



Focal Point

Xperience "X" in Seattle

Floral designers from across the world will find Xceptional inspiration and Xciting events in "The City of Flowers" at the AIFD National Symposium "X" taking place in Seattle, Wash., July 1-5, 2017.

"X" is a five-day event that will feature 11 high-level stage presentations from the most talented national and international designers in the industry. Themes of the main stage programs will include permanent botanicals, armatures, color and texture trends in weddings and Christmas, to name a few. Symposium also includes a welcome reception, two celebratory dinner events, education sessions, hands-on classes, and a Partners' Expo. Events will take place in the Washington State Convention Center and the Sheraton Seattle Hotel.

'One Word Just Doesn't Describe It' is more than just a tag line. The Symposium Xperience is different for everyone. Each one of us has different Xpectations going to Symposium. It is more than just a gathering of floral professionals; it's an Xchange of ideas, a rejuvenation of our creative soul, an opportunity to connect with like-minded professionals. We hope that everyone has an Xciting, Xceptional Xperience," exclaimed 2017 Symposium Coordinator **Cindy Anderson AIFD, CFD, PFCI**.

The hands-on classes themes are thrilling and include "Rock, Paper, Scissors, Flowers," "Botanical Jewelry with Fresh Flowers and Textures," "Xceptional Social Media Management for Florists," and "Xacting in Detail - Floral Jewelry from Decorative Wire."

In addition to the elaborate design programs and decor, the AIFD Symposium is a time when aspiring designers, endeavoring to achieve AIFD's Certified Floral Designer (CFD®) designation and ultimately an invitation to become an accredited member of AIFD, will participate in the AIFD Professional Floral Design Evaluation (PFDE).

Full details are available online at <http://aifd.org/2017-symposium/>. Registration to attend the Symposium is open to all floral designers and early registration is encouraged.

We will see YOU in Seattle!

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American Institute of Floral Designers

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AIFD Mission Statement

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

Upcoming Events

April 22, 2017 – April 23, 2017
Leopoldo Gomez Floral Interiorism
City College Of San Francisco Horticulture Department
San Francisco, California

April 29, 2017
May Day Baskets
Anne Arundel Community College-Arnold, MD
Arnold, Maryland

May 6, 2017
Prom, Body and Fashion Flowers
Anne Arundel Community College-Arnold, MD
Arnold, Maryland

May 22, 2017 – May 23, 2017
Design For Excellence
SO CA School of Floral Design
Anaheim, California

May 24, 2017 – May 25, 2017
Hand-Tied and Bespoke Garden Styled Bouquets
Floral Design Institute
Portland, Oregon

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



"Just as we plant seeds and seedlings in the spring to mature and bear fruit and food, we in AIFD also 'tend to our garden' in so many ways."

It's Springtime! In much of the country, signs of spring have started to appear. Temperatures are slowly rising up, the daylight hours increasingly get longer, and our thoughts are turning to a more gentle part of the cycle of nature. Just as we plant seeds and seedlings in the spring to mature and bear fruit and food, we in AIFD also "tend to our garden" in so many ways.

As a seed for the future, we have rededicated ourselves to a new partnership with FFA, originally explored and begun years back under the presidency of **Tom Simmons AIFD, CFD**. If we can start just a germination of the idea of a floral future in young high schooler's minds, then we can start them on the road to a career in our industry. **Carolyn Clark Kurek AIFD, CFD** has been a giant in this endeavor, as well as all the members in the North Central Region who work tirelessly on this effort. Our next president, **Kim Oldis AIFD, CFD**, has even greater plans for the future FFA relationship, starting at Symposium 2018. "You reap what you sow," as the saying goes.

Hopefully those high school seeds turn into college students studying Floriculture. I was privileged to attend the SAIFD Student Competition at Mississippi State University in February. It was heartening to see the passion and expertise that these young men and woman showed in their design work. I need to commend the hard work of **Randy Wooten AIFD, CFD**, **Kevin Hinton AIFD, CFD**, **Aisha Crivens AIFD, CFD**, **Terry Conerly AIFD, CFD** and especially that dynamo **Lynette McDougald AIFD, CFD** for their hard work and dedication to this. It is so exciting to see their joy in doing what they love...mentoring and assisting students. The incomparable **Ralph Null AIFD, CFD** transfixed us with a mesmerizing program, and I was delighted to be asked to do two small workshops.

One of the first blooms in our AIFD springtime is our elections, both regional and national. Our Spring Board Meeting that took place April 2-3 in Chicago were two full days of meetings and planning for the future with National Committee Chairs, incoming Regional Presidents, and the National Board. All that

talent and energy in one place is always rewarding to see and interesting discussions and planning always happen. Participation in this organization, on any level, is imperative to its success.

Springtime is also a time when decisions are made and final applications are in for candidates to come to Seattle for their PFDE. This is our future, and I would hope that we all take part in some way. I remember what it was like to be mentored and helped in my practice for the equivalent of my PFDE. I also take great joy in returning the favor by mentoring others in that process. I encourage you to do that for any prospective candidate that you know. It is invaluable to them to have your experience and perspective to succeed in their quest. Their success is our success, and we all gain from their induction to AIFD.

Springtime is also the time when I especially reap the benefits of the honor of being AIFD National President. I get to see members in their home regions doing what they do so well. March seems to be the time for almost every region to have an event that my presence has been requested to attend.

The Southwest Region was first with their annual extravaganza, headed by the tireless **Lori Novak AIFD, CFD**, who still seems to be in the leadership groove, even after chairing three Symposiums. "Down the Aisle with Style...and Profit" had workshops and presentations with **Carol Caggiano AIFD, CFD** (a wealth of practical information, stunning creations and personal charm) and also **Leopoldo Gomez**.

Following that was the Philadelphia Flower Show, whose theme was "Holland," so you can imagine the thrilling AIFD exhibit chaired by **Cres Motzi AIFD, CFD** and **Ron Mulray AIFD, CFD**. It is truly a task done by dozens of AIFD members working on numerous exhibits in the hall, and the AIFD presence is really valued and displayed to a great extent.

Then off to the Chicago Flower Show, "Chicago's Blooming!" with **Alice Waterous AIFD, CFD** and

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Loann Burke AIFD, CFD organizing the "Bobbi Cup" Competition. This was a bittersweet visit for everyone, for although the loss of any member of our AIFD family touches our hearts, the loss of one of the most charismatic iconic members reaches deep into our collective psyches. Such was **Bobbi Ecker Blatchford AIFD, CFD**. She touched so many people, making everyone seem like the focus of her sunshine light, and had such a personal style and panache, that there seemed to be a vacant spot there where she should have been. It is only fitting that there is a design award named after her, and the winners were **Jody Spivey AIFD, CFD**, at third place, **Casey Murdough AIFD, CFD** took second place and the 2017 Bobbi Cup winner was **Stacey Carlton AIFD, CFD**. **Brent Leech AIFD, CFD** also took the honors in the "Tablescape" competition. The memories we all have of Bobbi will keep her alive in our hearts forever, and we will see more in the way of memorial tributes at Symposium "X" in July.

Last but not least, the South Central Region held a fantastic forum, "Weddings: A Cultural Event." Headed up by **Lisa Weddell AIFD, CFD** and **Sandi Yoshihara-Sniff AIFD, CFD**, it featured a full day of amazing design work and instruction by **Ian Prosser AIFD, CFD**, **Damon Samuel AIFD, CFD**, **Marchello Federov** and a power trio of **Thaddeus Cervantes AIFD, CFD**, **Peggy Lipps AIFD, CFD** and one of our new talented 2017 AIFD Inductees, **Bill Hattel CFD**. I also look forward to traveling again to the Southern Region for "Art in Bloom" in Raleigh, N.C. come late March.

Springtime is also the time to see the fruit of three years of planning for our 2017 Symposium "X" in Seattle. **Cindy Anderson AIFD, CFD** and **Wil Gonzalez AIFD, CFD** have worked hundreds, more likely thousands of hours on this project and I can't wait to see the fruition of their efforts. I hope you join me in the Great Northwest July 1-5 for our annual "family reunion!"

This time of year is always such a busy and important time in many of our members businesses and livelihoods. Valentine's Day, Mother's Day, wedding consultations for later in the year and bridal shows are just some of the springtime milestones in a florist's spring. I regretfully neglected to mention retail florists, in particular, on my "Love List" last newsletter. Every day they go through the whole cycle of a year...planning future events and tasks, reaping the rewards of good organizational and business skills, sowing goodwill and making future business contacts, processing and collecting flowers and supplies daily, and the myriad of other things that need to be done to

be a success at your passion. I freelance for a friend at Valentine's and Mother's Day, and I see the unbelievable amount of work it takes to have a retail shop in these days of increasingly diverse competition. I have deep respect for you all, for you are one of the backbones of the floral industry and the face we present day by day to the public. Bravo!..and Brava!

I wish you all a happy and joyous spring. I hope the seeds you plant will bloom and bear fruit in your business and personal lives. I always like to think it is the one time of year when we all, both floral industry members and the general public, stand in unison to be amazed at the wonderful beauty that Mother Nature shares in the riotous displays of springtime flowers. I hope you thoroughly enjoy the wonder that is spring!



Anthony Vigliotta AIFD, CFD
AIFD National President 2016-2017

Our 50th Anniversary of Symposiums

By Janet Black AIFD, CFD, National Historian

Our very first symposium took place in 1968, **Arthur Ito AIFD** was the coordinator that year. The first five Symposiums took place in San Luis Obispo. Members stayed in dorm rooms and shared their floral artistry on the college campus. I have been told that there were some memorable parties that took place back in the day. By 1973 the shift was to Long Beach, Calif. for the next five years. In 1979 under the leadership of **Frankie Shelton AIFD** fellow, Symposium moved to Houston, Texas. New regions began to be formed and symposium took on numerous destinations.

This year, we will experience Seattle, Wash. If you are anything like me, I take lots of pictures. We need your help! It is our "50thtory!" What better way to preserve our history than to create a video. Start digging through your memories and share your pictures.

Clearly label your photos with year and identify individuals in the photos. Please send photos and thumb drives of your favorites to: **Cindy Anderson AIFD, CFD**, 1530 Chutney Court, Colorado Springs, CO 80907.



Susan Ayala AFD, PFCI



Tom Bowling AFD, PFCI



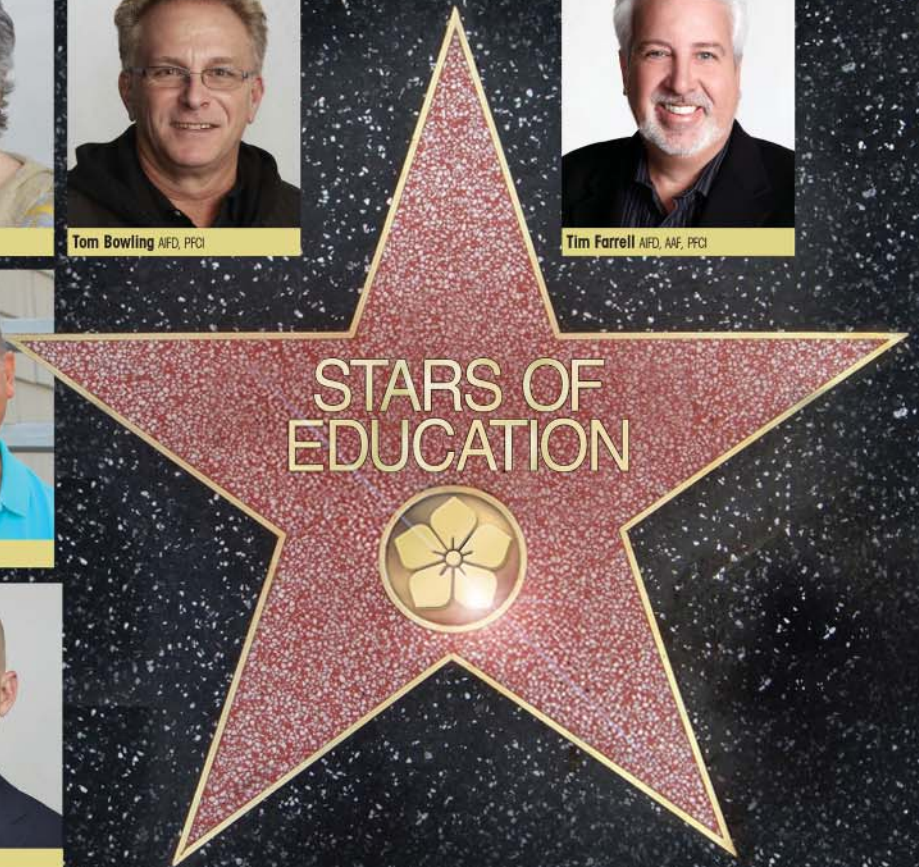
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Marketing Tip: Teaching Courtesy, Making Event Work a Pleasure

By Sabine Green AIFD, CFD

Weddings have always been the quintessential special event that an aspiring floral artist yearns to get involved with. That is, until they get involved. Teaching floral design for 15 years now, it's always been my experience that "wedding" is the word that puts "stars in their eyes" when offered the chance to design and collaborate. That is, until they get into the muck and mire of it all.

Weddings bring out the best and the worst in people, and it's anyone's guess as to what you will get the day of the wedding. The sweetest of brides may have turned into a gremlin because there's rain. Or the bridezilla from months back has enough poise to make it through with a smile and some gratitude because in the end, you are the only tolerant person left. Whatever the day brings, I have learned something about allowing my students and people new to the world of floristry to be a part of the big day: all things have a silver lining.

The stress during the wedding day takes a toll on all involved. However, a bit of coaching in having a poker face, a client-is-always-right attitude, and some positive speech goes a very long way to making things a bit easier. Many shop owners will look at me as if I have lost my mind when I suggest a coaching session and a little faith in the "new kid," but I have seen the results. There is no better way to get through an event than to know that your team will be able to stay all smiles, work hard, and get in that van without incident.

A few things that people have told me are unusual that I coach in courtesy and customer service:

1. Teach them what floral personality the event would be considered (You know, the artistic, naturalistic, romantic or classic looks). Use this as an ice breaker, or a comforting conversation with others working the venue, but especially with members of the wedding party. Everyone loves to hear a bit about themselves, and floral personalities will give them a little food for thought, taking their mind off of how Aunt Claire's session at the hair stylist had everyone wanting an extra glass of wine.

2. Find a quote or saying that your employees can use when discussing what a pleasure it is to work with this bride, her family, and her ideas. An example: "Elegance is good taste, with a dash of daring." Your employees can say "That is a quote by Carmel Snow from Bazaar magazine. It sums up the feel of this entire day, don't you think?" It creates a level of "withitness" that makes your team look ultra educated and poised.

3. #gobigsmilesorgohome is something we do to get enthusiasm started in the group. Sometimes, whatever hashtag we come up with can be a little more edgy. Nonetheless, it gives a "team vibe" to the day, and when the floral marathon is over, it becomes a #knucklebump.

I work with young people, so many of these ideas are a bit edgy, mildly ridiculous, or seem just plain not feasible for your store. The point is, do something that creates positive speech, a team mindset, and ultimately a tiny reward (#knucklebump) for your crew. Employees stay where it's a pleasure to work.



SNAPSHOT

The AIFD Northwest Chapter created an Atrium floral piece and let their presence be known at the Northwest Flower and Garden Show.



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



"Are you Faux Real?"

Featuring Nicola Parker AIFD, CFD, Gail Terril AIFD, CFD, and Alex Torres AIFD, CFD

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.

"Merry Xmas"

Featuring Jon Robert Throne AIFD, CFD

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 perfection. Santa's big night is here!



"Floral Art: Living With Flowers"

Featuring Louisa Lam AIFD, CFD

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 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.



Make the Most of Your Symposium Xperience

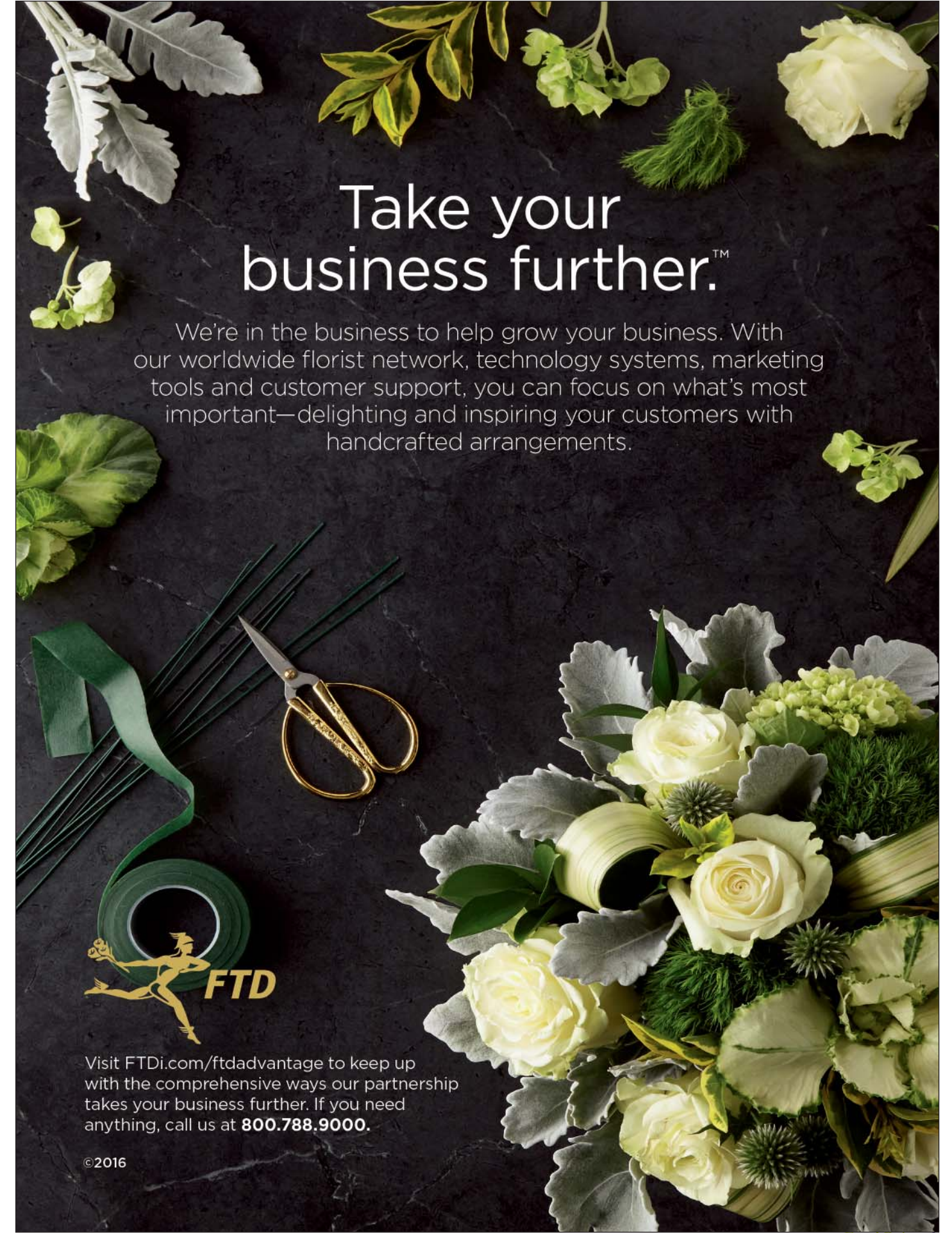
AIFD highly recommends the Premium Registration as it is the greatest value. This includes all programs, seminars (except for those indicated otherwise such as the Hands-On workshops), and two dinner functions.

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.

Attendees may opt for a Single Day Registration and view only the programs and activities of the day(s) of their choice.

Register now at aifd.org/2017-symposium-registration/.



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We're in the business to help grow your business. With our worldwide florist network, technology systems, marketing tools and customer support, you can focus on what's most important—delighting and inspiring your customers with handcrafted arrangements.



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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2017-2018 Election Results



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Engaging Brides at Bridal Shows

By Adrianna Duran-Leon AIFD, CFD

Recently we were at a show where we set up a "make your own floral ring" buffet. As a bride went down the buffet line they got to choose from a group of a ring base pre-made out of decorative aluminium wire that had been prepped with a Uglu Dash. Then in their choice of color they got to clip off a main flower, either a spray rose or button mum, pluck off a couple of hypericum berries and finally pick out some statice. They ended their journey in the buffet line where we glued all their selections together with Oasis floral adhesive. While they waited for their ring to be glued together (about a 1-2 min wait) we could chat with them and they could watch our digital portfolio scrolling on a screen right next to them. We had nothing



but compliments on the different take on flowers, inter-activeness of our booth and how excited they were to see what we could do with flowers from our digital portfolio! To help keep us in the forefront of each bride's mind we encouraged them to follow us and tag us on Instagram with a picture of their floral rings. It was a great way to engage brides and create interest in our company. By far this was the best wedding show we've done to date and the investment into the fresh product of the booth was a fraction of what it normally would have cost. We are looking

forward to booking with lots of newly engaged couples who we met at this bridal show.

Join us for the
**2017 Hawaii MIDPAC
Horticultural Conference & Expo**
August 3-5th, 2017
Register at HENA.ORG

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TO MAKE A DIFFERENCE.
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ROLE-ALWAYS ABOUT
THE GOAL.**

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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

- Congratulations to **Shonda Cunningham AIFD, CFD** for winning the Rocky Mountain Cup and designation of designer of the year.
 - Michigan Florist Association Lifetime Achievement award went to **Alice Waterous AIFD, CFD**. Congrats Alice!
 - **Garrett Skupinski** was awarded Best In Show at the Michigan Floral Association design competition.
 - Northeast AIFD member **Tina Parkes AIFD, CFD** will be in The Chelsea Flower Show Finals taking place May 23 - 27, 2017.
 - Floral Management is hosting their 24th Annual Marketer of the Year Contest. If your marketing efforts (large or small) during the last few years have been successful, then you're a candidate! Retailers, wholesalers and growers are welcome to enter this contest. Feel free to share this e-mail with other potential candidates! Deadline for entries is June 2, 2017. Details are posted at <https://safnow.org>.
 - Know your newsletter themes! Themes for each issue of Focal Points have been assigned. Please reference these when submitting articles, pictures, etc. for the newsletter. We would love to have feature articles, accolades and other interesting submissions for every issue.
- December/January issue: Valentine's Day
February/March issue: Mother's Day/prom
April/May issue: Weddings/special events
June/July issue: Pre-Symposium
August/September issue: Fall, Symposium recap
October/November issue: Christmas
- Please send all submissions to **Molly Baldwin-Abbott** at molly@stringfellowgroup.net or **Marisa Guerrero AIFD, CFD**, at debbies_bloomers@msn.com.

"Cultuur van Holland"

*Submitted by Cres Motzi AIFD, CFD
2017 Philadelphia Flower Show Chair*

Now that the dust has settled from the takedown, it is time to reflect on the 2017 Philadelphia Flower Show. An undertaking of a project of this size required a village. Our village consisted of 19 designers, 18 design assistants, and many others. With this many creative people, working in a 48x42-foot space could have been a challenge, but there was excitement yet calmness, laughter, unity of purpose and wonderful camaraderie, which made this an excellent experience for one and all. There were hiccups along the way but all were resolved in time and the show went on. And it was a glorious show! Our exhibit, "Cultuur van Holland," brought home a bronze medal and a special achievement award for excellence in education. Throughout the 10 days, show exhibitors and attendees have stopped by to say how much they liked our exhibit, that AIFD's exhibit was always the first one they would look for to see what new things we were doing and that our exhibit was always creative, innovative, a crowd pleaser, and most photographed. Comments like these made our hectic days and some late nights worthwhile!

We could not have gotten our "show on the road" without the expertise of Chris Kanienberg (set), Waikit J. Ng (signage designer and copy-editor), Alaina Riehs – general manager and Kareem Jones – supply manager (Pennock Floral), Pennock Floral for donating our supplies, and the McLaughlin family for laying pavers, and much, much more.

Pictures are worth a thousand words. Below is a pictorial re-cap of the floral interpretations of five cultural aspects of Holland.



Art (photo below) – **Maureen Christmas AIFD, CFD** (Mondrian), **Jane Godshalk AIFD, CFD** (Dutch Floral Still Life), **Theresa Clower AIFD, CFD** (Van Gogh); assisted by **Carolyn Brady AIFD, CFD**, **Michael Brody AIFD, CFD**, **Lynn Indihar**, **Dixie Nelson**, and **Susan Schultze**.



Art/Flower Stand (photo below) – **Ken Norman AIFD, CFD** and **Yukari Mitsui AIFD, CFD**, assisted by **Mame Broody**, **Dot Chenevert AIFD, CFD** and **Sue Krabill AIFD, CFD**.



Gin Bike vignette (photo below) – **Alisha Bell AIFD, CFD** and **Sue Weisser AIFD, CFD** assisted by **Bill Murphy AIFD, CFD**.



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A modern bride needs a unique bouquet to make her wedding day her own, and guests are sure to be buzzing over this atypical look. My out-of-the-box floral design gives me the opportunity to showcase my creativity and deliver a brilliant bouquet any bride would want to have and to hold.

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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!



AIFD South West Chapter presents "Down The Aisle with Style...and Profit"

By Katie McCormick AIFD, CFD

Carol Caggiano AIFD, CFD, PFCI and **Leopoldo Gomez CAF** served as featured designers for this exciting event. The morning started with a mini workshop with Leopoldo, in which he demonstrated his unique hand tied bouquet technique to 40 students/attendees. The workshop was followed up by a design show featuring both designers. It was a tremendous show held on March 5, 2017 at the Pomona Fairgrounds in which over 80 people attended.

Carol started the afternoon show, specifically talking with the crowd about profit and emphasizing the Pantone Color of the year "Greenery." Her design style was beyond exquisite and the topic really spoke to the attendees, as we are always looking to make a profit in every event we do! Beyond topic and style, the use of colors with greenery resonated on stage! Impeccable job to Carol and her team!

Leopoldo finished off the show, diving in to his expertise of detail and unique techniques. Leopoldo showed a number of centerpiece and bouquet ideas with detail, detail, detail. As designers, to be able to see how to use a product in a different way than we are used to is beyond words inspiring. That is exactly what Leopoldo did! The attendees were amazed by his talent and design techniques! Thank you Leo and your team for the fantastic work and designs! We are very thankful for the support of our sponsors! We were fortunate to have a number of dedicated wholesalers, growers, and suppliers who enabled us to put on a show & workshop such as this.

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 #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 flowershop, 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.

Focal Points 16



Focal Points Needs You!

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

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

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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



Everything You Need to Know About...

By Sabine Green AIFD, CFD

Brunia Berry, one of the Many Shades of Bohemian Grey.

I don't think I have had a wedding consult in over a year that didn't include either a bohemian theme, or a shade of grey or silver as part of the color palette. As the wedding season approaches, we continue to see the greys, silvers, and charcoals, as well as the relaxed "bohem" feel that still seems so incredibly popular. A plant that will be sticking around as a popular item in wedding work is Brunia berry.

Not to be confused with Berzilia berry, Brunia has a uniquely silver parlor that makes it great for the more subdued color palettes being chosen by brides lately. The "berry" part that you see is actually the blooms that have gone through senescence, and all the reproductive parts and petals have aged and fallen off. It's these fruiting structures that have become so popular as a textural accent in the floral industry. Their stems are about 18 inches tall, and woody in nature with a very rigid, upright format, but a great relaxed branching effect that makes it a pleasure to work with. From bouquets to boutonnieres, centerpieces to cake flowers, this is a product that is bound to stay around as it's easy to work with.

The South African Journal of Botany lists six different species of Brunia that have potential within the floriculture industry, a plus for the South African economy and exporting industry. The sheer amount of flora diversity in South Africa (over 24,000 taxa) have made this area of Africa a favorite for floral explorers in search of new products to freshen up the industry. Brunia may likely join the ranks of the gerbera, sterilize (Bird of Paradise), freesia and gladiolus as a South African native that has become an industry favorite.

Brunia nodiflora is the scientific name of the most common species we see in the industry today. A native to South Africa, production of this product for commercial sale is largely in Australia, New Zealand, and California. Common names include Brunia, Brunia balls, Silver Brunia, Silver balls, and Grey Brunia.

Vase life of this little grey berry is minimally one week. Yet, once they dry right there in your cooler, they remain attractive and virtually unchanged from the fresh form. In fact, preserved Brunia is becoming more and more popular as it is available year-round. Care and handling include a quick dip for hydration, and keeping the water clean and fresh in the storage buckets. Brunia is already a fruiting structure, so ethylene sensitivity is likely minimal. As a new crop, research on physiology is ongoing, with very little published currently.

Even though we are surging into "greenery" for the new color palette, the grey and silvers will stay. Enjoy the ease of working in neutrals, and the pleasure of working with new products. Keep the adventure in "flowering" on the rise, and embrace the trends as they move through your area.

Sources: www.flowermuse.com,
www.sciencedirect.com, www.sanbi.org/index
Focal Points 18





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What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Pete Samek AIFD, CFD

Happy belated Spring Solstice to everyone! The Spring Equinox was on March 20 and the North Central Chapter was in the midst of a very busy month. Every single weekend had a floral event, everything from state floral association conventions to flower and garden shows and not to forget the Irish celebrating St. Patrick's Day, the botanical garden orchid shows and all of those early spring weddings. I personally hit the big three flower and garden shows; Philadelphia Flower Show, Philadelphia, Pa., Indiana Flower and Patio Show, Indiana State Fairgrounds, Indianapolis, Ind., and ended up at the Chicago Flower and Garden Show at Navy Pier, Chicago, Ill. No one can say that flowers, whether they are the annuals, perennials or bulbs adorning our homes and communities, or the cut flowers that we work with every day to bring joy into people's lives are not important.

The North Central Chapter is a very strong, cohesive group to say the least. We suffered a tremendous loss of one of our own members in February. Our dear **Bobbi Ecker Blatchford AIFD, CFD**, FELLOW passed away and left many of our members in shock. The outpouring of photographs and condolences that were posted on Facebook alone was overwhelming. We almost blew up the internet. Bobbi touched so many members of AIFD from coast to coast and worked with numerous companies that support our industry throughout her career. She was passionate about life and flowers and the joy they bring to so many, a wonderful designer and fun, informative and motivational speaker. North Central acted quickly and is working side by side with the AIFD Foundation to get an established named fund in Bobbi's name. Please help us make this possible. A huge thank you goes out to the AIFD Foundation and the Trustees for their support and guidance throughout this process. Her passing has made us a stronger, more positive and appreciative group and gives us reason to go out there and continue her mission of painting the rainbows in the middle of a storm. It was an honor to know her, we will miss her dearly but will never let her go and always hold her close in our hearts.

Our chapter had a successful Mid-Year meeting

on Jan. 28 and 29, which was held at McNamara's Florist in Indianapolis, Ind. Our gracious host, **Toomie Farris AIFD, CFD** and his staff were awesome and very helpful getting us organized and ready for our meeting. This all happened after an extensive relocation for McNamara's this past summer into a historic building closer to downtown Indianapolis. Toomie's new home is amazing and is not to be missed if you happen to be in the area. The meeting and dinner were well attended and the chapter provided a Sunday design show for the McNamara team and our members. We chose to go "Old School" and return to the panel style design program which was very well received. Up to the challenge as always and presented beautifully, **Jim Rauch AIFD, CFD** led the program as commentator and showcased the designs of **Carolyn Minutillo AIFD, CFD**, **Laura Daluga AIFD, CFD**, **Carolyn Kurek AIFD, CFD**, and **Pete Samek AIFD, CFD**. A special thank you goes out to **Brent Leech AIFD, CFD** for coordinating the weekend and wonderful dinner and to Toomie for the incredible hospitality. All three of our SAIFD Chapters, Gateway Technical College, Kishwaukee College and The Ohio State University, have reported in to our NC Board. The advisors and educators have been working hard on fundraisers and public awareness activities all year and are looking forward to competing in Seattle, Wash. at the AIFD Symposium. Be sure to cheer them on!

We look forward to embracing the warmer temperatures April and May will bring and creating beautiful floral décor for those excited springtime brides. Easter and Mother's Day are just around the corner and the wedding schedule explodes into full swing. Our chapter continues to work hard at fund raising for scholarships and planning for the future. Symposium will be here before you know it and the FFA Convention in Autumn.

One special mention of a long standing floral event that is coming to an end... this year marks the 25th anniversary and final installation of Petals and Paintings held at the world class Krannert Art Museum, University of Illinois, Champaign-Urbana, Ill. **Rick Orr AIFD, CFD** has been the dedicated organizer and curator for this event from its inception, bringing many talented AIFD members together for this unique and creative blending of floral art interpretations displayed next to their selected museum art pieces. University students,

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their families, professional staff and the local community have been the recipients of such an interesting floral art exhibit. Congratulations to Rick for a successful run!

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 was a very busy month for us!

First of all we will had the first annual Jim Johnson Cup! **Ken Senter AIFD, CFD** honored Jim Johnson's lifetime achievement in floral presentations and education, that brought the best of the best floral designers together to compete in a head to head design competition. The response was truly outstanding. Award winning and distinguished designers from all over the country competed and showed their respect and appreciation to Mr. Johnson and in doing so, honored 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 Service to the industry. He has also written and published 15 books and booklets in the field of floral design. On March 7, 2017, twenty designers met at Pikes Peak of Houston to compete and honor Jim Johnson. Jim was in attendance to hand out the awards for the evening. The designers that competed to honor Jim were: **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.**

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 lineup of designers to knock the socks off everyone! **Ian Prosser AIFD, CFD, D.Damon Samuel AIFD, CFD, Marchelo Fedorov, Bill Hattel CFD, Thaddeus Servantez AIFD, CFD** (all from the Denver area) and **Peggy Lipps AIFD, CFD**, from Windsor, Colo., 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. The daffodils are crowning their soil beds and the tree blossoms are starting to peek through on each delicate branch. New life emerges and Spring is in the air here in the Northwest.

In late January our region held a wedding and event design demonstration and hands-on class at Denver Wholesale Floral in Kent, Wash. featuring our very own National President, **Anthony Vigliotta AIFD, CFD**. Anthony taught our eager attendees the design techniques to create a composite bouquet, cuff bracelet, and European Inspired handtied design. The designers were encouraged to play with their preferred final looks and it was so inspiring to watch each piece shine in its own creative and unique light. During the evening demonstration Anthony took us through a journey of evolution. Each piece showcased how it could be transformed to take it to the next level and over the top to help our audience designers set themselves apart in their wedding and event work. We want to thank our wonderful sponsors and hosts of DWF Wholesale, Smithers's Oasis, and Accent Décor.

Our region had the wonderful honor and pleasure

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to participate in the annual Northwest Flower and Garden Show by hosting an educational booth and design display at the WA State Convention Center in Seattle. Our booth featured vibrant color themes of orange and hot pink and incorporated the NWFGS Theme, "Taste of Spring," as our designs were accented with fresh fruits and veggies. Our atrium piece was a whirlwind display celebrating many different flowers in all their varied and unique forms. Many of our local AIFD NW Members and I were busy bees interacting with and educating the public about AIFD and Seattle Symposium X. We created floral fashions onsite to hand out and preformed leaf manipulations and bouquet demonstrations for our visitors. The bling blossoms were a big hit!

The show was attended in the thousands and we reached hundreds of folks who are of similar interest and are planning to attend symposium as well as becoming PDFF Candidates. There were many popular questions from "What is AIFD?" to "How did you dye that cauliflower or is it real?" From "What type of flower is that?" to "Is AIFD testing hard?" The most trending question we received was, "Do you give classes? When and where?" This is a strong win for AIFD and Seattle Symposium X as it lets us know there is still an ever-growing thirst and hunger for floral design education!

Our vibrant week was filled with flowers, friends, and fun! It took many hands and hearts to bring forth this special project in collaboration and support. We send our sincerest gratitude and thanks to AIFD National, AIFD NW regional member volunteers, DWF Wholesale, WA Floral Wholesale, Green Point Nursery, Fitz Designs, Smithers's Oasis, UCI Containers, and Accent Décor.

Up next and coming very soon, our region will host international designer **Leopoldo Gomez** at the City College of San Francisco, CA, April 22-23, 2017 in the Horticulture Floral 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** (415) 648-7552 or eyanos@aol.com.

Our region's Seattle Symposium "X" t-shirts are selling quickly so don't be late to sport and wear this very important date. We have varied sizes available in women's and men's t's. 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 tee before the "X."

Some other new and exciting Springtime events are planned for our fans and members. Please watch our AIFD-NW Region Facebook page for upcoming wholesale design programs, back to class offerings at our partner colleges and schools and similar industry events like the Maple Leaf Cup. From Vancouver, BC, Canada to San Jose, CA the new and fresh is emerging in the AIFD NW Floral Industry.

I would like to congratulate and commend one of our local partners, **Travis Rigby** of Florists Review Magazine, for their brand new look and brand new content. I am so excited to open it each month and I am sending many congrats to our local members who have been featured recently such as **Jon Robert Throne AIFD, CFD, Greg Lum AIFD, CFD**, and the Floral Design Institute team. Cheers and congrats to all and can't wait to see all the new works and writings in next month's issue!

Registration for Seattle Symposium "X" is live and on the aifd.org website. The word is out and the AIFD NW Region is hosting a Sleepless in Seattle Slumber Party on July 2! We invite one and all to come kick off your Xciting symposium Xperience. Meet with friends while we dance the night away and take advantage of Symposium insomnia. Come dressed in your most comfy and cozy pajamas. There will be a prize for the prettiest pj's and although we are a colorful bunch that encourages creativity please keep sleepwear options fun but tasteful.

Speaking of new news, have you seen the brand new Seattle Symposium "X" teaser video? We are so proud to have many NW regional members presenting this year. Congratulations to **David Kesler AIFD, CFD, Erik Witcraft AIFD, CFD, Frank Blanchard CFD, Aniko Kovacs AIFD, CFD, Donald Yim AIFD, CFD, Jon Robert Throne AIFD, CFD**, and **Louisa Lam AIFD, CFD**. Please know that we are behind you all the way and are so Xcited to see you on the big stage soon! From me and the AIFD NW flower family, cheers to Spring and fresh new beginnings!

Southwest Chapter Report

President's Letter

Derrick Vasquez AIFD, CFD

The big show of the year was on March 5, 2017 at Fairplex in Pomona, Calif. Our show featured an opening workshop with **Leopoldo Gomez** who taught a morning workshop. Then our program,

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Down the Aisle with Style...and Profit! The show featured **Carol Caggiano AIFD, CFD** with inspiring events, parties, and more. Next, we had Leopoldo doing wedding inspirations and techniques. The day featured a trade show and beautiful luncheon. I want to thank Chairman **Lori Novak AIFD, CFD** for chairing the event and doing a fantastic job!

I can't begin to thank our board for all the hard work to put on this program. Thank you, **Katie** for all you do and **Kenny** for all the media and advertising and registrations. **Martin** for handling the registration and **Pam** for raffles and **Jim** for being there to help all around. **Shondra** for the luncheon flowers. Thanks to **Susie** hope you continue to get better, **Cathy, Mary, Michael, Susan, Sam** and **Cindy** and all those in helping put on the show.

We are busy at work with a Las Vegas program being chaired by Kenny in Las Vegas on April 23, look for details to follow on this event.

As we can see our region has been very busy and the year is not over.

Southern Chapter

President's Letter

Randy Wooten AIFD, PFCI, CFD

I must start by saying, Southern is so blessed with some amazing people! People who truly love the floral industry and are very passionate about its success. I try very hard to make sure I appreciate and validate those who contribute to Southern or any project that I may be involved with. I can't say thank you enough for to everyone involved with our Southern projects. Guys, they have made us PROUD!

The Education event that was held at Mississippi State University, was AMAZING! So dear to my heart! I encourage every Southern member to get involved with this program. We need to help this program grow and flourish. **Lynette, Terry, Aisha, Kevin, Ralph** and special guest **Anthony Vigliotta AIFD, CFD** rocked it out. Thanks for all your hard work! Complete details can be found on the event in this issue along with pictures. Please show the love to those involved. Send them a quick thank note.

That event is just the first of several things happening within our region. More details on those events in the next issue. Thanks for all you do and remember my door is always open!

North East Chapter

President's Letter

Robert DeBellis AIFD, CFD

Greetings from the North East where we are slowly thawing out and awaiting the arrival of spring. Our chapter members have been quite busy. **Rebecca Carter AIFD, CFD** and **Michael Derouin AIFD, CFD** took on the task of planning The North East Floral Expo sponsored by the Connecticut Florists Association. The expo ran March 4 and 5. AIFD had quite a presence there with workshops and design programs being presented by many members. The lineup was AIFD "Floral Stars" including **Michael Derouin AIFD, CFD, Donald Yim AIFD, CFD, Yoli LaGuerre AIFD, CFD, Darcie Garcia AIFD, CFD, Laurie Lemek AIFD, CFD** and **Jacob McCall AIFD, CFD**. The weekend proved to be not only educational but exciting and fun as well.

Ron Mulray AIFD, CFD and **Cres Motzi AIFD, CFD** worked very hard in prepping for the Philadelphia Flower Show Exhibit. Installation began March 8 with the show opening night gala on March 10. The exhibit featured the talent of 19 designers and many, many volunteers, all given the task to bring Holland to life. This year we were excited to have our president **Anthony Vigliotta AIFD, CFD** attend the opening night gala with our own lovely **Janet Black AIFD, CFD**.

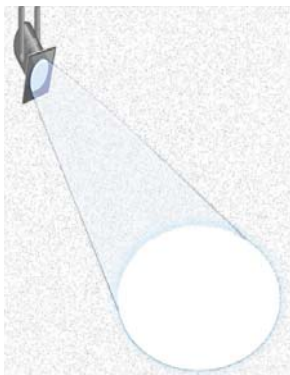
Bill Schaefer AIFD, CFD and **Kristine Kratt AIFD, CFD** were also busy getting their exhibit ready for the show. Many AIFD designers and friends helped them with their feature also.

View photos from both exhibits on the AIFD Facebook page (<https://www.facebook.com/AIFD.CFD>) and the The Philadelphia Flower Show Facebook page.

So, as you can see, it was a busy few weeks for us at the NERC, hopefully I can share some photos and accolades with you for our next issue. Happy Spring everyone!



AIFD News & Notes



Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! There have

been so many we can't list them all here so take a look at the recent AIFD press clippings at <http://aifd.org/2012/01/pressclippings/>.



AIFD® offers classified postings for job opportunities. There is a \$50 fee for a 30 day listing. Postings will remain online for one month. The editor will have final editing rights.

For instructions on how to place a posting please visit <http://aifd.org/about-us/job-bank/>. Please note, you will need your log in credentials to access the job bank posting area. If you have never attended an AIFD event, you will need to create a free Guest/Prospective Member account.

If you have any questions or if you need assistance please contact AIFD headquarters at 443-966-3850.

To search current job listings and search current classifieds please visit <http://aifd.org/about-us/job-bank/>.

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)

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James L. Johnson AIFD, CFD

Lillian Lindergren AIFD, CFD

Alan Parkhurst AIFD, PFCI, CFD

Jack Smith AIFD, CFD

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Cumulative Recognition

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

Tina Coker AIFD, PFCI, CFD

Richard Salvaggio AIFD, PFCI, CFD

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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

Hong Kong Flower Show 2017 - *"Blossoms of Love"*

By Louisa Lam AIFD

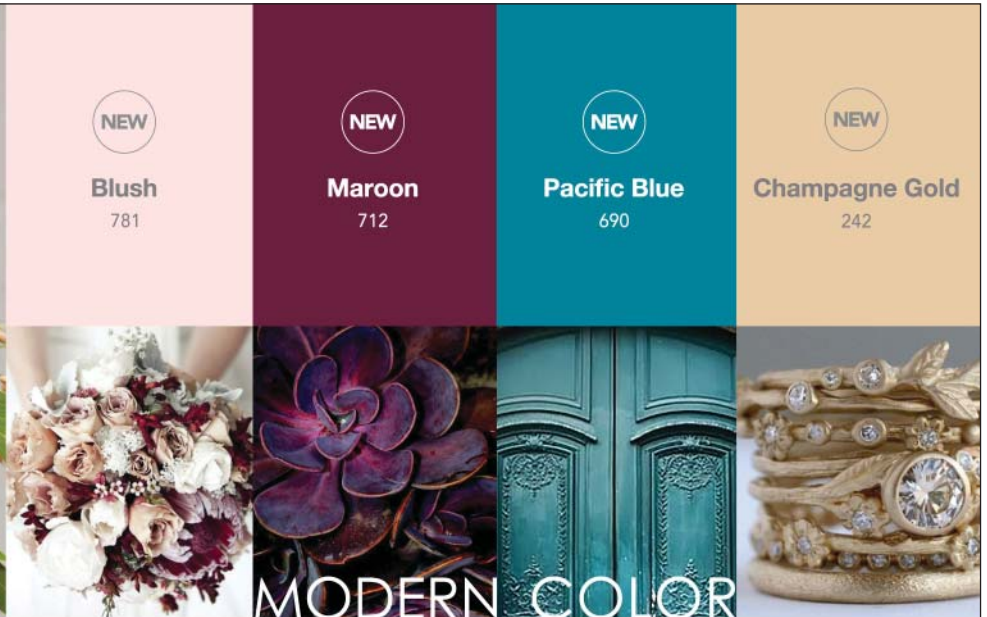
The Annual Hong Kong Flower Show was held from March 10-19, 2017 at Victoria Park, Causeway Bay, Hong Kong. This Annual Flower Show is a major event organized by the Leisure and Cultural Services Department to promote horticulture and the awareness of promoting greening. Every year, it provides a good opportunity for hundreds of thousands of local citizens and horticulture lovers all over the world to appreciate the beauty of flowers and share their experiences in the cultivation of flowers. This year's flower show is also one of the entertaining event for celebrating the 20th anniversary of the establishment of the Hong Kong Administrative Region.

"Blossoms of Love" and the beautiful "Rose" is the main theme and theme flower of the year, this year's flower show is projecting Hong Kong as a beautiful city filled with love. Featuring "Rose" as its theme flower

- Magnificent True Love, the event showcases this exquisite plant and a rich profusion of exquisite potted plants, beautiful flower arrangements and gorgeous landscape displays by organizations from local, the Mainland and overseas. There are also commercial stalls selling flowers and other horticultural products. With love filled in the air, visitors will have a loving and delightful heart-pleasurable moments while admiring all the beautiful floral displays.

During this ten day show period, a rich diversity of educational and recreational activities is also being organized for visitors of all ages. They include student drawing competition, photo competition, plant exhibit competition, music and cultural performances, floral art demonstrations, greening activities

workshops, and different recreation programs and fun games for kids.



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Red Poppies for Sale

Ralph Null's painting Red Poppies was graciously donated years ago. His incredible talent shared in oil was truly a gift of the heart. Purchased by Allen Beck, the painting graced his home. Always viewed as more than a painting, the art represented an Xpression of oneself gifted to an organization that we all hold dear. To benefit the greater good that can be accomplished through the work of the AIFD Foundation the Red Poppies are for sale. We invite you to join this effort, look within, select something of meaning, and Xperience the joy of giving back so that we may Xplore the Xtraordinary benefit of education.



Items may be brought to the symposium or mailed to the address below to be received no later than June 15, 2017.

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

The AIFD Silent Auction net proceeds benefit the AIFD Foundation.

**AIFD NATIONAL SYMPOSIUM
SEATTLE 2017 SYMPOSIUM X**

July 1-5, 2017 • Seattle, WA



aifdfoundation.org

AIFD Thanks Its Partners

Industry Partners

Accent Decor, Inc.
www.accentdecor.com

Alpha Fern Company
www.alphafern.net

Amy's Orchids

Baisch & Skinner
www.baischandskinner.com

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www.ballsb.com

Biz One, Inc.
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www.bloomnation.com

BloomNet
<http://mybloomnet.net>

CalFlowers
www.cafgf.org

California Cut Flower
Commission
www.cffc.org

Candle Artisans, Inc.
[www.candleartisans.com/
pages01/main.html](http://www.candleartisans.com/pages01/main.html)

Connie Duglin Linens
www.connieduglinlinen.com/

Crystal River Design
www.crystalriverdesign.com

CSS Industries, Inc. (Lion
Ribbon, Berwick Offray,
Hampshire Paper)
www.lionribbon.com

David Austin Roses
www.davidaustin.com

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

DWF Wholesale Flowers
www.dwfwholesale.com

Elite Flower Services, Inc.
www.eliteflower.com

Euforia Flowers
[www.euforiaflowers.com/
home.html](http://www.euforiaflowers.com/home.html)

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Fitz Plus
www.fitzplus.com

Florabundance, Inc.
www.florabundance.com

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Floral Supply Syndicate
www.fss.com

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www.floralink.com

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www.floranext.com

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

Florists' Review and
SuperFloral Magazines
www.floristsreview.com/

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

Gold Eagle USA
goldeagleusa.azurewebsites.net

GotFlowers Inc

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Groflowers
www.groflowers.net

Japan Flowers and Plants
Export Association
www.jfpea.jp

Kennicott Brothers Company
www.kennicott.com

Kitayama Brothers
Greenhouses
www.kitayamabrothers.com

Knud Nielsen Company, Inc.
www.knudnielsen.com

Liberty Blooms
[http://libertyblooms.com/
home.php](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/](http://themoderncollections.com/en/)

Natural Decorations, Inc
ndi.com

Ocean View Flowers
www.oceanviewflowers.com

Passion Growers
[www.passiongrowers.com/
web/home.asp](http://www.passiongrowers.com/web/home.asp)

Peace of Mind Nursery Inc.
www.peaceofmindnursery.com

Phoenix Decorating Co.
www.phoenixdeco.com

Random Acts of Flowers
www.randomactsofflowers.org

Rosaprima
www.rosaprima.com

Shinoda Wholesale
www.shinodadesigncenter.net

Skyline Flower Growers
skylineflowers.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Stemcounter.com
www.stemcounter.com

Syndicate Sales, Inc.
www.syndicatesales.com

TeamFloral
www.teamfloral.com

Teleflora
www.teleflora.com

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

The Queen's Flowers/
Benchmark Growers
www.queensflowers.com

The Sun Valley Group, Inc.
www.thesunvalleygroup.com

UFN
www.ufn.com

United Wholesale Flowers
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Universal Greens & Flowers
www.universalgreens.net

Unlimited Containers, Inc.
www.unlimitedcontainers.com

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AIFD Thanks Its Partners

continued from previous page

Valley Floral Company
valleyfloral.com

Vickerman Company

Virgin Farms Inc.
www.virginfarms.com

Washington Floral
www.washingtonfloral.com

Winward
[www.winwardsilks.com/
Home.html](http://www.winwardsilks.com/Home.html)

Wm. F. Puckett, Inc.
www.puckettfern.com

Education Partners

Academy of Floral Arts
www.academyoffloralart.com

Aimi Floral Designers
www.shokubutu-kobo.com

Anne Arundel Community College
www.aacc.edu/floraldesigner

Benz School of Floral Design
[http://aggie-hort.tamu.edu/
benz-school](http://aggie-hort.tamu.edu/benz-school)

Bucks County Community College
www.bucks.edu

Fioriology
<http://fioriology.com>

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
[www.mybloomnet.net/
floriologyinstitute.html](http://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 AC
www.imtf.com.mx

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

International School of Flower Arrangement Limited
www.jameswongflorist.com

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

LaRose Flower School

Nobleman School of Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers
www.psfed.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
www.theschooloffloralarts.com

Washington Flower School
[http://parkflorist.us/
washington-flower-school](http://parkflorist.us/washington-flower-school)

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
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.floridastatefloristsasso-
ciation.com](http://www.floridastatefloristsassociation.com)

Georgia Master Florist
www.georgiastateflorist.com

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

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Association
mnsfa.org

New Hampshire State Florists Assn.

North Carolina Certified Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdfloirists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

Attention Industry Partners...

Sign up today for an exhibit table at the Partners' Expo taking place during Symposium "X" taking place in Seattle, WA this July! This is a fantastic opportunity to showcase your products and services to floral designers and product buyers from all across the country, and even internationally. The Partners' Expo takes place Sunday and Monday, July 2 and July 3.

To sign up please visit contact **Rachel Schley** at rachel@stringfellowgroup.net or 443-966-3850 Ext:150.

Want to Be an Industry Partner? When you become an Industry Partner you will have the chance to sign up for an exhibit table at the Partners' Expo during Symposium "X." To sign up, contact Rachel at the contact information listed above.

We hope to see you in Seattle!

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TPIE-Tropical Plant Industry Exhibition

By Janet Black AIFD, CFD

TPIE's "Elevating Expectations" was held this year Jan. 18-20, 2017 at the Convention Center in Ft Lauderdale, Fla. with a crowd of over 8,000.

Wholesalers, vendors, garden centers, growers, students and aspiring floral designers were in attendance and it made for standing room only crowds for our programs each day. AIFD members sharing their floral artistry this year included: **Jenny Thomasson AIFD, CFD** - "Modern Wonders," **Janet Black AIFD, CFD** - "Into the Jungle," **Rae Roberts-Griffith AIFD, CFD** - "French Connection" and **Randy Wooten AIFD, CFD** - "Force of Nature." **Pilar Gonzalez CFD** designed booth décor and **James Miller AIFD, CFD** helped with staging.

The FNGLA committee requested a program based on merchandising plants and trends. The focus was to display plants to increase sales. Based on the Flower Trends Forecast as inspiration for programs; props and procurement were established.

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