be cherished and celebrated and cheered on. It is a difficult but rewarding path.

I LOVE: AIFD Headquarters staff. I can get pretty emotional about the six women...Kristen, Rachel, Stephanie, Molly, Samantha, and Pamela...who do the day to day business of AIFD and AIFD Foundation, for they are my personal heroines. They are tireless and devoted in the work they do, and we would not be able to operate as an organization without them. We should all love them for all that they do...and that they do it so professionally and expertly.

I LOVE: the people and mentors that have helped me on my path. Without those people, none of us would have been able to be encouraged, cajoled, prodded and pushed into the place we are now. I love the people who I have met that have been inspirations to me. They have shown me paths and avenues that I never knew existed, and enriched my life beyond measure.

So you see that in the depths of winter, there is warmth and light to be found in the wonderful craft that we share that is floral design. I look forward to the coming months and hope success, health, happiness, and love flood into your life like rivulets from melting snow...and into the uplifting revival of life that is spring.



Anthony Vigliotta AIFD, CFD
AIFD National President 2016-2017



AIFD Foundation Offices Move – New Contact Info Below

By Eddie Payne AIFD, CFD, Chairman & CEO

Effective January 15, 2017, the American Institute of Floral Designers Foundation 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 provides a solid foundation to support the management needs of the AIFD Foundation. They also manage and serve as the headquarters for AIFD.

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

Samantha Devine will serve as the new Executive Director of the AIFD Foundation; and will be supported by SMG staff. The AIFD Foundation headquarters staff can be reached as follows:

Samantha Devine - Executive Director

Samantha@stringfellowgroup.net

443-966-3877 ext. 145

Amy Chetelat - Chief Financial Officer

Amy@stringfellowgroup.net

443-966-3877 ext. 103

Pam DiCara - Accounting Manager

Pam@stringfellowgroup.net

443-966-3877 ext. 118

American Institute of Floral Designers Foundation
9 Newport Drive, Suite 200
Forest Hill, MD 21050

Regards,

Eddie Payne AIFD, CFD
Chairman & CEO

American Institute of Floral Designers Foundation

Take your business further.™

Behind every successful business you'll find teamwork. We're your business partner whenever you need help and we're easy to work with. Our sales and customer service representatives are always available to provide the fundamental problem-solving skills and individual attention you need to achieve success. Let's grow together.



Visit FTDi.com/ftdadvantage to keep up with the comprehensive ways our partnership takes your business further. If you need anything, call us at **800.788.9000**.

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Holland – Flowering the World

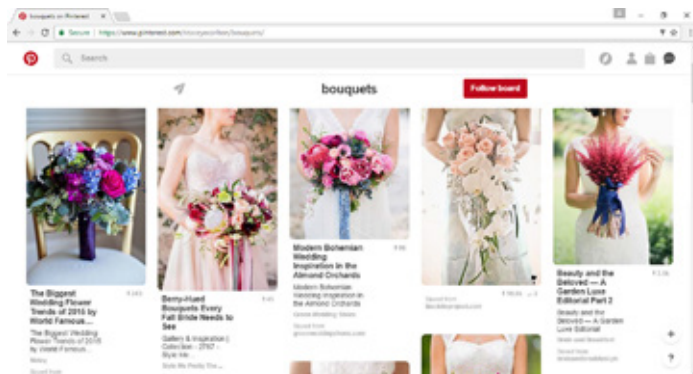
By Cres Motzi AIFD, CFD

The Philadelphia Flower Show has been a mainstay on the floral event calendar of the Northeast Region for many years. 2017 is no exception. Our planning and preparation began in the summer of 2016. We have selected five aspects of Dutch cultural life to interpret with flowers – art, bicycles, canals, gin and people.

- Art will include floral interpretations of Piet Mondrian, Vincent van Gogh, and a Dutch floral still life.
- Bicycles – The flat landscape, mild climate, short traveling distances, 32,000 kilometers of bike paths, road safety, and its environmental sustainability, all contribute to make the Netherlands a nation of bikes.
- Canals – These waterways have been dug and built since the 17th century. They are used for travel, irrigation and water removal. Major cities are built around canals and the most famous is Amsterdam. It has over 100 kilometers of semicircular canals, forming concentric rings around the city. It is nicknamed Venice of the North and is listed in the UNESCO World Heritage Sites.
- Gin – The name Gin is derived from the Dutch word, jenever, which means juniper – the most common flavoring of this liquor. It has been used since the Middle Ages for its aroma, flavor and purported medicinal properties. The Dutch physician, Franciscus Sylvius, was credited as its inventor.
- People - There could be no culture without people. The people of the Netherlands are known for their acceptance, tolerance, innovations, and their height.

A talented team of designers has been assembled from across the U.S. and Canada, from newly inducted to experienced members of AIFD. We have a wealth of design experience, perspective and creativity from which to draw and bring to life the culture of Holland.

Excitement is building as we flesh out concepts, choose accessories and floral materials, and work out mechanics. The finish line is in sight – our installation date of March 8-9. Come join us as the 2017 Philadelphia Flower Show, open to the public from Saturday, March 10, to Sunday, March 19, and experience Cultuur van Holland through Flowers.



Marketing Tip: The Power of Pinterest

By Stacey Carlton AIFD, CFD

Launched in March 2010, Pinterest is now known as "the world's catalog of ideas." It has evolved into a powerful e-commerce platform and now includes a visual search engine that can identify and return identical photos or portions of that to its 110 million plus monthly active users. Over two million people pin product pins per day and it fields over two billion searches per month.

Are you and your business active on the fastest growing website by overall member growth? Pinterest impressively takes second place in growth of members among social media sites just behind Tumblr and ahead of Instagram. The search function and category algorithms have viral ability supported by the fact that 80% of pins are re-pins.

Pinterest categories are grouped based on similarity and tagging which greatly favors the member supplying the pin. Tagging your image appropriately will help keep your pin active and reoccurring with the increased probability of going viral. Unlike other platforms the average pin remains relevant for months, yes months! In comparison the life of a tweet on Twitter is typically measured in minutes and on average a Facebook post exists on news feeds for hours.

In addition to all of these positives for your business attributes, Pinterest generates around 41% of social media based e-commerce traffic. Considering the visual appeal of our industry promoting your online sales for your business is a breeze on this site. An impressive 25% of consumers reported buying a product or service after discovering it on Pinterest.

We have the power to shape what our consumer seeks through this powerhouse platform. Create an account for your business today (it's free!) and let's inspire our clients to come to us informed and motivated by artistic and well executed design. After all, if we don't dilute the mason jar saturated market, who will?

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

"Xpose the Extraordinary Magic Within"

*Featuring the floral artistry of Phil Rulloda
AIFD, CFD, AAF, PFCI*

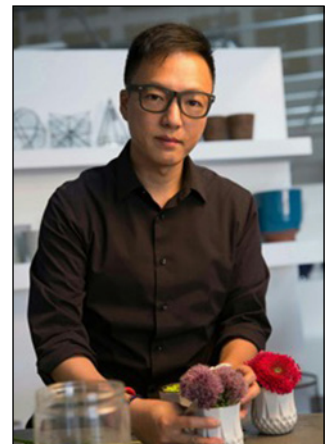


Instinct. Intuition. The intelligence of the subconscious. Learning to harness the magical energy of the inner spirit and bringing it forward in artistic expressions via flowers can create one of the most rewarding experiences as a designer. Phil will explore myriad inspirations; people, places, prose... which can form an impetus to react and rejoice with soulful expressions. Maturing as a designer means gaining more consciousness of the different layers of awareness in a composition. The subtleties, the nuances of more thoughtfully executed elements can and will move a floral composition from pedestrian to artful with many possible outcomes in between those extremes. Listening, not just to the clients, but to the flowers, to the accessories, to the inspirations... and to your inner instincts brings both earthly and spiritual rewards. "When you work in the service of others, you will receive the ecstasy and exultation of the spirit, which is the ultimate goal of all goals."

"Materialistic"

*Featuring Donald Yim
AIFD, CFD*

Emerge from this fast changing world! Leave all the common perceptions behind, sit back and open your mind for a thorough understanding on different aspects of every little materials surrounding us. Join us and amaze yourself by scrutinizing how these aspects influence the styles and characters of your work!



"Xcel With Armatures"

Featuring Aniko Kovaks AIFD, CFD (pictured bottom left) and Ania Norwood AIFD, CFD (pictured bottom right)

Distinguish structures and constructions within design through the examination of both – functional and decorative. Experience prescient and progressive European influenced designs, inspired by nature and life, enabling you to bring new ideas to your creations through different techniques while respecting the elements and principals of design. Let us also entertain you with an amazing journey of bouquet inspirations shown by the next generation of floral friends.





Susan Ayala APO, PhD



Tom Bowling APO, PhD



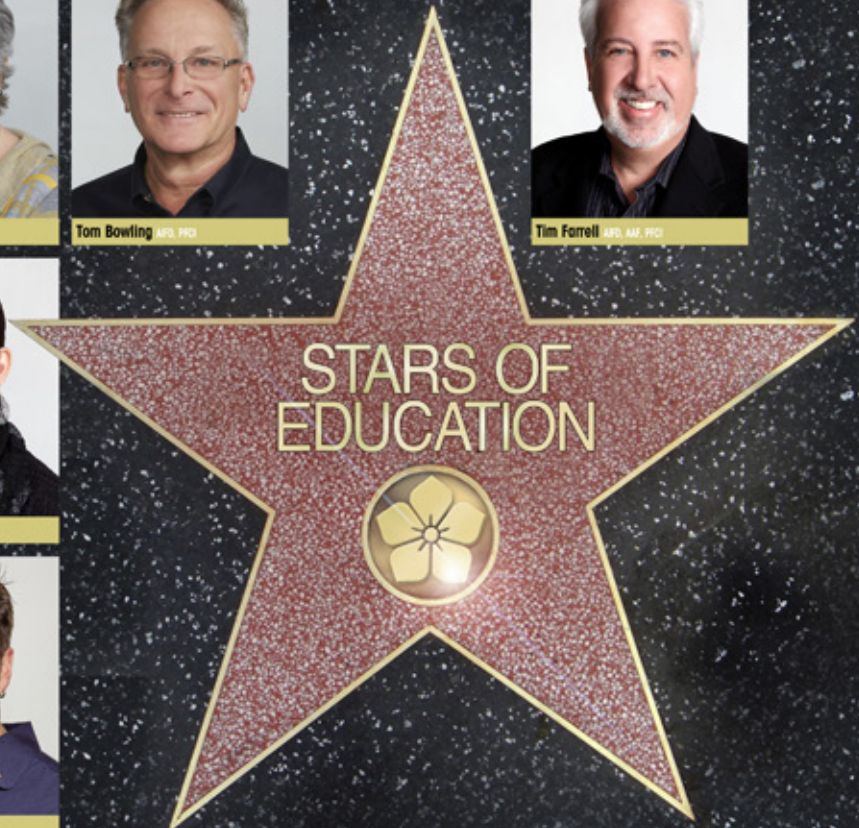
Tim Farrell APO, AM, PhD



Jim Ganger APO



Hitomi Gilliam APO



Bob Hampton APO, AM, PhD



John Hosek APO, PhD, CF, CMA



Alex Jackson APO, AM, PhD



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MARCH 5, 2017

WITH LEOPOLDO GÓMEZ CAF



AND CAROL CAGGIANO AIFD, PFCI



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9:00 - 11:00 Floral Workshop - Inspiration and Advanced Techniques
Featuring Leopoldo Gómez CAF

11:30 - 12:30 Lunch Served

12:30 - 1:30 Floral Show Part I - Inspiring Events, Parties, and More
Featuring Carol Caggiano AIFD, PFCI

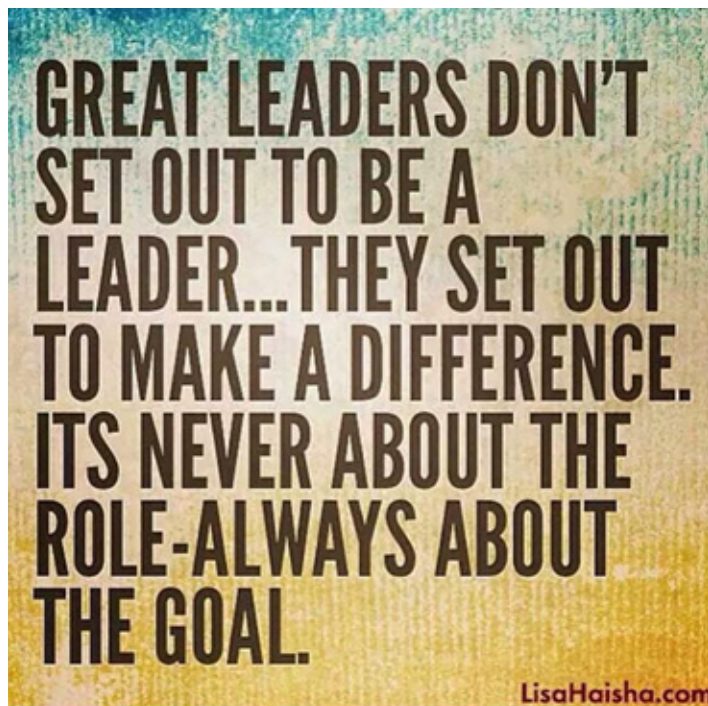
2:00 - 3:00 Floral Show Part II - Wedding Inspiration and Techniques
Featuring Leopoldo Gómez CAF

\$99.00 WORKSHOP, LUNCH & SHOW

\$69.00 WORKSHOP ONLY | \$59.00 SHOW AND LUNCH ONLY

For More Info Contact Lori Novak at fowcorvilla@aol.com or (909) 987-1006 or (909) 921-4958

RSVP at www.AllAboutTheFlowers.com



Call for Volunteers

Dear AIFD Members,

As President-Elect for our AIFD Association I have the honor and privilege to select the AIFD National Committee members for 2017/2018.

We are looking for members who have a passion for our industry and AIFD plus have a desire to be involved in our Association as a leader.

If you would like to see if there is a fit for you, check out the list of the committees on the website at <http://aifd.org/about-us/officers-staff/national-committees/> or in the AIFD directory Or better yet, contact me and we can talk about it!

Together we can make a difference and reach goals!

Looking forward to hearing from you,

Kim Oldis AIFD, CFD
kim.oldis@gmail.com

**Image source - <http://lisahaisha.com>*

Bits and Pieces

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

- On behalf of AIFD National Membership Committee, wishing all our members around the world who celebrate Chinese New Year on January 28, 2017 ~ A Healthy, Happy, Prosperous Year of Rooster!! See you all in Seattle at our 2017 National Symposium "X."
(Submitted by **Louisa Lam AIFD, CFD**)



- In the last issue, the Historical column by **Janet Black AIFD, PFCI, CFD** included a list of the winners of the AFS Great American Design Competition. The 1986 winner was not listed. That competition was held in New York City following National Symposium and **John Haines AIFD, CFD** won that competition.
- Congratulations to **Carol Caggiano AIFD, PFCI, CFD** on creating a beautiful corsage and matching boutonniere that are featured on a new pair of Forever Stamps from the U.S. Postal Service. Read more at <https://safnow.org/saf-member-creates-floral-designs-new-forever-stamps/>.
- 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** at molly@stringfellowgroup.net or **Marisa Guerrero AIFD, CFD**, at debbies_bloomers@msn.com.

A MODERN DAY



MODERN GLASS COLLECTION

Antoinette Vase

#3495: 6" • #3496: 10 1/4"

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Are You an AIFD Laureate?

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., 1 out of 10 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 this year's AIFD 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!



Fitz Design 2017 Selection Guide Is Bigger Than Ever

Fitz Design, the leading supplier of prom and wedding accessories has just released its Fitz Design 2017 Selection Guide. The newly designed selection guide features over 140 pages of Fitz Design and Fitz Plus products.

The selection guide includes Fitz Design's current and most popular products such as corsage bracelets, boutonniere items, brooches, rhinestone accessories and wraps. What is most notable in this year's selection guide is the expanded FITZ PLUS product line which contains crystal candelabras, impressive event containers, chair backs, napkin accessories and serving trays and pedestals.

The Fitz Design 2017 Selection Guide can be downloaded at <http://qonex.info/fitz/Catalog>.

Floral Design Institute to Award \$30,000 in Student Scholarships

David and Leanne Kesler AIFD, CFD, co-owners of Floral Design Institute in Portland, Ore., are pleased to announce that they will be offering student scholarships to state and allied floral organizations throughout the United States in 2017.

"The community of floral organizations and their support of floral design education in America has been critical to the success of the floral industry," states Leanne. "Through the creation of this scholarship program, we seek to support floral organizations in their offerings of educational opportunities for their members and their member employees."

Each selected state and allied floral organization will be given a \$1,000 scholarship to be awarded to a member or member's employee of the organization's choosing. The scholarship may be applied to any Floral Design Institute class, seminar or workshop including certification programs and online programs.

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 #200

Subject: Jewelry

Title: "Botanical Jewelry with Fresh Flowers and Textures"

Instructor: Françoise Weeks

Botanical materials have all the sparkle, movement and gesture of gems and metals. Learn to innovate jewelry design using wire as a base for rings, necklaces, bracelets and earrings. Piece together the tiny and often overlooked bits of texture occurring in seedpods, tendrils and succulents with small blossoms or deconstructed flowers. These adornments stun at galas, weddings and on the catwalk.



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](mailto:Marisa.Guerrero@AIFD.org) AIFD, CFD, at debbies_bloomers@msn.com and let her know you want in!

Thank You to the 2016-2017 Elite Partners

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Everything You Need to Know About...

As we plan and get excited to head to Seattle, Wash. for the 2017 Symposium "X," let's learn a little something about the state flower of Washington, Coast Rhododendron.

Intro:

In 1892, before they had the right to vote, Washington women selected the coast rhododendron as the state flower. They wanted an official flower to enter in a floral exhibit at the 1893 World's Fair in Chicago. Six flowers were considered, but the final decision was narrowed to clover and the "rhodie," and voting booths were set up for ladies throughout the state. When the ballots were counted, the rhododendron had been chosen as the Washington state flower.

The name Rhododendron comes from the greek words "rodon" which means "rose" and "dendron" which means "tree", hence Rose Tree. Rhododendron flowers are usually produced in trusses. The family Ericacea, into which the genus Rhododendron falls, also includes heathers, mountain laurels, blueberries and cranberries as well as manzanita, trailing arbutus, madrone, huckleberry, kalmiopsis, sourwood, blueberries and a number of other genus. Rhododendrons are referred to as the King of Shrubs since they are regarded by many as the best flowering evergreen plants for the temperate landscape.

Rhododendrons and Azaleas:

Azaleas make up two subgenera of Rhododendron. They are distinguished from "true" rhododendrons by having only five anthers per flower.

Rhododendrons are often valued in landscaping for their structure, size, flowers, and the fact that many of them are evergreen. Azaleas are frequently used around foundations and occasionally as hedges, and many larger-leaved rhododendrons lend themselves well to more informal plantings and woodland gardens, or as specimen plants. In some areas, larger rhododendrons can be pruned to encourage more tree-like form, with some species such as *R. arboreum* and *R. falconeri* eventually growing to 10–15 m or more tall.

Most people know rhododendrons as big leathery leafed shrubs with round clusters of white, pink, red, or purple blooms.

Rhododendrons have ten or more stamens, while Azaleas have five. Rhododendrons have large, paddle-shaped leaves and large, bell- or funnel-shaped flowers borne in terminal trusses. Azaleas have small, elliptical leaves and trumpet- or tubular-shaped flowers at the ends of the shoots. Still some rhododendrons, called lepidotes have small leaves and small flowers and some rhododendrons are naturally miniature have miniscule leaves and flowers. It is true that all azaleas have small leaves compared to the large leaved rhododendrons, the elepidotes.

Both Rhododendrons and Azaleas provide fragrant blossoms in an array of colors - from pure white and light pastels to brilliant orange and gold to purple and red. Some blossoms change color over time or are marked with contrasting colors.

Article sources: <http://www.50states.com/flower/washington.htm>, <https://en.wikipedia.org/wiki/Rhododendron>, <http://www.theflowerexpert.com/content/mostpopularflowers/morepopularflowers/rhododendron>.



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Pete Samek AIFD, CFD

We are a busy chapter with plenty of projects on our agenda, especially this coming March. By the time you read this message, we would have met as a group for our Mid-Year meeting. We were hosted again this year by **Toomie Farris AIFD, CFD**, McNamara's Florist in Indianapolis, Ind. We had a great turnout for the meeting and we discussed all of the upcoming projects that happen to all be in the month of March. We did a design show starting off with an informative program by **Tim Huckabee**. Following Tim was an 'Old School Panel Style' design program lead by our own floral commentator, **Jim Rauch AIFD, CFD**. I cannot thank Toomie and **Alan Thompson AIFD, CFD** and everyone involved with the meeting enough for their support and generosity to the chapter. We start March 2017 off with North Central members involved with the Michigan Floral Association (MFA) Spring Conference, Grand Rapids, Mich. The amazing **Alice Waterous AIFD, CFD** is the program chairperson this year and has assembled an impressive slate of designers, stage programs and hands-on workshops for an educational overload weekend!

The following week is the start of the Indiana Flower & Patio Show, Indianapolis, Ind. where we will be gathering to greet 40 to 50 thousand attendees at the historic Indiana State Fair Grounds over a period of 10 days. **Carolyn Kurek AIFD, CFD** has organized the NC Chapter's portion of this event with the help of **Deb Dawson AIFD, CFD** and several others to present design programs and hands-on classes to the public. In addition to the programs, we will be promoting and selling thousands of stems of fresh flowers to raise money for our chapter's scholarship funds. Last year was a huge success and we anticipate another positive response again this year. As this event wraps up on March 19, The Chicago Flower and Garden Show kicks off opening night 'Evening in Bloom' on March 17. Yes, it is St. Patrick's Day too and if you have ever been in Chicago on the 17th, everyone is Irish and the city is filled with green adorned people. Another 10 day event held at Navy Pier on the lake front, the chapter will be putting in a beautiful garden display created by **Sue Bal AIFD, CFD** and **Stacey Carlton AIFD, CFD**. Two of our very talented designers will be creating floral displays and working with landscape contractor Green Edens, Evanston, Ill. The Chicago show will be a very busy event thanks to **Brent Leech AIFD, CFD** for coordinating the garden display with Sue and Stacey and to **Loann Burke AIFD, CFD** for coordinating the Bobbi Cup Competition and the mini segment stage presentations and student competition. Look to our North Central Facebook page to see who will take home the top prize!

The very next weekend is the Illinois State Florist Association Spring Convention, Decatur, Ill. I'm sure **Adam Havrilla AIFD, CFD**, current President of ISFA has something special lined up for

the weekend gathering. North Central Chapter will be sponsoring seasoned designer **John Windish AIFD, CFD** to teach a hands-on class. We have plans to put in a public awareness booth in the trade fair to educate attendees about AIFD throughout the weekend.

On a personal note as Chapter President, we have had our share of accomplishments and set-backs in the past year. Several members have suffered losses in their families or have been battling health issues, while on the positive side, there have been many happy moments for our members. We do our very best to be there for our AIFD family and friends by sending cards and flowers showing our support and care. We owe a huge thank you to **Leanna Gearhart-Theye AIFD, CFD** for being responsible for our amazing Newsletter, Fellowship and Benevolence duties. One significant development that was brought to my attention last year was concerning **James Moretz AIFD, CFD**. This extremely well respected former Director of the American Floral Art School and educator to thousands has relocated from Chicago, Ill. to North Carolina to be near his family due to health issues. He is in good spirits and settling in to retirement after years of dedication to the industry and his students. Our chapter will miss him dearly but wish him good health and a relaxing lifestyle and enjoyment of the beautiful North Carolina countryside.

In closing, I would like to wish all of our AIFD and CFD friends the very best for the new year and we will see all of you in Seattle!

South Central Chapter

President's Letter

Bradley Shane Cranford AIFD, CFD

We in the South Central region are very excited about the events going on in our region! March is going to be a very busy month for us! First of all we will have the first annual Jim Johnson Cup!

Ken Senter AIFD, CFD, in wanting to honor Jim Johnson's lifetime achievement in floral presentations and education, thought to bring the best of the best floral designers together to compete in a head to head design competition. The response was truly outstanding. Designers from all over the country wanted to compete and show their respect and appreciation to Mr. Johnson and in doing so, honor him.

Jim Johnson, AIFD, CFD, worked as a florist in Indiana for 14 years, then made the move to Texas A&M in 1975 where he taught floral design courses and served as advisor to AIFD's student design club. Jim has taught classes and given keynote design presentations all over the U.S. and abroad, and has achieved many more wonderful accomplishments. He is the Director of the Benz School of Floral Design and the Benz Gallery of Floral Art. Jim has received many awards including the TSFA Distinguished Achievement Award and the AIFD Award for Distinguished

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Service to the industry. He has also written and published 15 books and booklets in the field of floral design.

On March 7, 2017, 20 designers will meet at Pikes Peak Of Houston to compete and honor Jim Johnson. Mr. Johnson will be in attendance to hand out the awards for the evening. All the floral designers are distinguished award winners in the floral industry. The designers competing to honor Mr. Johnson are... **Nicola Parker AIFD, CFD, Tricia Upshaw AIFD, CFD, Scott Hasty AIFD, CFD, Samantha Rexwinkl Bates AIFD, CFD, Beth O'Reilly AIFD, CFD, Ace Berry AIFD, CFD, Gail Terrill AIFD, CFD, Alex Torres AIFD, CFD, Trish Gomez AIFD, CFD, Fabian Salcedo, Jan Wilder AIFD, CFD, Oralia Espinoza AIFD, CFD, Coby Neal AIFD, CFD, Lorrie Lopez, Alan Masters AIFD, CFD, Cindy Anderson AIFD, CFD, Connie LeBlanc AIFD, CFD, Varito Vasquez, CFD, Michael McCarthy AIFD, CFD, and Bitsy Carter AIFD, CFD.**

It is shaping up to be an amazing evening to honor one of our industry's best. More details are posted at <http://aifd.org/wp-content/uploads/2017/01/JimJohnson2017CupFlier.pdf>.

The South Central region of AIFD is proud to be hosting their annual design forum again this year. Denver is the city and Amato wholesale is the location. Together, we are bringing to the region~

Weddings: A Cultural Event

We are so happy to be boasting a line up of designers to knock the socks off everyone! Ian Prosse AIFD, PFCI, CFD, D.Damon Samuel AIFD, CFD, Bill Hattel CFD, Thaddeus Servantez AIFD, CFD and Peggy Lipps AIFD, CFD will be your artists for the day.

The design forum will be based on different cultural weddings. In our ever changing trends, couples are leaning towards personalizing their vows to reflect their cultural heritages. These talented designers will be creating Indian, European and Nigerian weddings. We will have wonderful raffle treasures including a registration to National Symposium in Seattle!

In addition to this all day Sunday extravaganza, South Central is happy to have everyone in on Saturday evening for a round table discussion and small hands on workshop. This much talent and knowledge in one room for a two day opportunity cannot and should not be missed! You will not want to miss either one of these events!

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 spirits for a fabulous springtime season ahead. Our spring events kick off the week after Valentine's Day with the Northwest Flower and Garden Show. This is an annual Pacific Northwest tradition that coaxes us all out into the light and just like Punxsutawney Phil. We emerge refreshed and ready in hopes that spring will soon be here. Our region will host a booth and participate by showcasing

and educating the public about AIFD floral design and Seattle Symposium "X."

The Northwest Flower and Garden show will be held in Seattle at the Washington State Convention Center, February 22-26, 2017. Come pay our booth a visit (#2520-2522) while we give mini design demonstrations and don't miss our showpiece display dedicated to AIFD in the garden Atrium entrance alongside the floral design competition. This year's theme is "Taste of Spring" so watch for some tasty garden treats throughout our designs and the extended show displays. 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.

We are currently taking registrations for our exciting International Designer Event In April. Our design demonstration and hands on workshop event will feature International designer **Leopoldo Gomez**. This event will take place at the City College of San Francisco, Calif., April 22-23, 2017 in the Horticulture Department. Leopoldo will teach and inspire us with floral Interiorism and techniques to create multi-use pieces our customers can enjoy again and again. To save your spot and pre-register for this event please contact our Program Chairperson **Emil Yanos AIFD, CFD** at (415) 648-7552 or eyanos@aol.com.

Time to sport and show your X-citement for Seattle Symposium X! Our region is currently taking pre-orders for the brand new Seattle Symposium X t-shirts. We have many styles available in women's and men's t's; long sleeve, short sleeve, and a variety of sizes. Watch our Facebook page for order forms as well as pics of this special attire. Contact **Nita Robertson AIFD, CFD** to place your orders: santacruzfloral@yahoo.com, 831-458-9232. Order your T before the "X."

In this fresh new season of rebirth and renewal we send you all of our best bright wishes for a very verdant and vibrant Valentine's Day, a magnificent March and splendid springtime season ahead!

Southwest Chapter Report

President's Letter

Derrick Vasquez AIFD, CFD

The new year is off any running and we are very busy with our projects. The big show of the year is coming up on March 5, 2017 at Fair plex in Pomona, California.

Our show will feature an opening workshop with **Leopoldo Gomez** who will teach a morning workshop. Then our program will begin with Down the Aisle with Style...and Profit! The show will feature **Carol Caggiano AIFD, CFD** with Inspiring Events, Parties, and more. (See page 10 for details.)

Next, we have Leopoldo doing Wedding Inspirations and Techniques. Go to <http://aifd.org/wp-content/uploads/2017/01/Southwest-event.pdf> for more details.

We will also feature a trade fair and much more. Reserve your space for this great day of education. For more information contact **Lori Novak AIFD, CFD** at 909-987-1006.

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Southern Chapter

President's Letter

Randy Wooten AIFD, PFCI, CFD

Greetings Everyone,

Wow! Southern has been on the move providing education throughout our chapter. 2017 is definitely off to a great start!

I would like to take the opportunity to THANK everyone involved in each of the educational programs. I do appreciate your dedication, passion and love for Southern.

MSU Event and Student Competition: Lynnette Terry, Aisha, Kevin and your entire team.

An awesome job! MSU students are part of our future. Thanks to **Ralph Null AIFD, CFD** for always giving to Southern! You are one of our many Gems! Thanks for all you do!

Reeves Wholesale-Gainesville Ga.: **Sherry Moon AIFD, CFD** ~ With all you have going on ~ you rocked it! Thank you for your passion ~ it is inspiring. Thanks to **Jeff Lott** for your amazing talents and knowledge. Thanks to the entire team that worked on the Reeves event.

Art in Bloom: WOW! This event was a perfect example of what Southern is all about. To see everyone come together as one to make such a beautiful event happen was so inspiring. Terry and Carol, what can I say... wow! Southern and I so appreciate all the hard work, sweat and tears that went into this project. To everyone you played a roll in the event, THANK YOU, THANK YOU! There are too many to name because I know I will leave someone out and I would never want to offend anyone.

Southern Chapter... we should all be very proud of all that we have been able to offer so far this year. Our goal as a chapter is to continue to build on the strong foundation that has been laid for us over the years. I call upon our members to reach out to the board and myself with ideas and suggestions on how to grow Southern. Then I ask that you commit to playing an active roll in the growth of our chapter. The past couple months is proof that we can accomplish great things as a team!

Again, thank you to everyone you played a part in each one of the events! Know that your hard work and passion is always appreciated!

North East Chapter

President's Letter

Robert DeBellis AIFD, CFD

Here at the NERC we are still busy working on our two big events. First is the NEFE North East Floral Expo March 4-5 2017 at the Sheraton Monarch Place Hotel in Springfield, Mass. **Rebecca Carter AIFD, CFD** and **Michael Derouin AIFD, CFD** with the Connecticut Florist Association have put together quite a spectacular weekend! Don't miss it!

OK got to go you can see how busy we are here in the NERC. Wishing you all a Happy and Prosperous Valentine's Day!

Save the Dates for Upcoming Events in the AIFD Northwest Region

Wow Factor Weddings

Thursday, January 26, 2017

Denver Wholesale Florist

7327 S. 228th St., Kent WA 98032

Please Pre-Register To:

Sharrai Morgan AIFD, CFD, 360 385-5428,

hollysineflowers@hotmail.com

Northwest Flower and Garden Show

Washington State Convention Center

February 22-26, 2017.

Come pay us a visit our booth #2520-2522

Floral Interiorism featuring Leopoldo Gomez

Saturday, April 22 - Design Program

Sunday, April 23 - Hands-on Workshop

City College of San Francisco

50 Phelan Avenue, San Francisco, CA

For registration information call Emil Yanos AIFD at 415-648-7552 or eyanos@aol.com. For general information or questions regarding hotel accommodations call Susan Ishkanian AIFD at 415 652-2494 or capuchine@aol.com.

For more details on these events and more, visit <http://ow.ly/gMky308eWjp>.



Floral Designer - Flowers and Fancies, Owings Mills, MD

Flowers and Fancies is looking to fill a full-time Floral Designer position. As a well known florist throughout the Baltimore region, we are seeking a creative and hard-working individual who has experience in all phases of Floral Design, from weddings, corporate/special events, as well as creating custom pieces to add to our signature catalog for daily orders.

Floral designer - Linda's Florist of Short Hills, Short Hills, NJ

Floral designer with Retail Florist Shop experience wanted for 35+ hours per week. Well established shop with high end clientele. Salary commensurate with ability. Design daily orders for commercial & residential clients, wedding & events. Customer contact both phone & walk ins.

Visit http://aifdsite.membershipsoftware.org/jobs_search.asp for more details and to apply.



Schedule
Your
Symposium
Travel to
Include

JULY
6TH

for the
**AIFD DESIGN
EXPERIENCE**
with *Phil Rulloda*

**“Xpanding a Floral Legacy
Through the Xtraordinary Design
Techniques of Phil Rulloda”**

Floral instruction by Phil Rulloda
AIFD CFD AAF PFCI

» Thursday, July 6, 2017

» 9:00 a.m. - 3:00 p.m.

» Cost: \$150

The **AIFD Design Xperience** 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.”

Plan Now to allow for this time in your Symposium Schedule.
It is an event not to be missed!

**AIFD NATIONAL SYMPOSIUM
SEATTLE 2017 SYMPOSIUM X**

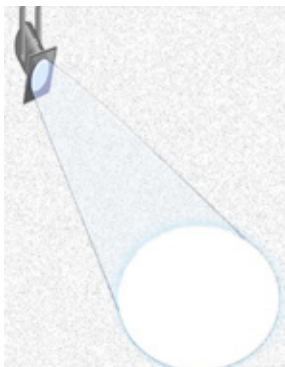
To register for this and all AIFD Symposium Events complete the symposium form provided by AIFD. The net proceeds will be contributed to the AIFD Foundation. Limited registration is accepted for this AIFD Design Xperience so plan now to attend!



aifdfoundation.org



AIFD News & Notes



Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! There have been so many we can't list them all here so take a look at the recent AIFD press clippings at <http://aifd.org/2012/01/pressclippings/>.

REMINDER: AIFD Balloting Sent Electronically

AIFD Accredited Members (Active, Fellow and Life Members) will receive their electronic ballot for voting during the week of Feb. 20. Members will receive a link to the appropriate regional ballot. They should then vote on each office position, go to the bottom or top of that page and click on "save." The next office will then display and they should vote again in the same manner until they have completed voting for all positions. If a member does not wish to vote for a specific officer or wishes to write-in another candidate, he or she may easily do so. After completing all votes, there is an opportunity to review the ballot and edit a vote if appropriate. Voters will then receive a confirmation that their ballot has been cast. For the AIFD members who do not have an e-mail address, AIFD will be prepared to allow them to vote by calling the headquarters office and having a proxy ballot cast for them. This option will only be open to those who do not have an e-mail address. Please keep an eye out for this important e-mail. If you do not receive an e-mail with a link to your ballot, please contact AIFD Headquarters immediately. Results will be announced in April.

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

Roses on Parade

By Pete Samek AIFD, CFD

When you hear the phrase "I was at the Tournament of Roses Parade" from a floral designer, the first thing you may think about is the wonderful floats. Covered in millions of flowers, foliage, grasses, nuts, bark and tons of organic seeds, they are breathtaking and hard to describe to the average person. But this article is referring to a long standing tradition of the FTD sponsored floral adorned antique cars that transport the VIP's and honorees down the parade route for that particular year. When you reflect on the New Year's Day American televised morning tradition of watching the parade floats, there were always those accents of the beautifully decorated antique vehicles that flow in between.

The main focus of car décor is different than float design. The floats need to insure every square inch is covered with some type of natural material, but the cars must have secure floral mechanics that protect the paint finish and showcase the VIP surrounded by a floral garden. Some of these vehicles may be the only original one in existence that actually still runs, while others are reminiscent of an era gone by. Depending on the year, the variety of vehicles can change from antique fire trucks to original antique coaches used by the National Park Services. This year, spectators were able to experience the size and magnitude of an incredible reproduction of the Borax 20 Mule Team wagons, weighing in at four tons each.

This FTD sponsored project has been the responsibility of only two outstanding floral designers in the last 43 years. From Holland, the dedicated and esteemed **Els Hazenberg AIFD, CFD** and her husband George created the flowers for the prestigious autos for 30 years until retirement.

The tradition has been expertly carried on by the very talented **J. Keith White AIFD, CFD**, FTD Education Team Leader, from Houston, Texas, who has been the designer in residence for the last 13 years. I had the privilege of fulfilling a life-long goal of creating the beautiful flower decorations on these antique cars featured in the parade under the guidance from Keith.

Each year presents its own set of challenges through the uniqueness of each vehicle used and the various 'tie points' on each. Inspiration for each design comes from the "theme of the parade, the Grand Marshal chosen, the vehicle selection and the personality of every dignitary riding in each car." Special consideration to the lines and flow of the body styling adds to the total end result.



Each vehicle will average 1,500 to 2,000 stems of flowers with 80% being California Grown with varieties including roses, hydrangea, kale and protea to name a few. The 2017 Tournament of Roses Parade cars required 10,000 stems of flowers and there was not one left over when we were done.

The most exciting part of the week is 'Parade morning' arriving at the Tournament House at 3:45 a.m. where the VIP's and the antique cars come together in preparation for the days events.



The cars are staged as the dignitaries are seated in each vehicle and any last minute instructions from the Tournament Staff are given as the early morning light gets brighter and you can hear the crowds cheering in the distance. The official ceremony kicks off just prior to the 8 a.m. PST parade start time with the Boy Scouts and Girl Scouts raising the American

flag and the Tournament of Roses flag in unison while the Marching Band plays the National Anthem – truly an Americana moment and inspiration to all.



My design
meshes
 with Mom's selfless love.

Mother's Day is about honoring the women who give so much of themselves to others. My bright, sunny design reminds me of my own mother who loves working in her garden. However, the mesh wire can be symbolic of every mom who serves as her family's foundation. The mesh also allows for minimal insertions that create maximum impact. Nurture your creativity with fresh design ideas at oasisfloralproducts.com/inspire.



Be a featured designer!

Patience Pickner from Chamberlain, SD, gets our unconditional love after inspiring this design. Enter our Inspire Design Showcase on Facebook for a chance to inspire designers worldwide.

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AIFD Thanks Its Partners

Industry Partners

Accent Decor, Inc.
www.accentdecor.com

Alpha Fern Company
www.alphafern.net

Amy's Orchids

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

Ball Horticultural Co.
www.ballsb.com

Berwick Offray, LLC
www.lionribbon.com

Biz One, Inc.
www.ohanamarket.com

Bloom Nation, LLC
www.bloomnation.com

BloomNet
<http://mybloomnet.net/>

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.davidaustinosesusa.com

DESIGN MASTER color tool, inc.
www.dmc.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

Rosaprima
www.rosaprima.com

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
valleyfloral.com

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 School of Flower Arrangement Limited
www.jameswongflorist.com

J-Florist School
www.jfls.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.psfd.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
www.yolaguz.com

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.istflorists.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.sdfloists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org