



# Focal Point



## Marked the Spot!

Excitement and creativity were blooming in "The City of Flowers" when the American Institute of Floral Designers (AIFD) took over Seattle, Wash. for Symposium "X." Over 800 floral design artists converged in Seattle to see creative designs, entertaining events and inspiration like never seen before from July 1-5, 2017 at the Washington State Convention Center and Sheraton Seattle Hotel.

"X" was an action-packed educational extravaganza that included high-level stage presentations from renowned floral design artists from around the world. The AIFD Symposium also included a welcome reception, two celebratory dinners, a student competition, and an expo of floral industry suppliers, among other events. Coordinated under the direction of **Cindy Anderson AIFD, CFD**, a freelance designer in Colorado Springs, Colo. and **Wil Gonzalez AIFD, CFD** of Ukiah, Calif., AIFD's 2017 Symposium was a balanced collaboration between design artists that provided attendees the ability to take their floral design talent to a new level.

AIFD's Seattle event kicked-off with the Institute's Annual Professional Floral Design Evaluation (PFDE) on Thursday, June 29 in which 114 floral designers attempted to demonstrate their design capabilities in an effort to achieve the coveted status as a Certified Floral Designer (CFD) and/or an invitation to become a member of AIFD. Results of the evaluations are posted at <http://aifd.org/2017-pfde-results/>.

**Kim Oldis AIFD, CFD** of Details...it's all about the flowers in LaConnor, Wash., was installed as president of AIFD®. She succeeds **Anthony J. Vigliotta AIFD, CFD** of Anthos Design in Los Angeles, Calif. as the volunteer leader of the floral industry's leading organization in design education. Installed as AIFD's President-Elect was **Frank Feysa AIFD, CFD** of Garden Gate in Aurora, Ohio. **Tom Simmons AIFD, CFD** of Three Bunch Palms Productions in Palm Springs, Calif., will serve as treasurer of the Institute, **David Shover AIFD, CFD** of Karin's Florist in Vienna, Va. will serve as secretary, and **Jackie Lacey AIFD, CFD** of Floriology Institute in Jacksonville, Fla. will serve as vice president of the Institute. **Suzie Kostick AIFD, CFD** of Rio Rancho, N.M. will take on the role as AIFD's 2018 Symposium Coordinator for "Discover" taking place June 30 - July 4 in Washington, D.C. **John Kittinger AIFD, CFD** of The Best of Flowers in Lexington, Ky. will be the Symposium Program Coordinator.

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# American Institute of Floral Designers

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## Executive Officers

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

## Board of Directors & Chapter Reps

Janet Black AIFD, CFD  
Loann Burke AIFD, CFD (North Central Chapter)  
BJ Dyer AIFD, CFD  
Wil Gonzalez AIFD, CFD (Northwest Chapter)  
Debbie Gordy AIFD, CFD (South Central Chapter)  
John Hosek AIFD, CFD  
Katie McCormick AIFD, CFD  
Sharrai Morgan AIFD, CFD  
Ron Mulray AIFD, CFD (North East Chapter)  
Rachelle Nyswonger Neal AIFD, CFD  
David Shover AIFD, CFD (Southern Chapter)  
Kenneth Snauwaert AIFD, CFD (Southwest Chapter)

## Membership Chair

Sandy Schroeck AIFD, CFD

## 2018 Symposium Coordinator

Suzie Kostick AIFD, CFD

## 2018 Symposium Program Coordinator

John Kittinger AIFD, CFD

## AIFD Staff

Executive Director: Kristen Philips, CAE  
Associate Director: Stephanie Bruno  
Financial Manager: Pam DiCara  
Director of Communications and Marketing: Molly Baldwin-Abbott  
Communications Coordinator - Lisa Erisman  
Association Coordinator - Rachel Schley

## **AIFD Mission Statement**

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

# Upcoming Events

September 9, 2017

Prom, Body and Fashion Flowers FLD 312 901  
Anne Arundel Community College-Arnold  
Arnold, Maryland

September 10, 2017 – September 12, 2017

Modern Twist on Everyday Design  
Floriology Institute  
Jacksonville, Florida

October 2, 2017 – October 4, 2017

Advanced Floral Designer  
SO CA School of Floral Design  
Anaheim, California

October 7, 2017 – October 9, 2017

Large Scale Floral Design  
Floral Design Institute  
Portland, Oregon

October 10, 2017 – October 12, 2017

Wedding Trends and Techniques  
Floral Design Institute  
Portland, Oregon

October 18, 2017 – October 19, 2017

Sympathy Design and Celebration of Life  
Floral Design Institute  
Portland, Oregon

October 23, 2017 – October 24, 2017

Advanced Wedding Designer  
SO CA School of Floral Design  
Anaheim, California

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



"The actions that will guide us throughout the 2017-2018 will be to Engage, Educate and Enlighten."

As members of AIFD we need to be mindful of our 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."*

Being a member of AIFD for 20 years and now as your National President, I would like you to help me to breathe new life into our mission.

**Education, Service and Leadership** are the objectives. The actions that will guide us throughout the 2017-2018 will be to **Engage, Educate and Enlighten**.

Actions that make us stop and think. Actions that encourage us to continue to share and expand our knowledge. Actions that support volunteers. Actions that exemplify AIFD.

So how can we accomplish these actions? Simple...

**Engage** - Go out of your way to meet someone new in your floral community and region. Encourage and mentor our PFDE candidates! Support our SAIFD Members and their Advisors. Welcome the formation of the "Young Professionals Group," they are our emerging leaders - they are our future. Join the growing number of volunteers that support FFA.

**Educate** - Share your knowledge - share your passion and share opportunities that are available within our industry. Build on the foundation of AIFD by supporting the PFDE candidates, watch the design growth of SAIFD students and now pay attention to the educational movement that will bring FFA to Washington, D.C. in 2018.

**Enlighten** - Enrich, uplift and encourage everyone you meet. Let others look to AIFD as their resource for mentors, instructors and guides to their future. Hopefully enlightening them to think about becoming a member of AIFD and having a career in our industry. Often times we don't know what impact we have on others until years later. Be the "light!"

We are a volunteer organization and we need you ...be involved...stay involved!

Remember **Education, Service and Leadership** in order to Engage, Educate and Enlighten!

Share your Passion!

A handwritten signature in black ink, appearing to read "Kim Oldis".

Kim Oldis AIFD, CFD  
AIFD National President 2017-2018

## President's Accolades

I feel it is important to recognize those who share my passion for engaging, educating and enlightening through their acts of volunteerism.

To the Executive and National Board for your countless hours supporting our Institute - you continue to make wise and thoughtful decisions on behalf of our Association, we are all grateful.

The National Committees continue to be motivated and work through their goals - making the business of AIFD move forward. Communicating with each of the Committees is on the top of my list.

**Cindy Anderson AIFD, CFD** and **Wil Gonzales AIFD, CFD**, your efforts for a breathtaking Symposium will be remembered for years to come. To all of the Symposium "X" designers, volunteers and committees, Symposium "X" was a success due to your extraordinary efforts!

Congratulations to the Membership Committee and to the PFDE Candidates. The extraordinary efforts of encouragement, education and mentorship proved successful as you can see by the PFDE results. As we "walked" the PFDE room we witnessed designs that were executed beautifully! Well done! 112 Candidates were evaluated - 112 Candidates received the CFD designation with 93 Candidates who will receive the AIFD designation in 2018. We look forward to celebrating you in DC!

The SAIFD Competition showcased the talents of our Students, which demonstrated the hours of education and practice thanks to their Advisors and Teachers. Kudos to the Students!

Our Regions are being lead by remarkable committed Leaders and Committees. All of our Regions have set goals for projects and events during 2017/2018. I look forward to visiting each Chapter during my presidency.

A huge thank you to **Kristen Philips, CAE** and the Stringfellow Management Team for their support and organization as they continue to manage our Association.

**Suzie Kostick AIFD, CFD** and **John Kittinger AIFD, CFD** are the two behind the scenes preparing for the 2018 Symposium in Washington, D.C. Make plans to "Discover" innovative ideas that will inspire you and impact your business.

Lastly, on a personal note - thank you for your support and encouragement. I appreciate each one of you that continually give and share your passion for AIFD!





The dust has finally begun to settle following an Xceptionally Xquisite Symposium in Seattle, at "X"! We hope that while you were there you were able to get inspired, motivated, moved, and excited about flowers and floral design, and that you had a chance to see your "floral family" and reconnect over some of Seattle's best coffee!

We had quite a packed schedule of events, and I want to take a moment to recap the board meeting that took place prior to the start of Symposium on Friday, June 30 at the Washington State Convention Center.

After President **Anthony Vigliotta AIFD, CFD** called the meeting to order and the agenda and prior board meeting minutes were accepted, the consent agenda was also approved.

Treasurer **Tom Simmons AIFD, CFD** then moved into his report on the May end of month financials. He reported that the finance committee would be reviewing my recommendation that the Institute implement a policy for an annual audit, as well as the possibility of instead an annual or bi-annual review. Finally, Mr. Simmons briefly discussed the proposed flat rate/straight contract between the association's management company, Stringfellow Management Group (SMG), and AIFD, and after discussion the board voted in favor unanimously.

On discussion regarding the Research Task Force, I reminded the board to send any information to myself and/or **Katie McCormick AIFD, CFD** about industry related events that they have or will attend, including any pros or cons about said events or ideas that came from the events that could be reviewed by AIFD. This all in an effort to then review data and re-evaluate ways to improve Symposium or perhaps consider additional or different events within the Institute.

Membership Chairman **Leanne Kesler AIFD, CFD** presented her report, which included a list of new Laureates since the previous Symposium, as well as a review of the status of membership renewals for both the 2016-2017 and 2017-2018 years. She then presented the list of members who as a result of not having paid 2016-2017 membership fees were subject to be dropped from membership as stipulated in the Institute Bylaws and policies. Ms. Kesler also reported that the Institute had received letters of resignation from two members, who were therefore dropped from membership of the Institute.

Ms. Kesler then reviewed the list of those CFDs who have not renewed their 2016 CEUS due June 15, 2016, as well as those CFDs who have not renewed their 2017 CEUs due June 15, 2017 and therefore placed on suspended status.

Lastly, after review it was moved and seconded to accept the recommended edits to the Certified Evaluator Judge portion of the policies and procedures as submitted by **Jackie Lacey AIFD, CFD**.

On the recommendation of the Awards Committee, it was then agreed, as per policy, to direct the Secretary to add the names of the recipients of this year's awards as determined in the April 3, 2017 meeting of this Board to the minutes of this meeting.

Symposium Coordinators for 2017 (**Cindy Anderson AIFD, CFD** and **Wil Gonzalez AIFD, CFD**), 2018 (**Suzie Kostick AIFD, CFD**) and 2019 (**Joyce Mason-Monheim AIFD, CFD**) all gave updates on their respective Symposia and the latest happenings.

At this point, the final meeting of the 2016-2017 National Board was adjourned, and after a brief break, Mr. Vigliotta called to order the first meeting of the 2017-2018 National Board for the purposes of electing officers and adopting appropriate banking resolutions necessary to reflect any changes in authorization signatures. With the new directors seated and voting, Mr. Vigliotta turned the meeting over to Past President Ms. Mason-Monheim who served as chairman of the Nominating Committee.

Announcing that no dissent had been given by the members of the Board, Ms. Mason-Monheim reported that **Frank Feysa AIFD, CFD** would move into the position of President- Elect and **Kim Oldis AIFD, CFD** would become the next President of the Board of AIFD.

Ms. Mason-Monheim then presented the names of Mr. Lacey and **Loann Burke AIFD, CFD** as the candidates nominated by the Committee. After hearing from both candidates Mr. Lacey was elected the new Vice President.

Ms. Mason-Monheim then presented the names of **David Shover AIFD, CFD** and **Rachelle Nyswonger Neal AIFD, CFD** as the candidates nominated by the Committee. Ms. Burke was also nominated. After hearing from each candidate, ballots were cast and tabulated and Mr. Shover was elected the new Secretary.

Having been elected Vice President, Mr. Lacey resigned his position as Director-at-Large. President Oldis then recommended that **Sharrai Morgan AIFD, CFD** be appointed to fill the vacancy as a Director-At-Large created by the election of Mr. Lacey to Vice President and finish the term remaining of one year. It was moved and seconded to approve such an appointment and the motion passed unanimously.

Finally, with the election of the new officers it was moved and seconded that all banking resolutions necessary to reflect the names of the new officers (President and Treasurer, specifically) for the purpose of bank signatures be adopted. The motion passed unanimously.

The next meeting of this National Board will be held October 16 in Las Vegas.



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Las Vegas Market | C 124





This program was designed to introduce young business professionals to the world of flowers and promote the floral industry as a viable career path.

An Employer Resource Guide is available to help you build a successful internship program that benefits you, your company and your intern. With easy-to-follow guidelines, checklists and other tools, the guide will help you develop meaningful learning experiences that will create a pipeline of fresh talent for your organization.

AFE will provide participating host employers with students in:

- Management
- Accounting
- Marketing/Communications
- Information Technology
- Sales
- Analytics
- Logistics
- Digital Marketing
- Graphic Design/Creative
- Human Resources

If you aren't already signed up to be a host employer, we encourage you to do this now! Students from around the country will be completing their online applications by the October 1 deadline and will use the online list of hosts to select their preferred company and location.

Sign up at [endowment.org/biz-host](http://endowment.org/biz-host), where you can download and fill out the host profile form. Student applications will be approved in October, and placements will begin shortly thereafter.

## FTD Offers Floral Event Experience of a Lifetime

One lucky FTD Florist will win a floral event design experience like no other in the Intern with Ian Contest.

The winner of the Intern with Ian Contest will spend a weekend working side by side with **Ian Prosser AIFD, CFD** as he brings his vision for a high-profile Florida wedding to life. The winner will then return home inspired and brimming with insight on taking their event business further. FTD will pay for the winner's travel expenses.

The contest is open to all FTD Member Florists in the United States and Canada. Applications will be accepted through August 31, 2017 and can be submitted at [www.FTDi.com/InternWithIan](http://www.FTDi.com/InternWithIan).

## FTD Announces National Floral Design Competition

*Winner will Represent FTD and USA in 2019 World Cup*

FTD is excited to announce FTD America's Cup, a national floral design competition that will take place at the 2018 AIFD National Symposium. FTD is seeking active FTD Member Florists with experience in floral design competitions to apply to compete. The winner of the competition will represent FTD and the United States at the 2019 FTD-Interflora-Fleurop World Cup Design Competition in Philadelphia, Pa. in March 2019.

FTD America's Cup will be held June 30 – July 4, 2018 at Washington Marriott Wardman Park in Washington, D.C at the AIFD National Symposium.

More details can be found at [www.ftdi.com/FTDAmericasCup/](http://www.ftdi.com/FTDAmericasCup/).

## Peter Moran to Retire as SAF CEO, Kate Penn Named Successor

The Society of American Florists' Chief Executive Officer, **Peter Moran**, will retire at the end of the year from his post after 33 years with the industry's national trade association. **Kate Penn**, currently chief content officer and editor-in-chief of SAF's flagship publication, *Floral Management*, will assume the role of CEO effective Nov. 1, after which Moran will help work through the transition through the end of the year. Read more at <https://safnow.org/peter-moran-retire-saf-ceo-kate-penn-named-successor/>.

## AFE Brings Top Talent to Your Organization

Join the American Floral Endowment (AFE) to bring top talent to the floral industry through our Business Internship Program.

# Art in the Elements - A Floral Plein Air Exhibition

Cranbrook House and Gardens  
Bloomfield Hills, Michigan  
September 8-10, 2017

## Preview Event:

Friday 6 p.m. - 9 p.m. (\$50/ticket)

## Open Viewing:

Saturday & Sunday 10 a.m. - 4 p.m.  
(\$20/ticket)

The Cranbrook House and Gardens is on the National Historic Register, with 40 acres of formal woodland and naturalistic gardens featuring fountains, statuary, lakes, streams, and extensive traditional and contemporary plantings. A must see is The Sunken Garden, which is planted by volunteers in a stunning new design each year. In 2016, over 2,500 annuals were used in it's four annual beds! This sunken garden would be home to the cocktail party at the preview event.

The Mountain is a fairly contained location, with room for just ten to twelve designers to create show designs, chosen because we thought it best to play it conservatively the first year. There will be an additional need for four or more additional designers to create stunning display arrangements for the courtyard, as well as an arched design marking the entrance to the exhibition and cocktail party flowers. I would like it if we could offer each guest a token wearable to enjoy and take home. In the future, there is a huge amount of potential growth for this to expand further into the wooded paths that connect the 40 acres of gardens. This show could easily feature 40 designers in its spacious woods.

For more information visit  
<http://ow.ly/sf3m30eD75h>.

## AIFD Wants YOU to Present a Main Stage Program at the 2019 Symposium



Would you like to present a program at the 2019 AIFD National Symposium taking place July 6 – July 11 in Las Vegas, Nev.? We are looking for fresh ideas with educational content and your ability as a presenter to deliver the information effectively. To consider your proposal we need as much information as possible. For the best consideration complete all questions on the application with as much detail as you can. We request a detailed outline of your program, including what principles or elements you plan to cover, sketches or pictures and/or a video clip. **Don't wait, the deadline to submit your proposal is December 15, 2017.**

Visit <http://aifd.org/call-for-2019-symposium-programs-volunteers> to download a proposal form.

## See Symposium Differently...Be a 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.

Visit <http://aifd.org/call-for-2019-symposium-programs-volunteers> to download a volunteer form.

 <p>The Beautiful Japanese Flowers, Plants and Bonsai</p>	<p>JAPAN FLOWERS AND PLANTS EXPORT ASSOCIATION</p> <p>Spreading beautiful Japanese Flowers, Plants and Bonsai all over the world.</p>  <p>Contact us for information or support of business opportunities.</p> <p><a href="http://jfpea.jp/">www.http://jfpea.jp/</a></p>
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# What is the AIFD Foundation?

*The AIFD Foundation, like a kaleidoscope, expands an artful vision providing opportunities ten fold because of the generosity of many.*

To **one** it is a scholarship to attend AIFD National Symposium that added to an education that led to representation of the United States at the World Cup.

To **two** it is a grant to complete a doctoral program that went on to provide personal resources and industry research.

To **three** it is the leadership received when at a very young age an invitation was extended to serve alongside those held in the highest regard. Joining the Board of Trustees the three went on to serve AIFD at the highest level of leadership as well as other industry organizations still today.

To **over 100** it is a symposium scholarship opening the world of floral design and the opportunity to meet countless individuals involved in this industry in countless ways.

To **over 200** it is a student scholarship that opened the doors to attend a University to expand the knowledge of floral design.

To **100s** it is the funding provided through grants for the benefit of design education at a state wide level.

To **1000s** it is the financial support contributed to AIFD in order to bring the absolute best in educational programming to the Main Stage of the AIFD National Symposium.

## The Endowed Funds of the AIFD Foundation

AIFD Foundation Endowed Fund	Don Stothart AIFD Endowed Fund	Florida Florist Endowed Fund
The 50th Club Endowed Fund	James Moretz AIFD Endowed Fund	North Central Regional Chapter Endowed Fund
Allen Shackelford AIFD Endowed Fund	Kirk Pamper AIFD Endowed Fund	North East Regional Chapter Endowed Fund
Eulalah Overmeyer AIFD Endowed Fund	Thomas Powell AIFD Endowed Fund	Northwest Regional Chapter Endowed Fund
Rocky Pollitz AIFD Endowed Fund	Michi Burrell AIFD Endowed Fund	South Central Regional Chapter Endowed Fund
Jim Treadaway AIFD Endowed Fund	Bobbi Ecker Blatchford AIFD Endowed Fund	Southern Regional Chapter Endowed Fund

## Contribute to the AIFD Foundation to Endow These Funds

Frankie Shelton AIFD Fund | Richard Seaboldt AIFD Fund | Joe Smith AIFD Fund | Dee Yeager AIFD Fund | Phil Rulloda AIFD Fund

## AIFD Memorial Fund

The AIFD Memorial Fund honors the deceased members of AIFD.





# AIFD Awards Committee Seeks Nominations

While plans are unfolding for the 2018 Symposium "Discover," it's time to start thinking about the 2018 AIFD Awards! Nominations are now being accepted through **February 23, 2018** for the six awards that AIFD can bestow:

## Award of Merit – Non-Industry

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

## Award of Merit – Industry

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

## Award of Design Influence

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

## Award of Distinguished Service to the Floral Industry

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

## Award of Distinguished Service to AIFD

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

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

## AIFD Special Award of Recognition

This recipient of this award is chosen by the National Board of AIFD. If you know of someone who might qualify for this award, please contact a member of the National Board with your suggestion. Presented by the Board of Directors in recognition of meritorious and dedicated services to AIFD. The National Board may choose to select a person based on many qualities, some being: What specifically has the has a person

done in service to AIFD or the Industry? Has this service impacted AIFD, its members or its mission?

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

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

Please direct your letters to:

Rich Salvaggio AIFD, CFD, PFCI  
c/o Teleflora

11444 West Olympic Boulevard, 4th floor  
Los Angeles, CA 90064

E-mail: [rsalvaggio@teleflora.com](mailto:rsalvaggio@teleflora.com)

Fax: 310-966-3610

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

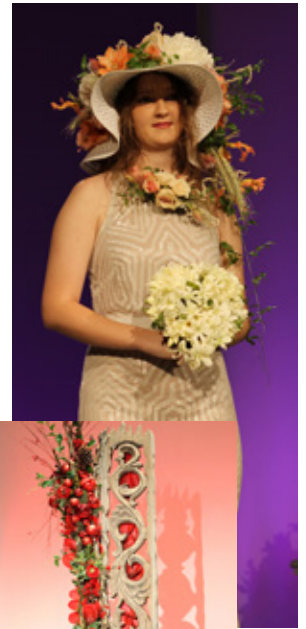
Details can be found on the AIFD website at <http://aifd.org/2018-award-nominations/>.





# "X" Marked the Spot!

Relive it all over again with your own DVDs and online videos (permanent download) of the programs!  
[aifd.org/2017-symposium-dvds-online-videos/](http://aifd.org/2017-symposium-dvds-online-videos/).



Photos from the event can be found on AIFD's Symposium Facebook page at [www.facebook.com/AIFD.Symposium](http://www.facebook.com/AIFD.Symposium).

Full recap articles are posted at [aifd.org](http://aifd.org).



**Tim Farrell AIFD, CFD** was recognized by the AIFD National Board of Directors with the Award of Distinguished Service to the Floral Industry.



On the evening of the first full day of education, AIFD presented "Xpand Your Horizons," its annual Awards and Induction Ceremony and Dinner in which 77 floral design artists were inducted into membership. A full list of the new AIFD members can be found at [aifd.org/2017-aifd-inductees](http://aifd.org/2017-aifd-inductees).



**United Floral Inc. and General Manager Tony Graaf** were recognized with the Award of Merit Industry. This award is presented to professionals in the floral industry who are not a member of AIFD, but who are serving a crucial role in advancing the industry. Details on each award are posted at <http://aifd.org/2017-award-winners/>.





# We Wouldn't be Us Without You!

AIFD would like to recognize the 2017 Symposium Partners for their financial support:

**Diamond Partners** - Accent Décor and Smithers Oasis

**Platinum Partners** - FTD and Teleflora

**Gold Partners** – Bloomnet, Design Master, Hawaii's Flowers, Green Point Nursery, Denver Wholesale Florist, Florists' Review, Syndicate Sales, Washington Floral Service and The Queen's Flowers

**Silver Partners** - Connie Duglin Linens, Sun Valley, RosaPrima, The Elite Bouquet, Japan Flowers and Plants Export Association and UCI - Unlimited Containers

**Bronze Partner** – AIFD South Central Chapter, Ocean View Flowers, Cal Flowers, Winward and Gold Eagle USA.

The photos below are from the Partners' Expo that took place during the 2017 Symposium.



The photos below are from the "Blooms Over Seattle" community service event that took place during the 2017 Symposium. Special thanks to Gold Elite Partner Syndicate Sales for sponsoring this event.





# GET FIT!

## Tricks and Treats for Fall, Christmas and Weddings!

Sponsored by the AIFD Southern Chapter

Saturday Sept. 30 and Sunday Oct. 1  
Reeves Floral Products, 2180 Centennial Dr.,  
Gainesville GA, 30504, 770-534-0091

All Registrations and RSVP's must be made by Sept. 25 and directed to **Sherry Moon AIFD, CFD** at 404-233-4446.

### Saturday Hands On Program "Body Flowers for Homecoming and Weddings" with Jeff Lott AIFD, CFD

1:00 - 3:00 p.m.

Cost - \$25.00 PRE-PAID to reserve your space by Sept. 2

Space is limited to the first 20 to register. Participants need to supply their own tools and Oasis Cold Glue, ribbon scissors, clippers, Needle Nose Pliers & a knife will be needed.

### Sunday Program - "Every-day Designs with flair, Weddings, Body Flowers for Homecoming and Weddings" with Jeff Lott AIFD, CFD

11:00 a.m. - 4:00 p.m.

Free Lunch is provided for RSVP's made by Sept 25. Doors open at 10:00 a.m. for shopping

Jeff will inspire you with tricks and treats that he has learned through the years as a designer, both prior to his AIFD achievement and since becoming a member of AIFD. Designs will be made in both fresh and permanent products for the Fall & Christmas. Body flowers for homecoming and weddings will also be a part of the Sunday program.

All designs will be auctioned after the program! There will be a 50/50 Cash Raffle. Tickets are six for \$5.00 and 15 for \$10.00. Winner will receive 50% of the pot! The additional money goes to support Educational programs sponsored by the AIFD Southern Chapter.

## Bits and Pieces

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

- The 2017 Symposium "X" was featured in an edition of the Seattle Sunday Times.



- Congratulations to the following AIFD members that made the *Florists' Review* "35 Under 35" list: **Audrey Chaney AIFD, CFD, Christine Henderson AIFD, CFD, Derek Woodruff AIFD, CFD, Gina Thresher AIFD, CFD, Katie Noonan AIFD, CFD, Lesleigh Cravens CFD, Paul Latham AIFD, CFD, Samantha Bates AIFD, CFD, Sheryl Timmermann AIFD, CFD, and Stephanie LaPrairie AIFD, CFD.**

- 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](mailto:molly@stringfellowgroup.net) or **Marisa Guerrero AIFD, CFD**, at [debbies\\_bloomers@msn.com](mailto:debbies_bloomers@msn.com).

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Qty.	Program Title
	<b>"Side X Side: The Northwest Experience"</b> Featuring Erik Witcraft AIFD, CFD and Frank Blanchard CFD
	<b>"Xcel With Armatures"</b> Featuring Ania Norwood AIFD, CFD and Aniko Kovacs AIFD, CFD
	<b>"Are You Faux Real?"</b> Featuring Alex Torres AIFD, CFD, Nicola Parker AIFD, CFD, and Gail Terrill AIFD, CFD
	<b>"Outside the Box – Artist in Residence"</b> Featuring Arthur Williams AIFD, CFD
	<b>"Materialistic"</b> Featuring Donald Yim AIFD, CFD
	<b>"Xceptional Color &amp; Texture Trends in Weddings"</b> Featuring Brooke Raulerson AIFD, CFD
	<b>"Merry Xmas"</b> Featuring Jon Robert Throne AIFD, CFD

Qty.	Program Title
	<b>"X:The Meaning of Cultural Friendship Through AIFD"</b> Featuring an Xceptional International Design team
	<b>"Xuberant! Minimalism"</b> Featuring Natasha Lisitsa and Daniel Schultz
	<b>"Floral Art: Living With Flowers"</b> Featuring Louisa Lam AIFD, CFD
	<b>"Xpose the Xtraordinary Magic Within"</b> Featuring the floral artistry of Phil Rulloda AIFD, CFD, AAF, PFCI
	<b>Awards and Induction Ceremony</b>
	<b>Symposium Highlights</b>

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# Discover A New Symposium Experience!

With the excitement of Symposium "X" still fresh in the air, plans for the 2018 Symposium "Discover" are in full swing following the big reveal happening on the final day of programs in Seattle. With nearly 800 pairs of eyes fixed to the screens, 2018 Symposium Coordinator **Suzie Kostick AIFD, CFD** and 2018 Program Coordinator **John Kittinger AIFD, CFD** unveiled the preliminary plans for the 2018 Symposium happening in Washington, D.C., June 30 -July 4.

Attendees of the 2018 Symposium are in for a new experience with the addition of a variety hands-on workshops, break-out education programs and business sessions all in addition to the over the top main stage programming that attendees have come to know and love. In all, nearly 70 educational opportunities await those who will join the floral fun in D.C. next July.

Discover will also play host to the 2018 FTD US Cup Competition where 10 florists will vie for the title of the US Representative to the 2019 Interflora World Cup Competition. The World Cup Competition is being held in Philadelphia during the 2019 Philadelphia Flower Show, which is another event greatly supported by a number of AIFD members and the North East Region.

Attendees will have the opportunity to mix and mingle with old friends and new during several Happy Hour Hospitalities that are being scheduled. Also in the works, are three celebratory meal functions which are sure to

showcase over the top floral decor. Final details on programming are still being completed and a full line-up will be announced in mid to late October with registration becoming available as early as mid-December.

Some of the amazing floral talent you'll be seeing on the main stage in D.C. are: current World Cup Champion **Alex Choi AIFD, CFD**, **Jody McLeod AIFD, CFD**, **Vonda LeFever AIFD, CFD**, **Holly Chapple**, **Derrick Vasquez AIFD, CFD**, **Hitomi Gilliam AIFD, CFD** and **Tomas de Bruyne** along with three EMC graduates, **Anga**

**Maertens**, **Julia Schmidt AIFD, CFD**, and **Monica De Le Torre**.

Other educational programming will feature the talents of industry professionals **Caroline Crabb AIFD, CFD**, **Jenny Thomasson AIFD, CFD**, **Claudia Saldana Leon AIFD, CFD**, **Susan McLeary**, **Debra Prinzing**, **Frankie Peltiere AIFD, CFD**, **Audrey Wagner**, **Angela Proffitt**, **BB Webb**, **Tiffany Chalk** and **Renato Sogueco**.

As more details become available announcements will be made via AIFD social media outlets and Focal Points.

Mark your calendars now and plan to attend what is promised to be a

MONUMENTAL Symposium!







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---

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---

## WHO

ACTIVE FTD MEMBER FLORISTS

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CONTACT FTD FOR OPTIONS.*

## WHAT

FTD® NATIONAL FLORAL DESIGN  
COMPETITION

## WHEN

JUNE 30-JULY 4, 2018

## WHERE

WASHINGTON MARRIOTT  
WARDMAN PARK | WASHINGTON, D.C.  
AT THE AIFD NATIONAL SYMPOSIUM

## WHY

WINNER WILL REPRESENT THE USA  
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Accepting applications through **September 15, 2017**



## The Symposium of 1984

By George Mitchell AIFD, CFD

The 1984 Symposium was held in Kansas City. The induction of the class of 1984 included fifty-one inductees. I was thrilled to be one of those being inducted. The induction was held off site at the historic, Folly Theater and the theme was "Trolley to the Follies."

It was requested that we dress in 1920/30's period attire. Transportation from the hotel was by open trolley. Most men were in wool suits and the outside temperature soared to 103 degrees.

**Jim Morley AIFD, CFD** was the presiding President and presented us with our pins on stage. The Membership Committee was also in costume as they assisted the inductees to the stage. Being from Chicago, I wore a dark wool suit, wide brimmed hat and carried a violin case.

The theater was extremely hot and all attendees were given a box lunch upon entering the theater. That was our formal dinner! Several attendees contracted food poisoning from the overheated dinners. One member was hospitalized for several days!

After the induction ceremony was over, we re-boarded the historic trolleys and were off to a warehouse in the west end freight docks home to Creative Candles that had been turned into a 1920's "Speakeasy." The evening was entirely lit by hundreds of candles but added to the heat. An enjoyable evening, the weather sure made our evening one of my most memorable in 35 years.



## 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](mailto:debbies_bloomers@msn.com) and let her know you want in!

Thank You to the 2017-2018 Elite Partners





# Everything You Need to Know About...

# Allium



**Common Names:** Allium, Onion Flower, Garlic, Flowering Onion, Drumstick.

**Botanical Name:** Allium (AL-ee-um)

**Availability:** April through September

**Vase Life:** 5 to 7 days

**Storage Temperature:** 34 - 38 F

**Ethylene Sensitive:** Yes

**Description:** Globe-shaped clusters of flowers on long leafless stems

**Colors:** Purple, pink, blue, white, yellow

**Botanical Facts:** The name is from the Greek for garlic

**Design Notes:** The long stem of the Allium with its bold globe of flowers adds a strong line element to a floral design.

**Purchasing Hints:** Look for well formed heads with 1/3 to 1/2 of the florets in bloom. Stems should be firm and healthy.

**Special Features:** Attracts Birds, Cut Flowers, Fragrance, Good for Containers, Low Maintenance

**Conditioning:** Cut under water with a sharp knife. Hydrate in warm water for ten hours before storage or usage. Use commercial floral preservative / food.

**Additional Notes:** Most Allium will release a strong onion or garlic odor when cut. This odor generally dissipates. To revive a flattened head, hold upside-down between palms of hands and roll back and forth to spin and fluff the head.

**Sources:** <https://www.floraldesigninstitute.com/allium.html>





# What's Going On?

# AIFD Chapter Reports

## North Central Chapter

### President's Letter

**Brent Leech AIFD, CFD**

Hello North Central! Let me start by saying congratulations to our nine successful candidates who will be inducted in Washington, D.C. next July. They are: **Andrea Ancel CFD** of Downers Grove, Ill., **Tara Carlson CFD** of Woodbury, Minn., **Brian Coovert CFD** of Columbus, Ohio, **Youngmi Hong CFD** of Grosse Point Farms, Mich., **I Li Hsiao CFD** of Oak Park, Ill., **Cara Prescott CFD** of Jamestown, N.D., **Elizabeth Stocker CFD** of North Canton, Ohio, **Olena Tcaci CFD** of Deerfield, Ill., and **Kelsey Thompson CFD** of Algona, Iowa. I am so proud of all of you and cannot wait to welcome you into our AIFD family. Also, congratulations to **Adam Gladue CFD** of Minneapolis, Minn. for attaining his CFD credentials and to **Jordan Clare CFD** for retaining her CFD credentials.

The August issue of *Florists' Review* magazine did a spotlight on 35 designers under 35 as some of the brightest stars in the floral business. Our own **Sheryl Timmermann AIFD, CFD**, **Derek Woodruff AIFD, PFCI, CFD** and one of our newest members, **Jessica Leopold AIFD, CFD**, were featured. Congratulations to each of you.

This year we have a new project entitled "Art in the Elements." This will take place at the Cranbrook House and Gardens in Bloomfield, Michigan from Sept. 8-10. The North Central Chapter and the Cranbrook auxiliary are co-sponsoring this event. **Laura Daluga AIFD, CFD** is our chair with the help of **Debbie Strand AIFD, CFD**. This event will feature one of a kind floral art pieces as well as educational workshops. Participating designers are: **Stacey Carlton AIFD, CFD**, **Sheryl Timmermann AIFD, CFD**, **Sue Huelsman AIFD, CFD**, **Mary Linda Horn AIFD, CFD**, **Sue Vanderhulst AIFD, CFD**, **Lisa Belisle AIFD, CFD**, **Debbie Strand AIFD, CFD**, **Laura Daluga AIFD, CFD** and myself. I am looking forward to seeing many of you there and experiencing this beautiful location.

The National FFA Floriculture event takes place at the Indiana State Fairgrounds again this October. Judging dates are the 25th and 26th. If you get the chance to attend and judge this event, I highly recommend that you do. It is so encouraging and rewarding to work with and see these students

compete. The future does look bright!

I know we are all busy these next few months with homecomings, weddings and preparing our shops for the upcoming holidays, so here's wishing everyone a successful fall season! Stay healthy, stay happy and stay in touch!

## South Central Chapter

### President's Letter

**Ken Senter AIFD, CFD**

As we begin this New Year, I must say how excited I am to serve as president of our South Central Region. I look forward to visiting with many of you this coming year. First, let me begin by thanking, **Bradley Shane Cranford AIFD, CFD** for his amazing service to our region this past year as president. During our Xceptional Symposium that was held in Seattle, our chapter installed its new set of officers and board. **Ken Senter AIFD, CFD** (President), **Lisa Weddel AIFD, CFD** (President-elect), **Sandi Yoshihara-Sniff AIFD, CFD** (Vice-President), **Damon Samuel AIFD, CFD** (Secretary), **Rhonda Lynn-Moeckel AIFD, CFD** (Treasurer), **Bradley Shane Cranford AIFD, CFD** (Past President), and your board **Glenn Schnetzinger AIFD, CFD**, **Todd Sweeden AIFD, CFD**, **Mike Hillis AIFD, CFD**, **Adrianna Duran-Leon AIFD, CFD**, **Nicola Gail Parker AIFD, CFD**, **Marisa Guerrero AIFD, CFD**, and our newest board members, **Kay Schaeff AIFD, CFD**, **Oralia Espinoza AIFD, CFD**, and **Kari Smith AIFD, CFD**. I especially want to thank Marisa and Todd for stepping in and filling vacancies on this year's board.

During our national chapter meeting we were proud to recognize the newest members of AIFD from our region. They are **Sheri Jentsch AIFD, CFD**, **Julia Maria Pauleialii Schmitt AIFD, CFD**, **Bill Hattel AIFD, CFD**, **Sherrilyn Roundy AIFD, CFD**, **Melanie Pentecost AIFD, CFD**, and **Aki Ishiguro AIFD, CFD**. We are also excited to recognize **Karen Shain CFD** and **Russell Plowman CFD** as the newest CFD members from our region. Congratulations to all!

The strength of our chapter, comes from its members. I am excited to speak and listen to any suggestion that our members might have. I can be

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reached on my cell at 281-384-2838 or email at [kensenter@aol.com](mailto:kensenter@aol.com). I especially look forward to drawing information and wisdom from our past presidents. During our meeting in Seattle, we were honored to have 10 present. Thank you to **Chris Norwood AIFD, CFD, Dan Long AIFD, CFD, Lou Lynne Moss AIFD, CFD, Damon Samuel AIFD, CFD, Karyn Brooke AIFD, CFD, BJ Dyer AIFD, CFD, Bradley Shane Cranford AIFD, CFD, Eva Ritter AIFD, CFD, Kerry Sallabedra AIFD, CFD** and **Beth O' Reilly AIFD, CFD** who was not present during the photo. Such an amazing group of leaders.

South Central AIFD was well represented during the stage programs in Seattle. Congratulations to **Gail Terrill AIFD, CFD, Nicola Parker AIFD, CFD** and **Alex Torres AIFD, CFD**, for an outstanding program titled "Are you Faux Real?"

A reminder to all floral organizations within our region, that we have set aside funds to help promote AIFD and education. You can apply for \$1500.00 to help offset your cost. Please contact **Lisa Weddel AIFD, CFD** or myself for further information.

I am so excited to announce that our spring fundraiser, will be held in March at Baisch and Skinner Wholesale in St. Louis. Co-Chairing the event will be **Rhonda Lynn Moeckel AIFD, CFD** and **Damon Samuel AIFD, CFD**. I will post further details when they become know.

Thanks you for this opportunity to serve as your President.

## *Northwest Chapter*

### *President's Letter*

*Erik Witcraft AIFD, CFD*

Hello from the Northwest Chapter! I am so honored and humbled to be the new incoming president of the Northwest region. This has been a journey of a lifetime! We just got back from Seattle Symposium. What an incredible Xperience! As always, it was a great chance to recharge, reconnect and be among the greatness of what AIFD is all about. Special thanks to **Wil Gonzalez AIFD, CFD** and **Cindy Anderson AIFD, CFD** for the incredible work that they did to present to us a Symposium that was truly Xhilarating!

This year we welcome 13 new inductees into our region! Congratulations are in order for **Frank Blanchard AIFD, CFD, Sue Choi AIFD, CFD, Lynde Disomma AIFD, CFD, Mandie Grunewald AIFD, CFD, Michelle Headrick**

**AIFD, CFD, Joy Hill AIFD, CFD, Kathy Jones AIFD, CFD, Hee Joo AIFD, CFD, Janet Killian AIFD, CFD, Kyung Kim AIFD, CFD, Wendy Kissack AIFD, CFD, Fiona Li AIFD, CFD, and Hidemi Ono AIFD, CFD!** We are so proud of your accomplishments and looking forward to seeing you all this year and utilizing your talents!

This past year has been an incredible journey under my mentor **Sharrai Morgan AIFD, CFD**. Her presidential character, passion and ability to communicate and accomplish so many great things has been completely inspiring to me! I am so humbled by her direction and mentorship and look forward to this next year as president! **Kimberly Oldis AIFD, CFD** is also an incredible force and inspiration to me. Without her I would not be in this position today, and I am grateful for that!

This year will bring some great things to the Northwest Region. We continue our involvement in great programs around the region. I am excited to highlight that **Brenna Quan AIFD, CFD** will be the featured designer at Ninth Moon Floral Design Showcase the weekend of November 3-5 in Portland, Oregon at the Lan Su Chinese Garden. We are super excited for her! There will be several additional NW regional AIFD members participating in the competition as always, which draws hundreds of locals in to the garden to view the exception floral design works of 25 designers from around the region. Talk about an incredible awareness event and a great way to showcase the art of floral design!

We are hoping to also do a holiday program here in the Northwest in the fall in the region as well as an awareness booth at United Floral Inc. in Burnaby, BC in the spring or fall. This spring, we are thrilled to announce that our region will host a wedding program sponsored by Flora Fresh Sacramento and presented by **Karen Genoud AIFD, CFD** and **Nita Robertson AIFD, CFD**. These two ladies are passionate, funny, and witty! We look forward to seeing what they present to our region! We have a few other plans in the works, so stay tuned for more details!

Congratulations to our new and continuing CFD members, we are happy to have you in our region! With membership in AIFD, I would like to encourage you to be a part of a committee and ask to help out at a program. We are all here, and welcome you and would love to get you involved! If you are interested in volunteering in our region please call me, we want to get to know you. This year is going to be an incredible year for our region!

*continued on next page*



## ***Southwest Chapter Report***

### ***President's Letter***

***Susan Ayala AIFD, CFD***

Hello from the Southwest Region. I'm so delighted to be President of this great region. It's been almost twenty years since I had the opportunity to be National President and now I'm thrilled to be President of the region that started it all, the Southwest Region.

As we gathered this year in Seattle for AIFD "X" National Symposium, the Southwest Region inducted 11 new members. It has been many years since we have had that many members inducted. That is a source of pride for the region. We wish them well and continued success.

I would also like to welcome four new Board members. **Debbie Kenney AIFD, CFD, Connie Jo Harris AIFD, CFD, Jan Wilder AIFD, CFD,** and **Tee Dyer Torres AIFD, CFD.** They join **Katie McCormick AIFD, CFD** (President-Elect), **Shonda Cunningham AIFD, CFD** (Vice President), **Jim Blythe AIFD, CFD** (Secretary), **Cathy Hickman Frost AIFD, CFD** (Treasurer), and **Derrick Vasquez AIFD, CFD** (Past President). Also included in the team, are the Board of Directors, **Sam Vanwert AIFD, CFD, Susan Bean AIFD, CFD, Martin Flores AIFD, CFD, Cindy Pham AIFD, CFD,** and **Julie Reed AIFD, CFD.** Our representative to the National Board is **Kenny Sanauwaert AIFD, CFD.** I look forward to working with everyone in the upcoming year.

Speaking of the coming year, we have some exciting and educational events. Some of the plans we have, include the Los Angeles County Fair, a public awareness event and educational workshops in, Hawaii, Las Vegas, the Central Coast area, Orange County, and the Inland Empire. I would like to thank everyone ahead of time for their dedication, inspiration, and hard work to make the Southwest Region thrive and educate.

Stay tuned for notifications regarding these events, and make sure to save the date so you can join us at as many as you are able to. One of my goals this year, is to generate significantly

more funds to contribute toward a Southwest Regional Foundation Fund. We are the oldest region, and currently, the only region that does not have a Foundation Fund. Help us break this cycle and make this upcoming year a great one for the Southwest Region, and AIFD!

## ***North East Chapter***

### ***President's Letter***

***Dan Firth AIFD, CFD***

No report submitted at time of publication.

## ***Southern Chapter***

### ***President's Letter***

***Kevin Hinton AIFD, CFD***

I am honored to begin this journey as President of the Southern Chapter. I want to thank the Officers and Board of Directors for their continued support and dedication and look forward to working with all of you over the course of the next year.

Congratulations to our newly inducted Class of 2017 in Seattle, Washington:

**David Arrieta AIFD, CFD**

**Brenda Blackburn AIFD, CFD**

**Michael Elder AIFD, CFD**

**Victor Erarte AIFD, CFD**

**Shawn Foley AIFD, CFD**

**Doris Hargrove AIFD, CFD**

**Donny Johnson AIFD, CFD**

**Melinda Varvarigos AIFD, CFD**

To all of our CFD and AIFD members, I am excited to have all of you in our chapter and hope you will become active members sharing your talent as we promote AIFD within our region.

To date, we have the following events scheduled:

September 30 - October 1, 2017

Reeves Wholesale in Gainesville, GA

Hands-on Workshop & Design Program

Chair: **Sherry Moon AIFD, CFD**

Designer: **Jeff Lott AIFD, CFD**

November 30, 2017

Mississippi State University

Opening of the Ulysses S. Grant Library in Starkville, MS

Co-Chair: **Terry Conerly AIFD, CFD & Lynette McDougald AIFD, CFD**

February 3-4, 2018,

Student Competition/Program/Workshop

Mississippi State University in Starkville, MS

Chair: **Aisha Crivens AIFD, CFD**

*continued from previous page*

March 22-25, 2018  
Museum of Art for their annual "Art In Bloom"  
weekend  
Raleigh, NC  
Co-Chair: **Terry Godfrey AIFD, CFD & Jody  
McLeod AIFD, CFD**

All regions will meet in Washington, D.C. at our  
National Symposium "Discover" June 30 - July 4,  
2018 with Southern being the host region.

We have many activities planned this year,  
and together I know we can make great things  
happen! We will continue to post details of our  
events on the AIFD Southern Chapter Facebook  
page and the AIFD website calendar at [aifd.org](http://aifd.org).  
If you are interested in volunteering or have  
additional questions, please contact me, as this is  
our chapter and I want everyone to be a part. I  
look forward to hearing for you! My email address  
is [kevinahinton@comcast.net](mailto:kevinahinton@comcast.net).

## AIFD and Social Media



[http://Instagram/AIFD\\_Official](http://Instagram/AIFD_Official)



[www.facebook.com/AIFD.CFD](http://www.facebook.com/AIFD.CFD)



AIFD page can be found on the AIFD  
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LinkedIn symbol to get to the page).



<http://twitter.com/#!/AIFDHqtrs>



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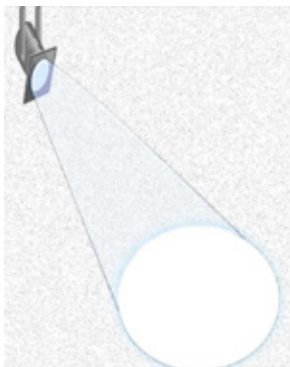
PELE OBAHE ANTHURIUM



ULUHE (FERN CURL)



# 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/>.



### Lead Florist - Store Manager

Albuquerque Florist, Albuquerque, NM  
Albuquerque Florist, Inc is seeking to hire a Lead Florist - Store Manager for our fast-paced retail location. A Dynamic manager. You must excel at customer service, be able to lead a team and juggle several things at once. Best candidates have a vast floral proficiency and a can-do attitude. Knowledge of mass production would be ideal.

### Floral Designer/ Office Assistant

Fancy Florist International Inc, Amherst, NY  
Must have previous experience designing and assembling flower arrangements for weddings, funerals and packaging bouquets for walk in orders. Assembly of flower strings every week. Also required to package orders for online shipping of products and some flower care and handling.

### Floral and Decor Sales Associate

Stroudsmoor Country Inn, Stroudsburg, PA  
This position manages the relationship with the client from start to finish, including the introductory and subsequent appointments, generating a proposal, contract signing, collecting payments, floral design, develop prototype when applicable according to plan design.

The intention of this position is to design and sell excellent quality floral and decor while creating a stress-free environment for clients to plan their event.

Required skills; good oral/written communication skills, proficient in Microsoft Office applications, good understanding/knowledge of fresh, dried and silk flowers.

Visit <http://aifd.org/about-us/job-bank/> for more details.

## Saluting AIFD Life Contributing Members

The following Life Members of AIFD, who are waived of any membership fee requirement, continue to support the Institute with an annual contribution. These are the 2017-18 Life Contributors. AIFD appreciates their many years of membership and their continued financial support.

### Peony (\$500-\$999)

Michael Merritt AIFD, CFD  
Rich Salvaggio AIFD, CFD  
Tom Simmons AIFD, CFD

### Rose (\$250-\$499)

Lillian Lindergren AIFD, CFD

### Tulip (\$100-\$249)

Dian Brown AIFD, CFD  
Frank Grau AIFD, CFD  
James L. Johnson AIFD, CFD  
Jack Smith AIFD, CFD

### Cumulative Recognition

*The Cumulative Recognition is a Life member's contribution total since the release of the Life Contributor program.*

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

Tina Coker AIFD, PFCI, CFD  
Richard Salvaggio AIFD, PFCI, CFD  
Tom Simmons AIFD, CFD  
Dean White AIFD, PFCI, CFD

# Lynn Lary McLean AIFD, CFD Honored with Rose "Lynn"

**Lynn Lary McLean AIFD, CFD**, floral industry leader, Texas State Florists' Association Past President, founding member of the Texas Floral Endowment, and current Texas Floral Education Coordinator, was recognized at the Texas Floral Expo by Rio Roses and the Texas State Florists' Association by having a rose named in her honor.

As the national flower of the United States, we hold the rose dear as the symbol of life and love and devotion, of beauty and eternity. The "Lynn" rose is dedicated to those symbols.

**Victor Giorgini**, CEO of Equiflor Corporation, home of the Rio Rose honored Lynn with this message: "Lynn is not only the driving force behind the success of the Texas State Florists' Association, but is admired for her many accomplishments and loved by many in the floral industry in Texas and across the country." Mr. Giorgini introduced the "Lynn" rose in honor and for Lynn's dedication to the success of the Texas State Florists' Association.

"Lynn," the beautiful palepink centered rose surrounded by a cream color, was bred by Kordes out of Germany. The propagator representing the variety for the Americas is Plantec.

This award was a surprise to honor Lynn for the impact she has made in the floral industry through her dedication to education and her continuing commitment to expand opportunities to the floral industry. Said McLean, "It is with a grateful heart that I express my appreciation to all who played a role in this recognition. To TSFA Executive Director **Dianna Nordman** and to those in Texas who stand with me today and to those who have gone before me, I thank you. You have long been the ones in the industry who have afforded me opportunities to give back just a portion of what you have given me. To **Victor Giorgini** and Rio Roses for selecting this timeless blossom which I know will bring joy to many for many years to come.

You all stand beside me in acceptance of this recognition. You each contribute to the success we have experienced in Texas. It was shared with me long ago that tears are the safety valve of the heart. This must be true in that it is evident to me as my eyes reflect that my heart is quite full. I am forever grateful to each of you."

The "Lynn" rose will be available in the second half of 2018.



## Everyone in AIFD is on the same page!

Last June, *Florists' Review* gifted every AIFD member with a complementary one-year subscription!

(All AIFD members who already had subscriptions at that time received a one-year extension of their subscriptions.)

We'd love to know what you think of our new look, new size and new content (email [travis@floristsreview.com](mailto:travis@floristsreview.com)).

We also hope you will share your favorite things in the new *Florists' Review* with your industry peers and others via Facebook, Instagram and Pinterest.

Now that everyone is on the same page, let's keep the momentum going!

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Alpha Fern Company  
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pages01/main.html](http://www.candleartisans.com/pages01/main.html)

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[www.lionribbon.com](http://www.lionribbon.com)

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home.html](http://www.eufhoriaflowers.com/home.html)

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[www.floranext.com](http://www.floranext.com)

Florida Nursery, Growers and  
Landscape Assoc.  
[www.fngla.org](http://www.fngla.org)

Florists' Review and  
SuperFloral Magazines  
[www.floristsreview.com/](http://www.floristsreview.com/)

Flower Style

Flowers &  
Frank Adams Wholesale  
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[www.frankadamswf.com](http://www.frankadamswf.com)

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[www.ftdi.com](http://www.ftdi.com)

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Green Point Nurseries, Inc.  
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[www.greenvalleyfloral.com](http://www.greenvalleyfloral.com)

Greenleaf Wholesale Florist  
[www.greenleafwholesale.com](http://www.greenleafwholesale.com)

Japan Flowers and Plants  
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home.php](http://libertyblooms.com/home.php)

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Natural Decorations, Inc  
[ndi.com](http://ndi.com)

Ocean View Flowers  
[www.oceanviewflowers.com](http://www.oceanviewflowers.com)

Peace of Mind Nursery Inc.  
[www.peaceofmindnursery.com](http://www.peaceofmindnursery.com)

Phoenix Decorating Co.  
[www.phoenixdeco.com](http://www.phoenixdeco.com)

Random Acts of Flowers  
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Rosaprima  
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[skylineflowers.com](http://skylineflowers.com)

Slow Flowers  
[www.slowflowers.com](http://www.slowflowers.com)

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[www.smithersoasis.com](http://www.smithersoasis.com)

Syndicate Sales, Inc.  
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Multi Packaging Solutions  
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UFN  
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United Floral Growers  
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Unlimited Containers, Inc.  
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<http://valleyfloral.com/>

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**Virgin Farms Inc.**  
[www.virginfarms.com](http://www.virginfarms.com)

**Washington Floral**  
[www.washingtonfloral.com](http://www.washingtonfloral.com)

**WGV International**  
[www.WholesaleGlassVasesint.com](http://www.WholesaleGlassVasesint.com)

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

**Wm. F. Puckett, Inc.**  
[www.puckettfern.com](http://www.puckettfern.com)

## ***Education Partners***

**Academy of Floral Arts**  
[www.academyoffloralart.com](http://www.academyoffloralart.com)

**ACDM Flower School**  
[www.acdm-flower.com](http://www.acdm-flower.com)

**Aimi Floral Designers**  
[www.shokubutu-kobo.com](http://www.shokubutu-kobo.com)

**Anne Arundel Community College**  
[www.aacc.edu/floraldesigner](http://www.aacc.edu/floraldesigner)

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

**Bucks County Community College**  
[www.bucks.edu](http://www.bucks.edu)

**Evergreen City Academy**  
[http://blog.naver.com/](http://blog.naver.com/painting99)  
[painting99](http://blog.naver.com/painting99)

**Fine Florist Academy**

**Fioriology**  
<http://fioriology.com>

**Floral Design Institute**  
[www.FlowerSchool.com](http://www.FlowerSchool.com)

**Floriology Institute**  
[www.mybloomnet.net/](http://www.mybloomnet.net/floriologyinstitute.html)  
[floriologyinstitute.html](http://www.mybloomnet.net/floriologyinstitute.html)

**Institut de Artflor**  
[www.idartflor.com](http://www.idartflor.com)

**Institute Professional Flores Design Fa Ngai Long**  
[www.adfdm.com](http://www.adfdm.com)

**Instituto Mexicano Tecnico Floral AC**  
[www.imtf.com.mx](http://www.imtf.com.mx)

**Instituto Mexicano Tecnico Floral Plantel Monterrey**  
[www.imtf.com.mx](http://www.imtf.com.mx)

**International School of Flower Arrangement Limited**  
[www.jameswongflorist.com](http://www.jameswongflorist.com)

**J-Florist School**  
[www.jflos.com](http://www.jflos.com)

**Judith Blacklock Flower School**  
[www.judithblacklock.com](http://www.judithblacklock.com)

**LaRose Flower School**  
[www.larose.co.kr/](http://www.larose.co.kr/)

**Les Anjes Floral Design**  
[www.e-lesanges.com](http://www.e-lesanges.com)

**Nobleman School of Floral Design**  
[www.noblemanschool.com](http://www.noblemanschool.com)

**Palmer School of Floral Design/Palmer Flowers**  
[www.psfd.net](http://www.psfd.net)

**Phipps Conservatory and Botanical Gardens**  
[https://www.phipps.](https://www.phipps.conservatory.org/)  
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**Pui Wa Floral Design School**  
[www.cpwdesign.com.mo](http://www.cpwdesign.com.mo)

**Solomon Bloemen**  
[www.solomonbloemen.com](http://www.solomonbloemen.com)

**Southern California School of Floral Design**  
[www.philrulloda.com](http://www.philrulloda.com)

**Teleflora Scholarship Acad.**  
[www.myteleflora.com/](http://www.myteleflora.com/scholarship_academy.aspx)  
[scholarship\\_academy.aspx](http://www.myteleflora.com/scholarship_academy.aspx)

**New York Botanical Garden**  
[www.nybg.org/adulted](http://www.nybg.org/adulted)

**The School of Floral Arts LLC**  
[www.theschooloffloralarts.com](http://www.theschooloffloralarts.com)

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

**Yola Guz AIFD School of Floral Design**  
[www.yolaguz.com](http://www.yolaguz.com)

## ***State Floral Association Education Providers***

**Arizona State Master Florist**  
[www.azflorists.org](http://www.azflorists.org)

**Arkansas Florist Association**  
[www.azflorists.org](http://www.azflorists.org)

**California Certified Florist Pgrm**  
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**Floral Association of the Rockies**  
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**Florida State Florists Workshop and Testing (FSMD)**  
[www.floridastatefloristsasso-](http://www.floridastatefloristsassociation.com)  
[ciation.com](http://www.floridastatefloristsassociation.com)

**Georgia Master Florist**  
[www.georgiastateflorist.com](http://www.georgiastateflorist.com)

**Illinois State Florist Association, Illinois Certified Professional Florist**  
[www.isfaflorists.com](http://www.isfaflorists.com)

**Maine Florists' & Growers' Association**

**Michigan Floral Association**  
[www.michiganfloral.org](http://www.michiganfloral.org)

**Minnesota State Florist Assn.**  
[mnsfa.org](http://mnsfa.org)

**New Hampshire State Florists Assn.**

**North Carolina Certified Professional Florist**  
[www.ncflorist.org](http://www.ncflorist.org)

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

**South Dakota Certified Florist**  
[www.sdfloorists.org](http://www.sdfloorists.org)

**Texas State Florist Association**  
[www.tsfa.org](http://www.tsfa.org)

**Wisconsin and Upper Michigan Florists Association**  
[www.mumfa.org](http://www.mumfa.org)



# Ring Around the Symposium - Where To Next?

By BJ Dyer AIFD, CFD

After hosting Symposia from the four corners: San Diego to Boston, Seattle to Miami, and in dozens of cities in between, AIFD now starts a three-year rotation: East, West, Central. AIFD locked in great rates and secured guarantees for extra perks by contracting far ahead with just three hotels. A difficult decision for the Board became clear when we saw the potential savings in costs and volunteer time, as well as improved Symposia. Ultimately, the voice of members swayed the decision.

Extensive research was conducted by the Symposium Committee. Seven years of surveys from a cross-section of members indicated that for the vast majority of attendees, the overall cost of Symposia played the biggest role in their decision-making. Even when popular cities like San Francisco, New York, and Boston were considered, these cities often became too expensive for some members to attend. Member survey results put more value in locations that offer extracurricular cultural or recreational opportunities, than a rotation of cities just for the sake of variety.

Returning to repeated venues, eliminates expensive and time-consuming site exploratory trips to potential hotels. Knowing the resources of revisited venues means no extra trips to study hotels. We usually paid for travel costs for planning trips as the Exec Director, President, and Symposium chairs visited hotels and wholesalers. Our staging company also needed multiple planning trips.

Each hotel has peculiarities, but that knowledge immediately became obsolete, when no return trip was planned. We now build on knowledge about hotels each year. There are negotiation advantages when a hotel knows we plan to return. Don't you accommodate your repeat customers a little better?

Among the biggest challenges, beyond identifying affordable Symposia venues, has been finding local wholesalers willing AND ABLE to handle our product-receiving needs. It's an enormous job. Most cities simply don't have a wholesale house capable of servicing an international Symposium.

That first year is extremely stressful for them. It's difficult to organize for something so unique. This rotation allows wholesalers to build on knowledge from previous years, so that they can plan appropriately. Some savings from this rotation will allow us to better compensate the wholesalers for costs involved in receiving, processing, and distributing our product. That's good for them and great for AIFD.

SO, where are we going?

**2018** - It's Washington, D.C. Marriott Wardman Park, June 30 - July 4. The hotel is NW of downtown, near Smithsonian National Zoo (Giant Pandas!)

**2019** - We return to the beautiful, expansive, and inexpensive Paris Las Vegas, July 6-10.

**2020** - The historically beautiful Chicago Hilton is again our host, July 2-6.

(2020 is the first year with a condensed schedule allowing some volunteers, who set up and strike, to cut a full day from their trip.)

**2021** - Washington DC Marriott Wardman Park, July 1-5

**2022** - Paris Las Vegas, July 2-6

**2023** - Chicago Hilton, July 1-5

All three cities have relatively inexpensive air fares, and the cost from airport to hotel is potentially low: DC and Chicago because of light rail. Paris hotel in Las Vegas is just minutes from the airport. All three have plentiful tourist activities. There's no way to see it all in one trip. Once we see how the rotation works for AIFD, volunteers, budgeting, and most importantly, attendees, we'll either re-contract with these venues, contract a new city rotation, or go back to choosing individual cities.

This is part of an effort by the Board to control Symposia expense. We've kept registration prices steady despite rising costs by working for more efficiency. We hope that attendees will eventually agree that the Board made a good decision.



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# Education + Testing = CFD!

Recently AIFD unveiled a new opportunity to earn CFD. Floral design professionals could attend and successfully complete the appropriate floral design education programs at an AIFD® Education Partner, approved State Floral Association or SAIFD Chapter, then pass the PFDE online test and voila, become CFD! Congratulations to the newest class of CFDs!

Amanda Alman  
Andrea Ancel  
Nancy Bartlett  
Sean Charles Beckert  
Johanna Belwood  
Catherine Vanessa Bentley Lyons  
Sandra Bergh  
Emmi Bergmann  
Kyla Renee Beutler  
Graciela Bocanegra  
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Kara Bryant  
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Gillian Charlene Caesar  
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Dorina Garza  
Adam Mitchell Gladue  
Elizabeth Bartlett Gorski  
Ellie Grande  
Rosemary Grealish  
Marie Gregory

Shu Guo  
Lindsay Halterman  
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Sara Henzl  
Eliza Marie Holmes  
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Hyunchul Hwang  
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Hyoeun Kim  
Jaein Kim  
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Xuan Wu  
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The Northwoods Collection

HOLIDAY ❄️ 2017



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## AIFD FOUNDATION 2016-2017

# Highlights of the Year

### AIFD Members Joined Together to Achieve these Accomplishments:

- The AIFD North Central Regional Chapter established a Named Fund to honor the memory of Bobbi Ecker Blatchford AIFD. With a collaborative effort this fund reached threshold and was endowed during the 2017 AIFD National Symposium in Seattle largely due to the generosity of her beloved family, loving AIFD family, industry companies, and life long friends.
- A most loving gift to the AIFD Foundation, from the family of Dee Yeager AIFD, established a Named Fund in her honor. The members of AIFD recall with the fondest of memories one who inspired others with her love of nature while holding close at heart the simple joys of life.
- The AIFD membership continues work to reach the threshold of \$25,000.00 and endow the funds to honor Frankie Shelton AIFD, Richard Seaboldt AIFD, and Joe Smith AIFD.
- The AIFD Foundation awarded over \$45,000.00 in Grants and Scholarships to benefit floral design education. In addition the AIFD Foundation, in coordination with the Florida Florist Fund, reached out in support of a florist in need who lost her home and belongings due to Hurricane Matthew.
- AIFD members *Xplored the Xtraordinary* while contributing to the Silent Auction during the AIFD Symposium in Seattle.
- A stay in Palm Springs and Washington, D.C. Xperiences took center stage during the Live Auction providing opportunities to make the most of the 2018 National Symposium when AIFD members travel to #DISCOVERDC!
- We #DISCOVERDC during the Partner's Reception and throughout Symposium as attendees shared an Xtraordinary floral design on Social Media in an effort to Xpand the AIFD Symposium Xperiences while taking an opportunity to win a Premium Registration for 2018 Symposium in D.C. And the winner is... Kay Schlaefli AIFD!!! Congratulations Kay!!! Thank you to all who Xperienced AIFD Symposium in Seattle to #DISCOVERDC.
- Chances to Win raised funds for the operations of the AIFD Foundation. We are pleased to announce that Doris Hargrove AIFD won the trip to Washington, D.C. to attend AIFD Symposium in 2018! Congratulations Doris!!! Thank you to all who participated in this most important fundraiser!!
- Those attending the 2017 AIFD National Symposium *Xplored the Magic Within* when Designer Phil Rulloda presented the finale and his final AIFD Main Stage Presentation. Those most fortunate Xperienced the Xtra day and *Xpanded a Floral Legacy through the Xtraordinary Design Techniques of Phil Rulloda*. These events were made possible through a grant funded by the AIFD Foundation.
- In recognition of his life's work the AIFD Foundation announced at the close of symposium that a Named Fund was established to honor Phil Rulloda. As one of the world's leading floral artists and an award winner surpassing all others the fund was established by life long friends. To donate to the Phil Rulloda AIFD Fund visit [aifdfoundation.org](http://aifdfoundation.org).

The AIFD Foundation Board of Trustees encourages those active in the industry to share the availability of the AIFD Foundation Grants & Scholarships with qualified applicants encouraging each to visit [aifdfoundation.org](http://aifdfoundation.org) to review the specific details of the various opportunities, the deadlines, and to download the appropriate application.

To contribute to the AIFD Foundation we invite you to visit [aifdfoundation.org](http://aifdfoundation.org) or contact the AIFD Foundation Office.