

AIFD NATIONAL SYMPOSIUM

SEATTLE 2017 SYMPOSIUM X

Xquisite
Xtrordinary
Xciting
Xtreme
Xcellent
Xceptional
Xperience

July 1-5, 2017

BECAUSE ONE WORD JUST DOESN'T DESCRIBE IT

AMERICAN INSTITUTE OF FLORAL DESIGNERS NATIONAL SYMPOSIUM



AIFD Salutes its 2017 Elite Partners

SEATTLE 2017



SYMPOSIUM X

Because one word just doesn't describe it!



Welcome to Seattle, Washington
"The City of Flowers!"

AIFD National Symposium is thrilled to be here. Our host hotel and facility – Sheraton Seattle Hotel and Washington State Convention Center – are located steps from the famous Pike Place Market and only a short ride to the iconic Space Needle. An inspiring location for the brightest and best designers in the world to show their Xquisite design genius, Xcellent marketing, and merchandising ideas; and it's all designed to help you grow as a professional floral artist. It's an Xceptional event you won't want to miss!

Sheraton Seattle Hotel
 1400 6th Ave, Seattle, WA 98101

Washington State Convention Center
 705 Pike St., Seattle, WA 98101

Education Funding In Part
 By The AIFD Foundation



Diamond Partners



ACCENT DECOR



Gold Partners



florists' review



Syndicate



Platinum Partners



teleflora

Silver Partners

Connie Duglin
 Specialty Lines & Chair Cover Rental



rosaprima



Bronze Partners



CALIFORNIA FLOWERS
 California Association of
 Flower Growers & Shippers



Winward



Thursday, June 29, 2017

Saturday, July 1, 2017

12:00 p.m.
PFDE Registration Opens

1:30 p.m.
PFDE Reception *(Invitation only)*

2:30 p.m.
PFDE Orientation *(Invitation only)*

4:00 p.m.
PFDE Session *(Invitation only)*

4:30 p.m.
PFDE Evaluator Workshop
(Invitation only – PFDE Evaluators)

Friday, June 30, 2017

7:00 a.m.
PFDE Evaluations *(Evaluators only)*

8:00 a.m.
Registration Desk Opens

8:00 a.m.
AIFD National Board Orientation *(Invitation only)*

9:00 a.m.
AIFD National Board Meeting *(Invitation only)*

12:00 p.m.
AIFD Board of Directors Luncheon
(Invitation only)

1:30 p.m.
Looking at the Principles and Elements of Design
Featuring Ken Norman AIFD, CFD



Creative inspiration brings out the artist in all of us, but it's a clear understanding of the "Principles and Elements of Design" that help move a floral designer to that of a floral artist. Putting these to work for us not only helps to take our designs to new levels but, in the process, also allows us to use them to increase the consumer appeal of our work. Better understanding of how Principles and Elements work together will help you put them to work for you.
(This educational session is free to all.)

3:30 p.m.
AIFD Foundation Board of Trustees Meeting

4:30 p.m.
SAIFD Student Chapter Advisors Meeting

6:00 p.m.
Student Competition Orientation

7:00 p.m.
PFDE Reception *(Open to all; Cash Bar)*
Enjoy a casual time to see and photograph all the creative designs offered by this year's PFDE candidates.

8:00 a.m.
Registration Desk Opens

8:00 a.m.
Student Design Competition

9:00 a.m.
AIFD National Board Leadership
Breakfast *(Invitation only)*

11:00 a.m.
NW Regional Chapter Board Meeting

1:00 p.m.
AIFD National Committee Meetings

3:00 p.m.
AIFD National Committee Meetings

5:00 p.m.
First Timers Orientation and Tour

6:00 p.m.
Opening Reception:

"Live Visionary Floral Dance" by Anthony Ward
View the Student Competition Designs *(Cash Bar)*

Welcome to Seattle! It's time to kick back and relax with your floral family on the beautiful Convention Center Skybridge. The inspirational talent of our SAIFD students is amazing. Take the time to view the designs created during the annual student competition. Vote for your favorite!

In addition, we will have a unique presentation by Visionary Master Floral Sculptor, Anthony Ward, author of "Being With FLOWERS: Floral Art As Spiritual Practice," who will share an art form which is unique unto himself and few others in the history of the planet. It is the merging of the fine arts of dance and floral arrangement. Over 2 decades of creating with flowers, he has created for spiritual luminaries, as well as iconic celebrity events and celebrity parties.



*Wear your best "Bobbi hat" in remembrance of our dearly loved Bobbi Ecker Blatchford AIFD, CFD.

7:30 p.m.
Student Competitors Reception
(invitation only)

Evening on Your Own



Sunday, July 2, 2017

7:30 a.m.

Registration Desk Opens

7:30 a.m.

Regional Chapter Boards
Continental breakfast

8:00 a.m.

Regional Chapter Board Meetings

10:00 a.m.

Regional Chapter Membership Meetings

11:30 a.m.

AIFD Annual Members Meeting

1:15 p.m.

Partners' Expo – Ribbon Cutting

Step into round one of the colorful and exciting AIFD Partners Expo/Book Fair marketplace and learn about the latest products and services that are available to help you succeed as a professional floral designer. Couldn't see everyone in one day? Come back tomorrow morning for round two.

1:30 p.m. – 5:30 p.m.

Partners' Expo

5:45 p.m.

Inductee Rehearsal

6:00 p.m. – 7:30 p.m.

Workshop: "Lights, Camera, Action – One Night Only!"

Instructed by David Kesler AIFD, CFD, PFCI

*Underwritten through a grant from
AIFD Gold Elite Partner Syndicate Sales*

Earn 2 CEUs
for AIFD/CFD



"The Value of Going Visual"

Social Media continues to grow in importance as a content marketing tool for Floral Designers and the single most important strategy in content marketing today is video. In this seminar you will learn the basics of creating great video; equipment, staging, composition, editing, platforms and live streaming. Most importantly, you will learn how easy it is to use this powerful tool to grow your business. Bring your smart phone, tablet or digital camera to take advantage of these techniques.

**Additional Fee for this workshop: \$69
(See registration page)*

7:30 p.m. – 8:00 p.m.

PFCI Reception (*Invitation Only*)

8:00 p.m.

Elite Partner Reception
(*Invitation only*)

9:00 p.m. – 11:00 p.m.

Hospitality Event: "Sleepless in Seattle"

Hosted by the Northwest Regional Chapter

Underwritten in part by United Wholesale Flowers

Kick off your Xciting Xperience with our "Sleepless in Seattle" Pajama Party. Meet with friends while we dance the night away and take advantage of Symposium Insomnia. Come dressed in your most comfy and cozy pajamas! Prize for the prettiest PJ's. Although we are a creative and colorful bunch, please keep sleepwear options fun but TASTEFUL.



Monday, July 3, 2017

7:00 a.m.

Registration Desk Opens

7:00 a.m. – 8:30 a.m.

AIFD Hands-On Classes

*4 classes offered three times – see pages 11 & 12 for full details – *separate registration tuition required.*



Earn 2 CEUs
for AIFD/CFD

Coordinated by

Richard Milteer AIFD, CFD, AAF, PFCI

Class instructors include nationally recognized and award-winning designers Ron Mulray AIFD, CFD, Doug Bates AIFD, CFD, Cathy Hillen-Rulloda AIFD, CFD, PFCI and Francoise Weeks.

Classes are underwritten and supported by AIFD Diamond Elite Partner Smithers-Oasis, AIFD Gold Elite Partner Syndicate Sales, and AIFD South Central Regional Chapter.

Returning again due to popular demand are four amazing new hands-on learning Xperiences. Designed for everyone, they are especially great for those seeking to gain more Xperience 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.*



8:00 a.m.

Partners' Expo Re-Opens

AIFD Xtends its dynamic Partners' Expo for the morning. If you didn't get a chance to visit and do business with your favorite Partner on Sunday, this is a perfect opportunity to do so!
(*Expo closes at 1:00 p.m.*)

9:00 a.m. – 5:00 p.m.
AIFD Silent Auction “Xplore the Xtraordinary”
 Net proceeds will be contributed to the AIFD Foundation.

AIFD opens the door to “Xplore the Xtraordinary” in Seattle inviting all to view the Xtraordinary items and to circle a bid on one of the many Xperiences that will unfold over Symposium.

9:00 a.m.
Welcome to Symposium “X!”

9:15 a.m.
“Side X Side: The Northwest Experience”
 Featuring Erik Witcraft AIFD, CFD and Frank Blanchard CFD (2017 AIFD Inductee)
Underwritten in part by Silver Elite Partner The Elite Flower



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.

10:30 a.m.
Floral Gallery Opens

Visit the gallery in between programs to get a more up close and personal look at the Xquisite stage designs and take as many photos as you wish of each unique creation.

11:00 a.m.
“Xcel With Armatures”
 Featuring Ania Norwood AIFD, CFD and Aniko Kovaks AIFD, CFD
Underwritten through a grant from AIFD Platinum Elite Partner FTD



Distinguish structures and constructions within design through the Xamination of both – functional and decorative. Xperience 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.



12:00 p.m.
Lunch on Your Own / Book Store Opens

Venture out to enjoy a lunch in one of the many nearby eateries. Also be sure to check out the bookstore throughout the day to see the latest and greatest educational materials offered by our partners.

1:30 p.m.
“Are You Faux Real?”
 Featuring Alex Torres AIFD, CFD, Nicola Parker AIFD, CFD, and Gail Terril AIFD, CFD
Underwritten in part by AIFD Gold Elite Partner Florists' Review with product support from AIFD Bronze Elite Partner Winward



Join us as we Xplore the Xciting world of permanent botanicals. From residential to commercial, our Xpert panel of designers will guide you on a faux floral journey of epic proportions. The Xceptional abundance of Xquisite materials available in today's market is simply Xtraordinary. From the most Xtravagant design, to the most minute details, come be inspired by this Xcellent program.

3:15 p.m.
“Outside the Box – Artist in Residence”
 Featuring Arthur Williams AIFD, CFD
Underwritten in part by AIFD Gold Elite Partner Denver Wholesale Florist with product support from AIFD Bronze Elite Partner Ocean View California Flowers



Arthur Williams brings floral art to the people, separating the mass marketers from those passionate enough about our industry to educate themselves. He's never fit in "the box" and has distinguished himself from the beginning as more than a florist. He wants to share his journey, his mentors and how important education is to our industry. His time as the Creative in Residence at the Denver Art Museum has really shown him that the public is ready for more. Use your talent to create magic for your clients, challenge their intellect and sensibilities, and take them to the Xtreme. "To work is to charge all things with the breath of your own spirit" - Gibran. Bring that passion that keeps you in this industry and truly share it with the world. You will get a glimpse into Arthur's world.

5:00 p.m.
**Private Reception for
New Inductees**
(Invitation only)

6:30 p.m.
Awards & Induction Ceremony
Floral Décor by
Katharina Stuart AIFD, CFD
*Featuring the beautiful floral product
provided by AIFD Gold Elite Partner
The Queen's Flowers*

8:00 p.m.
Awards & Induction Dinner and Dance
Floral Décor by Katharina Stuart AIFD, CFD
*Featuring beautiful floral product provided by AIFD
Gold Elite Partner The Queen's Flowers*



Enjoy the glorious celebration of this year's wonderful awards and induction dinner and Xpand your horizon with floral decorations inspired by the natural beauty of the Pacific Northwest. Within the texturally rich land of Xtremes, the towering lines of redwood trees play against the movement of the forest floor below. There, fleeting fairy orchids frolic among scrolling bark, feathery fern fronds and tender, dewy moss.

IMPORTANT – *Assigned seating is required and restricted to tables of ten (10) only. For details, see "Dinner Seating" information on page 10.*

10:00 p.m. – Midnight
Awards & Induction Hospitality
Open to all registered attendees, spend some time after dinner dancing and celebrating with the new inductees and award winners! *(Cash Bar)*



Tuesday, July 4, 2017

7:30 a.m.
**Registration Opens / Floral Gallery
Opens / Book Store Opens**

7:30 a.m. – 9:00 a.m.
**Second Session of AIFD
Hands-On Classes.**



See pages 11 & 12 for full details – *separate registration tuition required.* Four (4) classes offered and repeated three times.

*Earn 2 CEUs
for AIFD/CFD*

9:00 a.m. – 5:00 p.m.
**AIFD Silent Auction continues,
"Xplore the Xtraordinary"**
Net proceeds will be contributed to the AIFD Foundation.
The AIFD Auction will close at 5:00 p.m. All items will need to be closed out and picked up from the Silent Auction space.

9:30 a.m.
"Materialistic"
Featuring Donald Yim AIFD, CFD
*Underwritten through grants from AIFD
Diamond Elite Partner Smithers-Oasis and
Gold Elite Partner Bloomnet*



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 material surrounding us. Join us and amaze yourself by scrutinizing how these aspects influence the styles and characters of your work!

11:15 a.m.
"Xceptional Color and Texture Trends in Weddings"
Featuring Brooke Raulerson AIFD, CFD
*Underwritten through a grant from AIFD Gold Elite
Partner Design Master color tool, inc. and Silver Elite
Partner The Sun Valley Group*



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 Xtreme combinations that create the personalities and interests of today's weddings. Xtreme Xcitement with texture and colors!

12:15 p.m.
Lunch on Your Own

2:15 p.m.
"Merry Xmas"
Featuring Jon Robert Throne AIFD, CFD
*Underwritten in part by
AIFD Silver Elite Partner UCI with product support
from AIFD Bronze Elite Partner Gold Eagle USA*

Twas the night before X-mas at flower shop X. Santa buzzed with Xcitement for what was up next! All that is glittery, shiny & gold! The homes to be decked...décor to be sold! The elves held their breath and awaited direction...To set every floral and tree to Xquisite perfection. Santa's big night is here!



4:00 p.m.

"X: The Meaning of Cultural Friendship Through AIFD"

Featuring an Xceptional International Design team of Yutaka Jimbo AIFD, CFD, Mayra Agustina de la Garza Cueva AIFD, CFD, Juan Roberto Rivera Almaguer AIFD, CFD, So Hyoung Oh AIFD, CFD, Solomon Leong AIFD, CFD and Ibragim Chupalaev

Underwritten in part through a grant from AIFD Diamond Elite Partner Smithers-Oasis and AIFD Silver Elite Partner Japan Flowers and Plants Export Association



The "X" Factor: A quality that you cannot describe that makes someone very special; Xceptional people, qualities and things. Mr. Yutaka Jimbo would like to bring together International AIFD members and share with everyone the "X factor" in our members with Xceptional qualities and creativity in floral design. Through the cultural friendship, the beauty and creativity of different cultures are shown, and though different and diverse, there is an unabridged friendship that is created and complete. This program will be translated by Chizuru Inoue AIFD, CFD.

6:00 p.m. – 7:30 p.m.

Certified Floral Design Evaluator /Judge Testing

(Invitation only – Last phase for certification)

Attend this session to complete the last phase of the Certified Evaluator/Judge certification. Interested AIFD members must have completed the following requirements: Participate and complete all three required online workshops and pass the online test. Visit aifd.org for more details about this great program, and for additional questions please contact Jackie Lacey AIFD at thetaz3462@aol.com.

7:30 a.m.

Steps to the Stage

Presented by Jackie Lacey AIFD, CFD, PFCI

Have you ever thought about doing an AIFD main stage program? Many people have but are not sure where or how to begin. There are so many factors that have to be considered. It is more than just creating beautiful designs or teaching new techniques. Where do you stand, what do you say, how does it go from one space to the other?



Take the fear out of the stage by attending a step-by-step program that will show you some of most important things to consider about a stage program. Any time you are on stage you are teacher, entertainer, performer and the center of attention. Join us for this in-depth look at developing an XTRAORDINARY stage program.



6:00 p.m. – 7:30 p.m.

Third Session AIFD Hands-On Classes.

See pages 11 & 12 for full details – separate registration tuition required.

Four (4) classes offered.



Earn 2 CEUs for AIFD/CFD

6:00 p.m.

Dinner on Your Own

Wednesday, July 5, 2017

7:30 a.m.

Registration Opens / Floral Gallery Opens / Book Store Opens

7:30 a.m.

Becoming a CFD® and/or a Member of AIFD®

Presented by AIFD Membership Committee

Learn the steps to earning an acclaimed professional designation as a CFD (Certified Floral Designer) or as an Accredited member of AIFD.

7:30 a.m.

Steps to the Stage

Presented by Jackie Lacey AIFD, CFD, PFCI

Have you ever thought about doing an AIFD main stage program? Many people have but are not sure where or how to begin. There are so many factors that have to be considered. It is more than just creating beautiful designs or teaching new techniques. Where do you stand, what do you say, how does it go from one space to the other?



Take the fear out of the stage by attending a step-by-step program that will show you some of most important things to consider about a stage program. Any time you are on stage you are teacher, entertainer, performer and the center of attention. Join us for this in-depth look at developing an XTRAORDINARY stage program.



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12:00 p.m.

AIFD Live Auction

Net proceeds will be contributed to the AIFD Foundation.

We invite you to participate in an event on the main stage that promises to be filled with several surprises to help you Discover D.C.! You never know what may lead you to your next Design Xperience!

12:30 p.m.

Lunch on Your Own

2:15 p.m.

"Xpose the Xtraordinary Magic Within"

Featuring the floral artistry of Phil Rulloda AIFD, CFD, AAF, PFCI
Underwritten through a grant from The AIFD Foundation



Instinct. Intuition. The intelligence of the subconscious. Learning to harness the magical energy of the inner spirit and bringing it forward in artistic Xpressions via flowers can create one of the most rewarding Xperiences as a designer. Phil will explore a myriad of inspirations; people, places, prose... which can form an impetus to react and rejoice with soulful Xpressions. Maturing as a designer means gaining more consciousness of the different layers of awareness in a composition. The subtleties, the nuances of more thoughtfully Xecuted elements can and will move a floral composition from pedestrian to artful with many possible outcomes in between those Xtremes. 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 Xultation of the spirit, which is the ultimate goal of all goals."

3:15 p.m.

**Are you Ready for the 2018 Symposium?
Washington, D.C. Here We Come!**

3:30 p.m.

Body Flower Buffet
Product provided by Fitz Designs

6:00 p.m.

Book Store Closes

6:30 p.m.

Gala Cocktail Reception



7:30 a.m.

PFCI Rise & Shine

Do you love talking about flowers and floral design? Do you present programs to garden clubs or other professionals? Then wake up early to talk about talking about flowers and floral design with members of Professional Floral Communicators – International. Back by popular demand: round-table discussions.

Space is limited, so guarantee your seat today! *Contact PFCI at the Society of American Florists at 800-336-4743, ext. 216; PFCI@safnow.org or visit safnow.org/pficiataifd. This program is not included with Symposium registration. Program fee: \$50 before June 21; \$75 after. PFCI member fee: Complimentary.*

9:30 a.m.

"Xuberant! Minimalism"

Featuring Natasha Lisitsa and Daniel Schultz
Underwritten in part by AIFD Gold Elite Partner Washington Floral Service and AIFD Silver Elite Partner Rosaprima



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.

11:15 a.m.

"Floral Art: Living With Flowers"

Featuring Louisa Lam AIFD, CFD
Underwritten through a grant from AIFD Diamond Elite Partner Accent Decor



It is not humanly possible to learn or to teach someone to be creative. However, it's possible to guide, to stimulate someone to gain an insight into creativity

and to spur them to find the spark within themselves. A program that was born out of inspiration, about inspiration, audiences can refresh and rethink all the basic elements and principles of design that they should know about during their creativity.

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7:15 p.m. – 11:00 p.m.
Leadership Gala: "Connecting Through Creativity"
Featuring the Floral Creations of
Tom Simmons AIFD, CFD and Nelson Hiltner
*Floral product provided by AIFD Gold Elite Partner
Green Point Nursery and Hawaiian Tropical Flower
Council and AIFD Platinum Elite Partner Teleflora*



Creativity is the art of using one's imagination and ability to transcend traditional ideas. Our strength as creative artists comes from connecting with many facets of our surroundings and Xperiences, as

well as the creative influences of those around us. Our passion and love for flowers, color, and design is what propels us to that next level. These relationships and connections within AIFD are what inspire us to Xpress our creativity in many shapes, forms, and ideas.

IMPORTANT – *Assigned seating is required and restricted to tables of ten (10) only. For details, see "Dinner Seating" information on page 10.*

11:00 p.m. – 1:00 a.m.

"Discover" the Clues for 2018

Hosted by AIFD Southern and North East Regions

Attire: Your best Spy/Detective Floral Flare

Come and join us on a hunt to "Discover" a floral adventure to Washington, D.C. Revel in the final night Hospitality and Search for clues to uncover your floral future. Wear your best Spy wear and join the fun and frivolity as we kick off "Discover" Washington, D.C. 2018.

Thursday, July 6, 2017

9:00 a.m. – 3:00 p.m.

AIFD Design Xperience

Net Proceeds will be contributed to the AIFD Foundation.

"Xpanding a Floral Legacy Through the Xtraordinary Design Techniques of Phil Rulloda"

Floral instruction by

Phil Rulloda AIFD, CFD, AAF, PFCI



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."

The AIFD Design Xperience is an Optional Registration. An additional tuition fee of \$150.00 is required to enjoy this Xtraordinary Day! Lunch is on your own providing time to share with friends.

Please see the AIFD Registration Form to register for this and all AIFD Symposium Events. Limited registration is accepted for this AIFD Design Xperience.

***Most Important: Please bring your tools to the Design Xperience.**



AIFD SILENT AUCTION

"Xplore the Xtraordinary"

Net proceeds will be contributed to the AIFD Foundation.

AIFD opens the door to Xplore the Xtraordinary with net proceeds to be contributed to the AIFD Foundation. We invite all who attend to stop by and view the Xtraordinary items and circle a bid on one of the many Xperiences that will unfold over Symposium.

Chair Tony Huffman AIFD, CFD invites the members of AIFD and the AIFD Partners to contribute to the success of this event. Please help us all to "Xplore the Xtraordinary" by bringing the auction items directly to Symposium or ship to the noted address to receive no later than June 15th, 2017:

**AIFD FOUNDATION
SILENT AUCTION**

Attn: Jon Robert Throne AIFD, CFD
Farm, Fare and Floral
17233 SE 228th Street
Kent, WA 98042



Hotel Reservations

The AIFD 2017 National Symposium "X" will take place in the Washington State Convention Center, just steps away from the famous Pike Place Market. The Sheraton Seattle Hotel will also host several events and will serve as the headquarters for guests. AIFD has a limited number of rooms



awaiting you at special rates available on an exclusive basis: \$167 for single/double occupancy plus tax. You can book your reservations in the following ways (Be sure to reference AIFD):

• Website

<https://www.starwoodmeeting.com/events/start.action?id=1611304991&key=3376ADA8>

• Sheraton Reservations Toll Free: 888-627-7056 (reference: AIFD)

Reservations must be made June 7, 2017

How to Get There

Airport:

Seattle Tacoma International Airport

Transportation from airport to hotel:

(1) Cabs from airport to hotel are approximately \$40-\$50 one way.

(2) Speedi Shuttle: AIFD has arranged a fare of \$16 one way (or \$30 round trip)

<https://www.speedishuttleseattle.com/group-reservations?id=AIFD5117>

(3) Uber: From Airport to Sheraton Seattle Hotel is approximately \$35 one way.

(4) Light Link Rail (from the North parking structure at the airport) costs \$3.00 each way. Takes about 40-45 minutes and drops guests at Westlake Center stop (under Nordstrom) one block from hotel.

Advance and On-Site Registration

The programs lined up for AIFD's "X" are truly sensational and an early registration sell-out is possible. Be sure to register early! Advance registrations will close June 15 and must be received with proper payment in the AIFD office by that date.

On-site registrations (*if available*) will open at 8:00 a.m. on Saturday, July 1 in the Washington State Convention Center. No checks will be accepted for on-site registrations; cash or credit cards only. Priority for meal function registrations will be given to those with Premium or General Registrations.



Dinner Seating *IMPORTANT*

Upon check-in with the AIFD Symposium Registration Desk, guests who registered for either dinner will receive a ticket to said dinner(s). These tickets MUST be turned in to the AIFD Registration Desk by noon the day of the dinner event in order for you to be assigned a seat. Guests who wish to sit with friends need to collect all tickets before turning them in for table assignment. Tables will not be held without tickets. If you do not turn your ticket in by noon the day of the dinner, AIFD cannot guarantee a seat for you, even if you have purchased a ticket.

No refunds will be given. Tables of 10 only.

Special Registration Options

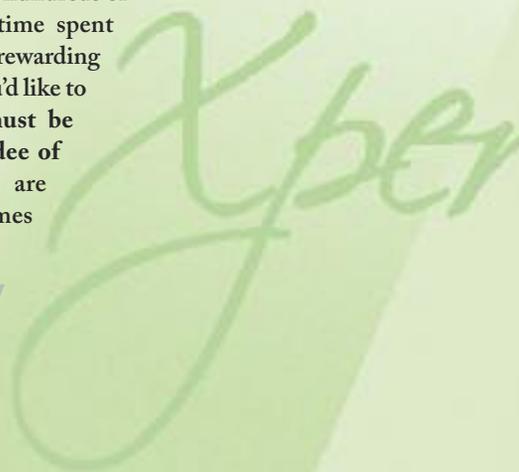
AIFD highly recommends the Premium Registration as it is the greatest value. This includes all programs, seminars (except for those indicated otherwise such as the Hands-On workshops), and two dinner functions. However, there are other options designed to fit everyone's budget and time restrictions. A General Registration includes all 7/2 to 7/5 general sessions, the opening reception and Partners Expo. Or, you may opt for a Single Day Registration and view only the programs and activities of the day(s) of your choice.

Symposium Attire

Proper attire for most Symposium programs is "comfortable business casual." There are several events, however, where other clothing is more appropriate. Suggested attire for the Awards & Induction Dinner (July 3) is cocktail dress and coat & tie. Suggested attire for the elegant Leadership Gala (July 5) is black-tie or evening gown.

Want to Volunteer?

Symposium is a major event that would be impossible to stage without the help of hundreds of volunteers. For many attendees, the time spent working as a volunteer is one of the most rewarding parts of their Symposium experience. If you'd like to volunteer, we'd love to have you. **You must be registered as a Premium or General attendee of Symposium in order to volunteer.** If you are interested in volunteering, please contact James Lowe AIFD, CFD at jaloweflowesfloral.com.





Returning by Popular Demand! AIFD Hands-On Design Classes

Classes are underwritten and supported by AIFD Elite Partners:



About these AIFD Classes:

- These dynamic 90-minute classes are a combination of lecture/demonstration and hands-on application. Taught by leading floral artists, they have been especially created just for the AIFD audience.
- Pre-registration encouraged, and you must select classes, dates and times.
- Participants receive a certificate upon completion of each course.
- Flowers and materials are included in the cost of the class. Bring your own tools (knife, scissors, wire cutters, etc).
- The classes do not overlap the main stage programs of Symposium. You can attend the classes and attend Symposium.
- Each of the 4 design subjects will be repeated 3 times. Scheduling is on a first come-first serve basis.
- Class sizes are limited to 30 people to ensure a quality experience.
- Cost to attend one class is \$69 for Symposium registered attendees, and \$129 for those not registered for Symposium.

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 Scissors that will take your designs to the next level. Join instructor Ron as he Xcites you to think outside the box using paper to showcase 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 construct a complex 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. Take 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.

Additional Tuition Required

Each Hands-On class earns 2 CEUs for AIFD/CFD

AIFD Hands-On Class #200

Subject: Jewelry

Title: *“Botanical Jewelry with Fresh Flowers and Textures”*

Instructor: Francoise 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.

AIFD Hands-On Class # 300

Subject: Social Media

Title: *“Xceptional Social Media Management for Florists”*

Instructor: Cathy Hillen-Rulloda AIFD, CFD, PFCI



Learn how to prioritize your time and resources to create and enhance an effective, Xceptional online presence for your flower shop, design studio and/or your personal brand as a premier floral designer. You'll get the latest dos and don'ts, and whens and wheres to take advantage of the free and low-cost opportunities to communicate your unique messages to the flower-buying public.

This class requires that you bring a smart phone, tablet, notebook, or laptop to connect to the internet and take advantage of the information provided. WiFi will be available.

AIFD Hands-On Class #400

Subject: Wire Work

Title: *“Xacting in Detail – Floral Jewelry from Decorative Wire”*

Instructor: Doug Bates AIFD, CFD



Does working with decorative wire Xcite you? If not, it should! And after this hands-on class, you'll be left anxious with anticipation to Xperiment with this fun medium. Join Doug as he shares tips and techniques to create the foundations for unique floral jewelry, perfect for weddings, special events, and Prom. Xplore your creativity, Xpand your sales and increase your profits!



General Registration (No Meals)*

	Before May 15	May 15 - June 15	After June 15
AIFD Members	\$599	\$625	\$650
Non Members	\$649	\$675	\$699

Premium Registration**

	Before May 15	May 15 - June 15	After June 15
AIFD Members	\$749	\$799	\$825
Non Members	\$799	\$849	\$875

Single Day - Education Only (No Meals)

	Before May 15	May 15 - June 15	After June 15
	\$250	\$275	\$300

Dinner Only (Each Dinner)

	Before May 15	May 15 - June 15	After June 15
	\$125	\$150	\$150

AIFD Hands-On Classes***

\$69 per session - registered attendees (\$85 on site, if available)
\$129 per session - non registered attendees (\$150 on site, if available)
Pricing also applies to the "Lights, Camera, Action" Workshop.

AIFD Design Xperience (Thursday, July 6)

\$150 (Net proceeds benefit AIFD Foundation)

***General Registration**

Includes all 7/2 to 7/5 education sessions, opening reception (7/1), and Partners' Expo (7/2 to 7/3). Does not include Dinners, Hands-On Classes, "Lights, Camera, Action" Workshop, Foundation Workshops, or the PFCI Program.

****Premium Registration**

Includes all 7/2 to 7/5 education sessions, opening reception (7/1), two dinners, and Partners' Expo (7/2 to 7/3). Does not include Hands-On Classes, "Lights, Camera, Action" Workshop, Foundation Workshops, or the PFCI Program.

*****AIFD Hands-On Classes**

Pre-registration encouraged.
Registrant must pre-select classes, dates and times.
Attendees may register for a class in all three sessions.

† PFCI Rise and Shine

This program is not included with Symposium registration.
Contact PFCI at the Society of American Florists at 800-336-4743, ext. 216; PFCI@safnow.org or visit safnow.org/pfciaifd.

Name _____

First Name for Badge _____

Business _____

Day Phone (_____) _____

E-Mail _____

Address _____

City _____ State _____ Zip _____

Country _____

First AIFD Symposium Attended? ___ Yes ___ No

Please register me for:

General Registration \$ _____

Premium Registration \$ _____

Single Day - Education Only

Monday, July 3 \$ _____

Tuesday, July 4 \$ _____

Wednesday, July 5 \$ _____

Individual Meals/Events: (Check appropriately)

Monday, July 3 Induction Dinner/Dance* \$ _____

*Dinner Pre-Seating assignments required

Wednesday, July 5 Leadership Gala Dinner* \$ _____

*Dinner Pre-Seating assignments required

Additional Workshops: (Check appropriately)

"Lights, Camera, Action", Sunday, July 2, 6:00 p.m. \$ _____

AIFD Hands-On Classes

Select classes, dates and times:

Hands-On Class #100 - "Rock, Paper, Scissors, Flowers" \$ _____

Mon. July 3, 7:00 a.m. Tue. July 4, 7:30 a.m. Tue. July 4, 6:00 p.m.

Hands-On Class #200 - "Botanical Jewelry with Fresh Flowers and Textures" \$ _____

Mon. July 3, 7:00 a.m. Tue. July 4, 7:30 a.m. Tue. July 4, 6:00 p.m.

Hands-On Class #300 - "Xceptional Social Media Management for Florists" \$ _____

Mon. July 3, 7:00 a.m. Tue. July 4, 7:30 a.m. Tue. July 4, 6:00 p.m.

Hands-On Class #400 - "Xacting in Detail - Floral Jewelry from Decorative Wire" \$ _____

Mon. July 3, 7:00 a.m. Tue. July 4, 7:30 a.m. Tue. July 4, 6:00 p.m.

AIFD Design Xperience, Thursday, July 6 \$ _____

TOTAL \$ _____

Check is enclosed

Please charge my: VISA Mastercard AMEX

Cardholder _____

Card Number _____

Expiration Date _____ Security Code _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____

Cancellation Policy

Full refund if canceled by May 15. A \$100.00 charge will be applied to any cancellations between May 16 and June 15. There will be no refunds made after June 15.

Direct all inquiries and registrations to:

AIFD

9 Newport Drive, Suite 200, Forest Hill, MD 21050

Phone: 443-966-3850 • Fax: 443-640-1031

E-mail: info@aifd.org

Register Online - www.aifd.org