

# Focal Point

## Make Being Present the Gift this Holiday

By Paul Jaras AIFD, CFD

Christmas. Love it or hate it, it's a huge part of life as a florist. It consumes a lot of our attention for many months. Anticipation has been building, probably since early in the year when we chose the merchandise to buy and that we now hope to sell. No doubt the merchandise, in all its splendor, has been painstakingly displayed, open houses have been planned and all is ready for a successful sales season - the biggest of the year. There are so many things to be considered and indeed it's one of our more stressful times.

What if you could reduce the stress and 'enjoy' this time a little more. What can you as a business owner or employee of a retail shop do to make the experience of the season better, easier, or just generally more pleasant for everyone? In the age of doing more and more and doing it faster and faster, having time to be present and to enjoy the journey is something we all need.

Make it easy for your clients to see what you have to offer. Social media is the way of the world and a good one to do just that. Produce high quality images to use across platforms. Show what you want to sell. Create something unique to your business. Use the accessories and merchandise you have in the shop in your fresh designs and also think about using interesting product on-hand to style the photos. Your clients are waiting to see what you have this year and if they see it, the sales will follow.

Make it easy to produce the arrangements you sell. Having all materials that are needed at hand may mean one last check of workroom inventory now to avoid the stress of last-minute calls to suppliers later. Confirm the availability of fresh materials that have been ordered and make substitutions if necessary.

We know it's going to be 'crazy' with demands that sometimes seem beyond our capacity, but it always, somehow, gets done. Bringing meals in when work goes into the evening and having snacks on hand for breaks are surely appreciated by team members. Years ago in a shop where I worked we were asked to write down something funny or something we admired in a coworker and would occasionally each pull the note out of the Christmas stocking and read it. It was kind of like a fortune cookie message - something that could bring the mood up from time to time. We also received a certificate for a massage to be used after the rush - but it could be as simple as a \$5 gift card to a favorite coffee shop.

Take some time to make the season and the responsibilities of your business less of a burden and reduce your own stress, too. Mindfulness and meditation allows one to be in the moment and can take the focus off the stress. Balance is key. Plan something special or revive an old tradition - a light at the end of the tunnel. It is the time of age-old traditions and being with those who mean the most in our life. Make simply being present the gift to be enjoyed by all.

## Inside

Petal It Forward - 4

Floral Industry Reacts  
to Hurricanes - 8

Treasurer Position Open - 10

2018 Symposium "Discover" News - 12

Chapter Updates - 15

# American Institute of Floral Designers

9 Newport Drive, Suite 200  
Forest Hill, MD 21050  
Phone 443-966-3850 / Fax 443-640-1031  
[info@aifd.org](mailto:info@aifd.org) / [aifd.org](http://aifd.org)

## 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  
Membership Coordinator: Ashley Sheets  
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

**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

**October 30, 2017**  
**Fresh Flower Care and Handling**  
Anne Arundel Community College-Arnold MD  
Arnold, Maryland

**November 5, 2017**  
**Sympathy Flowers FL**  
Anne Arundel Community College-Arnold, MD  
Arnold, Maryland

**November 11, 2017**  
**Party and Event Flowrs FLD 311 901**  
Anne Arundel Community College-Arnold, MD  
Arnold, Maryland

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



"Being a member of AIFD is being a member of family that cares for each other."

The generous spirit of Thanksgiving - gratitude, appreciation and thankfulness is what we have witnessed in the last months. Our members were in need and you answered. Being a member of AIFD is more than just being a member of a professional association - it is being a member of family that cares for each other. What I witnessed was the amazing gift of generosity, encouragement and support. Support that came in many ways - all I can say is thank you - thank you for caring for each other.

Engage, Educate and Enlighten - these are the words that continue to keep me grounded and on task. As I go through this year they are the forefront of my actions.

In August your Executive Board and Symposium Committee met in D.C. **Jackie Lacey AIFD, CFD** led the Symposium Committee meeting where **Cindy Anderson AIFD, CFD** and **Wil Gonzalez AIFD, CFD** were able to give their final input on the outcome of Symposium "X" - which we all know was a success. **Suzie Kostick AIFD, CFD** and **John Kittinger AIFD, CFD** were able to "walk" the facility one more time and finalize some of the plans in the works for "Discover" 2018. **Joyce Mason-Monheim AIFD, CFD** and **Brian Vetter AIFD, CFD** shared some of their plans with the Committee for Las Vegas 2019! It is obvious that Symposium continues to be a labor of love - we are all volunteers, we share the load and we all reap the benefits that this remarkable education offers.

The Executive Board meeting reviewed the PFDE and CFD 2017 results submitted by Membership Chairperson, **Sandy Schroeck AIFD, CFD**. We are thrilled with the success of our candidates and look forward to inducting over 90 new members in Washington, D.C. The Executive Board made several recommendations that we will bring to the National Board in October.

As this year progresses I look forward to visiting each region, starting with a visit to British Columbia for the United Flora Gala featuring **Tim Farrell AIFD, CFD**, **Paul Jaras AIFD, CFD** and **Scott Hasty AIFD, CFD** along with **Per Benjamin**. AIFD will be well represented as we have many Northwest members volunteering in the preparation.

Next it will be to Indianapolis to work beside the North Central Chapter contingency as they support the National FFA Convention in October with judging evaluations and sharing AIFD as a career path within the floral industry.

As we prepare for our autumn and holiday seasons I would encourage each of us to remember our mission and be thankful for the vocation that we have chosen. "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."

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!

I am thankful! Happy Fall!

A handwritten signature in black ink, reading "Kim Oldis".

Kim Oldis AIFD, CFD  
AIFD National President 2017-2018



L-R: Rae Roberts-Griffith AIFD, CFD, Ronda Hess AIFD, CFD, Kim Oldis AIFD, CFD and Janet Black AIFD, CFD at the 2017 Symposium "X" Opening Reception.





## Field to Vase Dinner Tour Wins Floral Management's Marketer of the Year

By Mary Westbrook at SAF

American Grown Field to Vase Dinner Tour brings thousands of sophisticated consumers (and influential reporters and digital influencers) to greenhouses, flower fields and rooftop gardens for unforgettable experiences of top tier dining and locally grown flowers. The marketing effort behind the tour has reached an estimated 482 million people through 505 media placements

**Kasey Cronquist, PFCI**, CEO of the California Cut Flower Commission, administrator of Certified American Grown Flowers and the mastermind behind the tour will receive this award October 8 during the Field to Vase dinner at Hope Flower Farm in Waterford, Virginia.

Read more about this program at <https://safnow.org/field-to-vase-dinner-tour-wins-marketer-of-the-year/>.

Article source: <https://safnow.org>

## Florists in 44 States Plan to 'Petal It Forward' on Oct. 11

By Jenny Scala at SAF

At press time, florists in 44 states in 147 cities and Canada had told the Society of American Florists of plans to hold Petal It Forward events in their communities on Oct. 11. That leaves six states to go — Arkansas, Kentucky, Mississippi, Nevada, North Dakota, and West Virginia— for industry participation in all 50 states.

"Participation in every state and in as many cities as possible within each state is vital to the success of Petal It Forward from a public relations standpoint," said the Society of American Florists Vice President of Marketing Jennifer Sparks. "The

more florists participating on October 11, the better chance of news coverage and social media posts promoting flower power," she explained. "We need to know where local events are happening so we can tell the media, and so you can tell your local media that you are part of an effort happening nationwide."

Don't have the time or resources to plan a large effort? That's okay, said Sparks. "Even handing out 20-50 bouquets or single stems can make an impact, and it's a nice way to get your feet wet in participating in this nationwide event," she added.

SAF provides resources to help members Petal It Forward, including planning timelines, tips on where and when to stage a giveaway, talking points, T-shirt and flower card templates and more at [safnow.org/petalitforward](http://safnow.org/petalitforward).

SAF first led the industry to Petal It Forward in 2015. The 2016 campaign included 262 events in 234 cities in all 50 states plus the District of Columbia, generating more 328 million consumer impressions showcasing the positive impact flowers have on emotional well-being.

Article source: <https://safnow.org/florists-44-states-plan-petal-forward-oct-11/>

## Tournament of Roses Announces 2018 Float Judges

The Tournament of Roses has selected **María Eugenia Carrion AIFD, CFD, Bradley Kaye**, and **Jim Sutton** to be float judges for the 129th Rose Parade® presented by Honda. The judges will grant awards based on many criteria including creative design, floral craftsmanship, artistic merit, computerized animation, thematic interpretation, floral and color presentation and dramatic impact.

The 2018 Tournament of Roses President Lance Tibbet will announce the award-winning floats the morning of January 1, 2018, on the front steps of Tournament House.

"Being a horticultural professional, managing and owning a wholesale nursery, it's an honor to welcome these professionals to the Tournament family," said Lance Tibbet.

Visit [www.tournamentofroses.com](http://www.tournamentofroses.com) for complete bios of the 2018 Float Judges.

Article source: <http://www.pasadenanow.com/main/tournament-of-roses-announces-2018-float-judges/#.WcK1ToyPLIW>

# We bring **design** and **business** education to your door, with

- Hundreds of sponsored programs through Teleflora Units and others, featuring the all-star team of Teleflora Education Specialists
- The NEW Teleflora Scholarship Academy, with hands-on classes in locations around the country



## Look for us online!

For a calendar of events that include Teleflora-sponsored educational programs, click this link.

<http://bit.ly/2017ProgramSchedule>

For information about the Teleflora Scholarship Academy, click this link.

<http://bit.ly/TelefloraScholarshipAcademy>

## Or find us on Facebook:

Teleflora Industry Relations

<http://bit.ly/IndustryRelationsFB>

Teleflora Scholarship Academy

<http://bit.ly/ScholarshipAcademyFB>

teleflora.



SCHOLARSHIP  
ACADEMY



# 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 organizations? 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

The 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 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/>.



The Northwoods Collection

**HOLIDAY \* 2017**



Get ready to head

*north*

See the Northwoods Holiday Collection and find a wholesaler near you: [oasisfloralproducts.com/holiday](http://oasisfloralproducts.com/holiday)



[oasisfloralproducts.com](http://oasisfloralproducts.com)



**oasis®**  
FLORAL PRODUCTS



SMITHERS - OASIS NORTH AMERICA • U.S.A. 800-321-8286

©2017 Smithers-Oasis Company. All rights reserved. OASIS® and VERTICAL BAR DESIGN® are registered trademarks of Smithers-Oasis Company.



# Floral Industry Reacts to Hurricanes

By Mary Westbrook, Society of American Florists (SAF) originally printed Sept. 13, 2017

Floral industry members from South Florida to South Carolina have checked in with the Society of American Florists and EBrief editors, sharing stories of frustration, product loss and facility damage, power outages, flooding, disrupted supply chains — and also, big sighs of relief.

"We are recovering," said Christine Boldt, executive vice president of the Association of Floral Importers of Florida. "It could have been a lot worse." As of Tuesday, Boldt added, "Flights are arriving at the airport, the importers are open for business and the truck lines are starting today to haul flowers again." Meanwhile, fundraising efforts are ongoing for victims of Hurricane Harvey. "Texas State Florists' Association and the AIFD Foundation continue to receive donations for the Hurricane Harvey Florist Fund," said Dianna Nordman, AAF, executive director of TSFA.

## Back to Work After Irma

Recovery work - for industry members both in Florida and Texas - is in its early stages, and the damage for some this week has been significant. Hurricane Irma is responsible for at least 15 deaths in Florida, Georgia and South Carolina, according to official estimates. Overall, the storm took 47 lives in the Caribbean and the U.S.

Industry members across segments said returning to normal will take time.

**Corey Doel** of Prime Floral LLC, headquartered in Springfield, Missouri, said the transportation company was busy managing the aftermath of Hurricane Irma, "but we are glad to report that our facilities [in Miami] sustained no major damage, and we are resuming our normal shipping schedules on Wednesday, September 13."

Other companies, including Armellini Express Lines and Florida Beauty, also have returned or plan to return soon to shipping schedules. As **David Armellini** noted, however, trucking companies are dependent on flights coming into Miami International, which only recently re-opened. "We're back to normal as of today, or at least, as normal as we can be right now," said Armellini, president of Armellini Industries Inc. in Palm City, Florida. The company is working closely with employees who have themselves been affected by the storm.

"Recovery and repair began today with our FernTrust ferneries," Corey said Tuesday. "We are trying to juggle available labor between harvesting and repair.

We still have staff that has not been able to return home from evacuation and fuel is still not available in our area which definitively complicates things."

Wholesalers also are taking stock.

"Companies are now getting back into the buildings slowly and people are somewhat getting back to work," said **Steve Catando**, purchasing manager at DV Flora, on Tuesday. "Inbound flights will resume soon with some charters. It's still going to be a slow road to meet demand because we need people and labor to process, handle, and clear our shipments. I see good things happening but it's slow progress."

According to **Joe Barnes**, Kennicott/Nordlie issued the following update in part to its customers: "Our partners in the industry are working hard to get back online as quickly as possible. The Miami airport is starting operations and we are working towards flowers and flights resuming soon. Our staff is doing everything we can to fulfill and answer questions about upcoming orders. Power lines are down. Trees and flooded roads are in the way of our suppliers assessing the damages. Greens and plant suppliers are facing rebuilding again after Irma and Matthew have damaged many areas. We will continue to push for getting product moving as quickly as possible."

Other updates from SAF members:

## Disappointment in Miami Beach

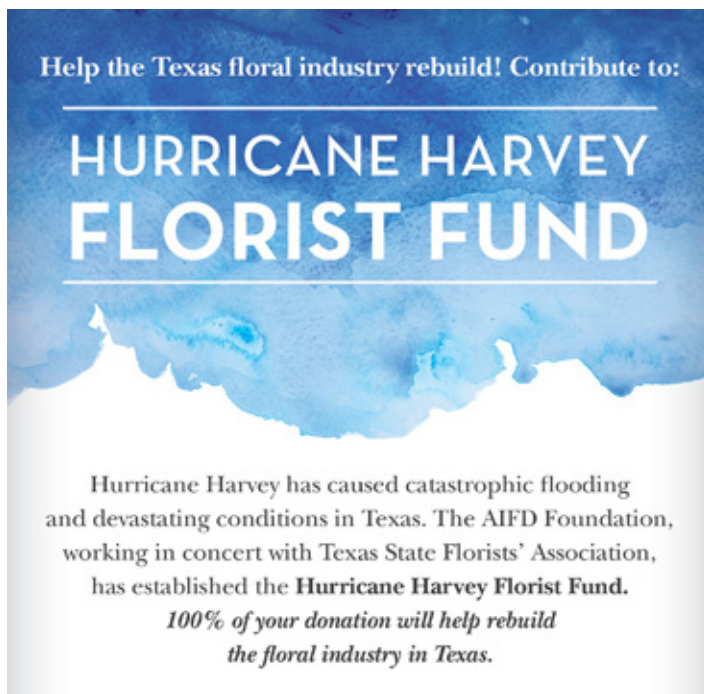
**Chaim Casper** of Surf Florist Inc. in Miami Beach lost power at both of his shops early Sunday morning—but customers seemed to stop calling far before that. ("My phone hasn't rung since last Wednesday, September 6," he explained.) As of Tuesday, Casper was relying on his cell phone to communicate and worried about finding an open gas station.

"My suppliers have all told me not to expect any flowers until Thursday at the earliest," he said. "Next week is Rosh Hashannah, the Jewish New Year, which is my third busiest day of the year. A lot of people flew up north to avoid [the hurricane]. I suspect they will stay up north and spend the holiday with family there and not return until after the holiday. I am predicting at least a 20 percent drop, if not more, in sales over last year [for the holiday]."

Based on his experiences with Hurricane Andrew, in 1992, and Wilma, in 2005, Casper is bracing for a prolonged period without power.

Article source: <https://safnow.org/floral-industry-rebounds-hurricanes/>





## Focal Points Needs You!

*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, CDF**, at [debbies\\_bloomers@msn.com](mailto:debbies_bloomers@msn.com) and let her know you want in!

## AIFD Foundation Establishes Hurricane Relief Funds

The AIFD Foundation has set up two hurricane relief funds. Working with the Texas State Florists' Association, they have established the Hurricane Harvey Florist Fund and with the Florida State Florists' Association, they have established the Hurricane Irma Florist Fund. 100% of donations will help rebuild the floral industry in Texas and Florida.

Donations can be made at [www.aifdfoundation.org/index.php/donations](http://www.aifdfoundation.org/index.php/donations).





## Bits and Pieces

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



### Treasurer Position Open

AIFD is requesting any member in good standing that is interested in becoming a candidate for the new National Treasurer to make that interest known to the current Treasurer and the Executive Director. The recommended form of communication is via e-mail to [info@aifd.org](mailto:info@aifd.org) and [tomassimmons@gmail.com](mailto:tomassimmons@gmail.com).

Tom Simmons's position as your current Treasurer will end at the 2018 National Symposium in Washington, D.C. The deadline for candidates to apply is December 31.

### 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. 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.

Focal Points 10

- Attention AIFD members...IT'S HERE! The AIFD 2017-2018 Membership Directory will be arriving in your mailbox in the next few weeks. Eager to see it now? You can download an electronic PDF version of it online by logging into the member portal (<http://aifdsite.membershipsoftware.org/index.asp>).

- Save the date for a Floral Workshop presented by the AIFD Southwest region featuring **Tom Simmons AIFD, CFD** and **Brad Austin AIFD, CFD**. The event will take place Sunday, October 29, 2017 from 10 a.m. - 2:30 p.m. at Mellano & Company, 1605 E. McFadden Ave., Santa Ana, CA 92705.

- At the RHS Chelsea Florist of the Year **Tina Parkes AIFD, CFD** was announced as the Gold Medal Winner. Visit [http://www.bfaflorist.org/2017\\_RHS\\_Chelsea\\_Florist\\_of\\_the\\_year\\_finalist\\_a.aspx](http://www.bfaflorist.org/2017_RHS_Chelsea_Florist_of_the_year_finalist_a.aspx) to see her design.

- 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).





# Relive the Memories of the AIFD 2017 National Symposium... Order Your DVDs and Online Videos Now!



## DVDs

Any Single DVD: \$15\* Any Two DVDs: \$25\*

Any Three DVDs: \$35\* Any Six DVDs: \$60\*

Full Set of 13 DVDs: \$100\*

\*Plus cost of shipping/handling  
(All International Orders Airmail)

Full Set Eligible for 10 AIFD CEUs

To order DVDs, use the order form below or  
order online at <http://aifd.org/marketplace/>.

## Online Videos Through Vimeo™

Single Program Video: \$9.99

Full Set of 13 Program Videos: \$49.99

Full Set Eligible for 10 AIFD CEUs

Order online videos easily at:  
<http://aifd.org/marketplace/>

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>

Full Name: \_\_\_\_\_

Address (Sorry No P.O. Boxes): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Form of Payment (circle one):    Cash    Check    Visa / MC / Amex

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ (MM/YYYY)    CVV Number: \_\_\_\_\_    Total: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

To place your order please complete the order form, print it out, and send it via mail, fax, or e-mail to AIFD Headquarters:  
American Institute of Floral Designers  
Attn: 2017 Symposium DVDs  
9 Newport Dr., Suite 200, Forest Hill, MD 21050  
Fax (443) 640-1031    info@aifd.org  
Order online at [www.aifd.org](http://www.aifd.org)

# Discover A New Symposium Experience!

## What's New to Symposium?

Four Educational Tracks – making the AIFD Symposium the place to be for all your educational needs:

1. Retail Floral – providing inspirational and informational ideas covering design trends and techniques, the newest and greatest must have products, motivation, and business trends that everyone can take back to their retail flower shops and put into practice immediately.

2. Mass Market Floral – offering unique programming geared to excite and inspire designers and managers who work with the mass market floral segment.

3. Wedding and Special Events – workshops and programming that will engage those who specialize in the wedding and special event industries.

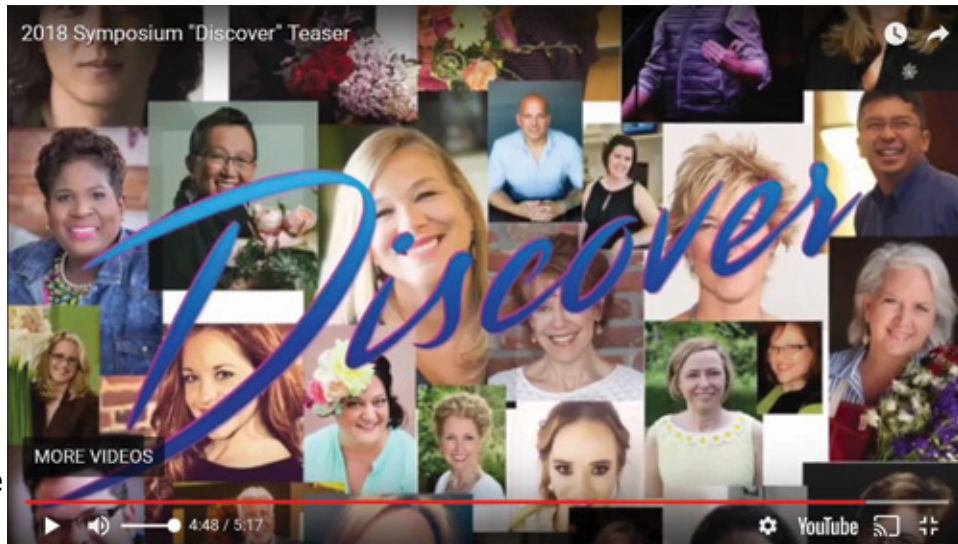
4. Field to Vase – acknowledging the movement towards sustainability and locally grown. AIFD welcomes industry professionals who will inspire everyone to explore the opportunities and possibilities of the farmer / floral artist lifestyle.

Details will be posted at <http://aifd.org/2018-symposium/>.

## Become an AIFD Symposium "Discover" Partner

Our partners are ELITE, and this year we have more opportunities than ever before: Premier, Diamond, Platinum, Gold, Silver, Bronze, Emerald or Ruby. It's never too early to get involved. Opportunities will go fast.

Enhance your marketing and "Discover" the new AIFD Elite Partner Benefits for 2017-2018! With more options to choose from, you can find one that is a perfect fit for you! Visit the AIFD website for more details.



## FTD Hosting America's Cup

FTD is hosting a national floral design competition to select the USA competitor for the 2019 FTD-Interflora-Fleurop World Cup Design Competition at the 2018 Symposium.

Who: Active FTD Member Florists

What: An FTD National Floral Design Competition

When: June 30 – July 4, 2018

Where: Washington Marriott Wardman Park

Why: Winner will represent the USA and FTD at the 2019 FTD-Interflora-Fleurop World Cup Design Competition in Philadelphia in March 2019

More info: <http://www.ftdi.com/ftdamericascup/default.htm>.



# SEASONAL & SOPHISTICATED

*without being stuffy*



WEATHERED OAK COLLECTION:  
Concrete Containers with Wood Inspired Texture  
7820-12-906: 4 1/8" Planter • 7821-09-906: 5" Planter  
7822-06-906: 6 1/2" Planter

Syndicate   
syndicatesales.com |    



# Everything You Need to Know About... Anemone

**Common Names:** Anemone, windflower, lily of the field and poppy anemone

**Botanical Name:** Anemone, (a-NEM-oh-nee)

**Availability:** October through May

**Vase Life:** 4 to 8 days

**Storage Temperature:** 34-36F

**Ethylene Sensitive:** Yes

**Description:** Delicate oval shaped petals, surrounding a dark round center, making cup shaped solitary flowers. Best if used in a vase arrangement as opposed to worked into floral foam.

**Colors:** Red, pink, purple, blue and white

**Design Notes:** Anemones are heavy drinkers. It is preferable to use them in a vase arrangement as opposed to designing in floral foam.

**Purchasing Hints:** Purchase when the buds are 25 to 50 percent open. There should be a one inch space between the flower head and the collar of the foliage.

**Conditioning:** Remove all foliage that will be below the water line. Cut under water with a sharp knife. Hydrate in a solution of warm water and commercial floral preservative / floral food for two hours before storage or usage. Wrap the stems with paper to hold them straight during hydration.

**Additional Notes:** Anemones are very phototropic and will curve toward the light. Even under the best of conditions, Anemones do not have a long vase life. Make sure that buyers are aware of this when reselling these flowers.

**Source:** <https://www.floraldesigninstitute.com/anemone.html>





# What's Going On?

# AIFD Chapter Reports

## North Central Chapter

### President's Letter

**Brent Leech AIFD, CFD**

Happy Fall! We're off and running at full speed!

I just returned from Bloomfield Hills, Michigan where our successful event, Art in the Elements, took place. **Laura Daluga AIFD, CFD** coordinated this project with the Cranbrook House and Gardens staff. Ten designers created unique displays on the Cranbrook campus. The featured artists were; **Lisa Beslisle AIFD, CFD, Debbie Strand AIFD, CFD, Debi Dawson AIFD, CFD, Carolyn Kurek AIFD, CFD, Sheryl Timmermann AIFD, CFD, Laura Daluga AIFD, CFD, Brent Leech AIFD, CFD, Stacey Carlton AIFD, CFD, Trisha Haisler AIFD, CFD**, and friends of North Central, **Garrett Skupinski CFD, Cathy Brunk AIF, CFD** and **Deb Swarze AIFD, CFD** created beautiful designs for the opening cocktail party as well as boutonnieres and corsages for all 72 of the guests. Over 650 people attended the two day event.

Many of us will be traveling to Indianapolis on October 25 and 26 to judge and assist with the FFA conference. If you have the opportunity to attend, please do. It's a very rewarding experience!

Plans are underway for our midyear meeting on January 19 and 20 at Oasis in Kent, Ohio. **Kelly Mace** and I are currently working out the details and will have more information out to everyone soon. Please mark your calendars! Tours of the facility will be on Friday, chapter meeting and dinner Friday evening and design program on Saturday. My goal is to have 100 attendees! Come on North Central, don't let me down!

I hope you all take a moment to enjoy the fall season. We're all busy with fall weddings, homecomings and festivals, but this really is a beautiful time of the year.

## South Central Chapter

### President's Letter

**Ken Senter AIFD, CFD**

As the fall and Christmas season approaches, I hope you're making plans to decorate your shops with all the wonderful textural elements and products available. Also, make sure to review your Christmas greens order from the past few years

and place your order with your local wholesaler early. I wish everyone a great holiday season.

The theme of **Kim Oldis AIFD, CFD**, our National president, is Engage, Educate and Enlighten. With that in mind, I challenge each member to reach out to a fellow designer and ENGAGE and ENLIGHTEN them in the conversation of AIFD. I also would strongly urge any member that is in the general vicinity of The University of Missouri or Texas A&M University to reach out and offer your services to speak to the SAIFD Chapters. You can contact **Lesleigh Cravens, CFD**, the instructor at University of Missouri or **Bill McKinley AIFD, CFD**, the instructor at Texas A&M University. Helping to EDUCATE these young designers is part of our mission of being an AIFD member.

Congratulations to **Alison Hopson AIFD, CFD** for winning the Mid America's design competition that was held during the Arkansas State Convention.

Congratulations to our regions own **Suzie Kostick AIFD, CFD** for being selected to co-chair with **John Kittinger AIFD, CFD** this year's National Symposium in Washington, D.C. "Discover" 2018 will take place June 30 to July 4. It will be held at the Marriott Wardman. Start making plans to attend, as this Symposium will be unforgettable.

I am also excited to share that our spring fundraiser will be March 24 and 25 at Baisch and Skinner Wholesale in St. Louis. Co-chairs **Rhonda Lynn-Moeckel AIFD, CFD** and **Damon Samuel AIFD, CFD** are putting together an incredible weekend. It will include hands on workshops, a design competition, and a fabulous program on Sunday by **Deborah De la Flor AIFD, CFD**. Please make plans to help support your region. If you are interested in volunteering please contact Rhonda or Damon.

If you are interested in serving on the board of South Central AIFD, please contact **Shane Cranford AIFD, CFD**.

## Northwest Chapter

### President's Letter

**Erik Witcraft AIFD, CFD**

Happy fall from the Northwest region! This year has brought us many incredible Xperiences, but has brought us many challenges as well. From the

*continued on next page*

*continued from previous page*

Northwest region, I first would like to reach out to our Texas and Florida friends with a huge hug of support from our region. One of the very best things about AIFD, I believe, is the high level of support and friendship among our fellow floral artists, and at times like these, as artists are rebuilding and reshaping their worlds, we must reach out and support. Although it has been a bit since Harvey and Irma hit, we still need to help support our fellow friends. Thank you to the AIFD Foundation for their proactive action for support during this disastrous time for our Southern friends. We are all thinking of you all and helping where we can!

Our chapter is busy with lots of great programs and awareness events. In September, our Canadian friends setup an awareness booth at UFI Burnaby for their Gala event. **Louisa Lam AIFD, CFD**, and several other AIFD members were on scene to help with promoting AIFD for our region.

Coming up in a couple weeks, the Montana State Florist Association Convention will be held in Bozeman, Montana. With the help of **Linda Marshall Robbins AIFD, CFD** and **Lindsey Petersen AIFD, CFD**, we will be representing our chapter with an awareness booth, as well as hosting the design contest. There is also a great hands-on program about creative armatures for everyday and bridal, presented by **Ian Whipple AIFD, CFD**.

Moving into November, our kickoff begins just in time for the beauty of the bountiful season. As days get shorter and nights get cooler, we celebrate the Ninth Moon, November 3-5. Every year in Portland, the Lan Su Chinese Garden hosts an event spotlighting the beautiful Chrysanthemum. It's called Mumvember. During this event, designers are invited to compete in a juried design showcase featuring the fabulous chrysanthemums while demonstrating masterful artistic abilities. Among several NW AIFD chapter designs participating this year, the garden is also highlighting a very special member of our chapter as the featured designer for the event. **Brenna Quan AIFD, CFD** will be demonstrating to the public in an evening premiere night, as well as thought out the weekend! We are so thrilled to have Brenna representing our region in Portland this year!

Moving into the holidays, our region would love to reflect on how incredibly grateful we are. We have 13 fabulous new inductees in our region. We ask any and all to reach out to our seasoned members, we would love to get you involved! Send me a note, give me a call, we are greater

with you involved! We have a passionate board moving in a positive and exciting direction, we have the support of our adopted NW National President **Kim Oldis AIFD, CFD** and look forward to what 2018 brings for our region! We truly believe that it's going to be a monumental year for our region!

## *Southwest Chapter Report*

### *President's Letter*

*Susan Ayala AIFD, CFD*

Happy Fall everyone! As the rest of the regions are in the swing of their beautiful fall leaves, we in the Southwest are still consumed with the heat. Speaking of the heat, we are heating up with a few events. This September is the Los Angeles County Fair and under the guidance of **Jim Hynd AIFD, CFD** and **Jim Blythe AIFD, CFD** the flower pavilion is a wonder with the theme of "Under the Looking Glass." With a crew of designers along with **Katie McCormick AIFD, CFD** and **Cindy Pham AIFD, CFD** have designed the spectacular designs throughout the pavilion. This year we have **Pam Null AIFD, CFD**, **Brad Austin AIFD, CFD**, and **Jan Wilder AIFD, CFD** partaking in the designs for the Southwest Region's section. Thank you for being there as I'm in China for the fall.

Next month on October 29 the region will be holding our annual fall workshop. This year we will have **Tom Simmons AIFD, CFD** and back by popular demand, new Inductee **Brad Austin AIFD, CFD** will conduct the workshop at Mellano & Co. in Santa Ana. Thank you **Cathy Hickman-Frost AIFD, CFD** for holding the workshop at Mellano's this year. Please save the date and spread the word to all designers that are looking for outstanding instructors who will inspire you or them on party designs. Look for more information on Design in Line, Facebook, and Instagram. Thank you **Katie McCormick AIFD, CFD** and **Shonda Cunningham AIFD, CFD** for the work you have done while I'm away.

As we move into the holiday season please think of the designer and flower shops that were affected by the hurricanes. The AIFD Foundation is taking donations and giving 100% to the florists that have been hit.

Have a wonderful and prosperous Holiday Season

## *North East Chapter*

### *President's Letter*

*Dan Firth AIFD, CFD*

The North East has a vibrant chapter and I am looking forward to serving you as President in the upcoming year. This year has been a very big learning curve for me and I want to thank **Polly Berginc AIFD, CFD**,

*continued on next page*



*continued from previous page*

**Janet Black AIFD, CFD** and **Rob DeBellis AIFD, CFD** for their help in getting me off to a good start.

At the National Symposium in Seattle, we installed our Officers and Board members for the upcoming year. Serving you as officers are **Dot Chenevert AIFD, CFD** (President-Elect), **David Siders AIFD, CFD** (Vice President), **Laurie Lemek AIFD, CFD** (Secretary), **Polly Berginc AIFD, CFD** (Treasurer) and **Rob DeBellis AIFD, CFD** (Past President). Our new board includes **Renee Tucci AIFD, CFD**, **Darcie Garcia AIFD, CFD**, **Shannon Toal AIFD, CFD**, **Rebecca Carter AIFD, CFD**, **Alisha Simone-Bell AIFD, CFD**, **Marianne Suess AIFD, CFD**, **Bunnie Hovan AIFD, CFD**, **Jennifer Plasky AIFD, CFD** and **Christy King AIFD, CFD**. **Ron Mulray AIFD, CFD** will continue to represent us on the National Board and **Polly Berginc AIFD, CFD** will be our foundation representative. We are fortunate to have such a talented and enthusiastic group of individuals leading our organization. Remember, we are all here to serve you, so please give us feedback, and let us know your ideas and better ways that we can serve you and our chapter.

We also inducted six new AIFD members and three CFD's at the Seattle Symposium. Congratulations to **Sun Ja Park AIFD, CFD**, **Caroline Crabb AIFD, CFD**, **Kathryn Delve AIFD, CFD**, **Amanda Randall AIFD, CFD**, **Mieko Kawazoe AIFD, CFD**, **Lori Kunian AIFD, CFD**, **Shawn Brown CFD**, **Elizabeth Kim CFD** and **Yong Hee Petrik CFD**. We look forward to you being a part of our NERC family! Even as a new member, please don't hesitate to get involved in NERC. We value every one of our members.

Several of our NERC members were recognized with awards at Symposium. **Tim Farrell AIFD, CFD, PFCI** was recognized by the AIFD National Board of Directors with the 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.

**Jiseon (Jessie) Yun**, our Memorial Scholarship winner from our SAIFD chapter at Seneca College in Toronto, Canada, was the first place winner of the Interpretive Design and the third place winner of the Sympathy category in the student design competition in Seattle. Kudos to **Marianne Suess AIFD, CFD** for doing a great job with this chapter!

Finally, congratulations to the newest members from the Northeast who will be inducted in 2018: **Nancy Bartlett CFD**, **Sujin Jung CFD**, **Marta Sondej CFD**, **Jorge Uribe CFD** and **Daisy Vincenty CFD**.

Looking forward to this year, my primary goal for the year is education. I believe that we can't be stagnant as individuals or as an organization. There is so much to learn and share with each other. I would like to get as many members as possible involved. Although we are planning some bigger programs, please let me, or a board member near you, know if you would like to head a show in your area. Not everyone is able to attend Symposium every year and local hands-on workshops are a great way to share your talents and give back to the floral family. Last year, **Lori Lemek AIFD, CFD** held a prom workshop. Two of my employees attended and came back so enthused and full of ideas. Don't underrate your abilities to share your talents!

Our fall show is slated for October 10, in Harrisburg, Pa. I am chairing the event which is sponsored by Zeiger and Sons Wholesalers. **Vince Butera AIFD, CFD** will be the commentator.

An exciting lineup of designers includes **Polly Berginc AIFD, CFD**, **Renee Tuci AIFD, CFD**, **Darcie Garcia AIFD, CFD** and **Shannon Toal AIFD, CFD**. Be sure to put the date on your calendar and plan to attend. The evening promises a great night of education and opportunity to network and share with fellow designers. Remember that this event is open to all floral designers. Please welcome someone who is not currently CFD or AIFD. Your encouragement may start them on the exciting path to joining our organization!

Looking forward to spring, we will be again be working with the AIFD exhibit exploring "The Wonderful World of Water" at the Philadelphia Flower Show March 3-11, 2018. Anyone interested in helping with the show should contact **Suzanne Sampson AIFD, CFD** at [plaistowvf@aol.com](mailto:plaistowvf@aol.com). More information will follow.

Again, looking forward to working with old and new members to continue advance our art of floral design.

## *Southern Chapter*

### *President's Letter*

**Kevin Hinton AIFD, CFD**

Wishing You Abundance, Hope, Peace and A Festive Holiday Season.

The region is thrilled to have twenty Candidates that will be inducted in 2018: **Alejandro Figueira CFD**, **Jenna Sleeman CFD**, **Susana Ortega CFD**, **Ralph Giordano CFD**, **Christina Lopez CFD**, **Kristina Metcalf CFD**, **Andreia Muller CFD**, **Pilar Gonzalez CFD**, **Tammy Yow-Russell CFD**, **Sherene Tan CFD**, **Klair McDermott CFD**, **Laura Smith CFD**, **Annie Taylor CFD**, **William Stinson CFD**, **Lisa Lewis CFD**, **Ellen Seagraves CFD**, **Rodrigo Vasquez CFD**, **Veronique Touboul CFD**,

*continued on next page*

*continued from previous page*

## **Zais Cortez Fren CFD & Olga Ramirez CFD.**

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 at  
Mississippi State University in Starkville, MS  
Chair: **Aisha Crivens AIFD, CFD**

March 22-25, 2018, Museum of Art for their  
annual "Art In Bloom" weekend in 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 from you! My e-mail  
address is [kevinahinton@comcast.net](mailto:kevinahinton@comcast.net).

***Check out the new Chapter  
board members, chapter events  
and update and more at your  
chapter webpage. Visit [http://  
aifd.org/chapters/](http://aifd.org/chapters/) to see what  
your chapter is up to!***

## **Tomas de Bruyne Wows at Longwood**

By Matthew Ross, Continuing Education Coordinator at Longwood Gardens



Internationally famed floral designer **Tomas de Bruyne** delighted guests at Longwood Gardens in Kennett Square, Pa., with an exciting floral demonstration and workshops. He kicked off his visit with a magnificent demonstration that culminated in the transformation of Longwood's grand Ballroom into a floral fashion runway. Highlighting the latest European techniques, de Bruyne created elegant, culturally inspired wedding bouquets that were carried by models costumed in traditional Japanese, Indian, and western-influenced wedding dresses. Another model, wearing a new-age Italian inspired floral necklace looked stunning as she graced the runway adorned with orchids, bronze kalanchoe leaves, and other gorgeous blooms. Following the evening event, guests mingled with designers from across the country, including a strong showing of AIFD and CFD Floral Designers, as they enjoyed a delicious wine and cheese reception.

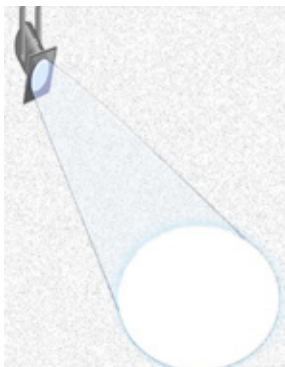
The following day, masters-level floral design students had the opportunity to try a new and exciting palette of plants under the guidance of de Bruyne, as he encouraged them to push themselves creatively with a strong sense of "tension" in design. Students used several unique seasonal foliage and flowers harvested from Longwood's 1,083 acre public garden that included: fruiting vines of Malabar spinach (*Basella alba*), intriguing seed pods of the Red-stemmed Arrowhead (*Sagittaria lancifolia*), and powdery purple fruits of the Powdered thalia (*Thalia dealbata*). Alexander Farms also graciously supplied hundreds of stems of fragrant David Austin® garden roses, with their sweet summer aroma. De Bruyne completed his visit to Longwood by teaching two additional workshops focused on intricate mechanics, cutting-edge bouquets, and luscious floral combinations.

Longwood's passion and pursuit of floral excellence was certainly showcased by Tomas, who left a lasting impression on the students and guests that had the privilege of watching his mastery on stage and in the classroom.

These events were part of the Continuing Education program at Longwood Gardens. The robust program offers nearly 175 courses and workshops throughout the year in subjects from Landscape and Floral Design to Culinary Arts. Registration information and 2018 course listings are available at [longwoodgardens.org/enroll](http://longwoodgardens.org/enroll).



# 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

# NEVER STOP LEARNING

Take your business further with robust business and design programs offered exclusively through FTD University. Taught by AIFD designers and industry-recognized experts, there's a perfect fit for every schedule and budget.

## FTD UNIVERSITY INCLUDES:

- **FTD Boot Camp**, a three-day intensive workshop
- A **YouTube channel** featuring how-to videos, design tips, webinars and more
- Business-building **webinars** presented live six times per year
- **FTD Mercury Point of Sale** training with remote and onsite options available
- **Scholarships** to industry-leading events

**PETE SAMEK AIFD**  
FTD BOOT CAMP INSTRUCTOR

Ready to learn more? Contact us at [education@FTDi.com](mailto:education@FTDi.com) or **800.788.9000 ext. 246240**.



[facebook.com/MercuryNetwork](https://facebook.com/MercuryNetwork)



[YouTube.com/FTDMercuryNetwork](https://YouTube.com/FTDMercuryNetwork)



[@mercurynetwork](https://@mercurynetwork)

©2017





# AIFD Thanks Its Partners

## ***Industry Partners***

**Accent Decor, Inc.**  
[www.accentdecor.com](http://www.accentdecor.com)

**Alaska Peony Broker, a  
company of FLOYD.ultd, LLC**  
[www.alaskapeonybroker.com](http://www.alaskapeonybroker.com)

**Alpha Fern Company**  
[www.alphafern.net](http://www.alphafern.net)

**Baisch & Skinner**  
[www.baischandskinner.com](http://www.baischandskinner.com)

**Biz One, Inc.**  
[www.ohanamarket.com](http://www.ohanamarket.com)

**BloomNet**  
<http://mybloomnet.net>

**CalFlowers**  
[www.cafgf.org](http://www.cafgf.org)

**California Cut Flower  
Commission**  
[www.ccfcc.org](http://www.ccfcc.org)

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

**Chrysal Americas**  
<https://www.chrysal.com/en-us>

**Connie Duglin Linens**  
[www.connieduglinlinen.com/](http://www.connieduglinlinen.com/)

**CSS Industries, Inc. (Lion  
Ribbon, Berwick Offray,  
Hampshire Paper)**  
[www.lionribbon.com](http://www.lionribbon.com)

**Dan's Designzz**  
[www.creationsbyfitzdesign.com](http://www.creationsbyfitzdesign.com)

**David Austin Roses**  
[www.davidaustin.com](http://www.davidaustin.com)

**DESIGN MASTER color tool, inc.**  
[www.dmcolor.com](http://www.dmcolor.com)

**DWF Wholesale Flowers**  
[www.dwfwholesale.com](http://www.dwfwholesale.com)

**Elite Flower Services, Inc.**  
[www.eliteflower.com](http://www.eliteflower.com)

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

**Fitz Design, Inc.**  
[www.creationsbyfitzdesign.com](http://www.creationsbyfitzdesign.com)

**Fitz Plus**  
[www.fitzplus.com](http://www.fitzplus.com)

**Florabundance, Inc.**  
[www.florabundance.com](http://www.florabundance.com)

**FloraCraft**  
[www.floracraft.com](http://www.floracraft.com)

**Floral Supply Syndicate**  
[www.fss.com](http://www.fss.com)

**Floralink**  
[www.floralink.com](http://www.floralink.com)

**Floranext**  
[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  
Florist**  
[www.frankadamswf.com](http://www.frankadamswf.com)

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

**Garcia Group**  
**Gardens America, Inc.**  
[www.gardensamerica.com](http://www.gardensamerica.com)

**Gems Group Inc.**  
[www.TheGemsGroup.com](http://www.TheGemsGroup.com)

**Gold Eagle USA**  
[goldeagleusa.azurewebsites.net](http://goldeagleusa.azurewebsites.net)

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

**Green Valley Floral**  
[www.greenvalleyfloral.com](http://www.greenvalleyfloral.com)

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

**Japan Flowers and Plants  
Export Association**  
[www.jfpea.jp](http://www.jfpea.jp)

**Kennicott Brothers Company**  
[www.kennicott.com](http://www.kennicott.com)

**Knud Nielsen Company, Inc.**  
[www.knudnielsen.com](http://www.knudnielsen.com)

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

**Mayesh Wholesale Florist, Inc.**  
[www.mayesh.com](http://www.mayesh.com)

**Mellano & Company**  
[www.mellano.com](http://www.mellano.com)

**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**  
[www.randomactsofflowers.org](http://www.randomactsofflowers.org)

**Rosaprima**  
[www.rosaprima.com](http://www.rosaprima.com)

**Skyline Flower Growers**  
[skylineflowers.com](http://skylineflowers.com)

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

**Smithers-Oasis/Floralife**  
[www.smithersoasis.com](http://www.smithersoasis.com)

**Syndicate Sales, Inc.**  
[www.syndicatesales.com](http://www.syndicatesales.com)

**Teleflora**  
[www.teleflora.com](http://www.teleflora.com)

**The John Henry Company /  
Multi Packaging Solutions**  
[www.jhc.com](http://www.jhc.com)

**The Queen's Flowers/  
Benchmark Growers**  
[www.queensflowers.com](http://www.queensflowers.com)

**The Sun Valley Group, Inc.**  
[www.thesunvalleygroup.com](http://www.thesunvalleygroup.com)

**UFN**  
[www.ufn.com](http://www.ufn.com)

**United Floral Growers**  
[www.unitedfloral.ca](http://www.unitedfloral.ca)

**United Wholesale Flowers**  
[www.unitedwholesaleflowers.com](http://www.unitedwholesaleflowers.com)

**Unlimited Containers, Inc.**  
[www.unlimitedcontainers.com](http://www.unlimitedcontainers.com)

*continued on next page*

# AIFD Thanks Its Partners

*continued from previous page*

**Valley Floral Company**  
<http://valleyfloral.com/>

**Vasesource**  
[vasesource.com](http://vasesource.com)

**Vickerman Company**  
[www.vickerman.com/](http://www.vickerman.com/)

**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/)  
[conservatory.org/](https://www.phipps.conservatory.org/)

**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**  
[www.californiacertifiedflorist.org](http://www.californiacertifiedflorist.org)

**Floral Association of the Rockies**  
[www.floralassociationrockies.org](http://www.floralassociationrockies.org)

**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.sdfloirists.org](http://www.sdfloirists.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)



## Education + Evaluation = CFD®!

"In July of 2016 AIFD unveiled a new opportunity for floral designers to become an AIFD Certified Floral Designer (CFD). Floral designers can attend and successfully complete the appropriate floral design education programs at an AIFD Education Partner, Approved State Floral Association or SAIFD Chapter, then pass AIFD's online test, and become an AIFD Certified Floral Designer! Since then, over 75 floral designers have become CFD's through this method. Congratulations to the newest class of CFDs as of September 18, 2017

Rhoda Burke CFD

Carol Jones CFD

Robin Miller CFD

Elaine Raymond CFD

Pragashnee Simhadri CFD

Julie Smith CFD

Patricia Won CFD

## 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 homepage at [www.aifd.org](http://www.aifd.org) (click on the LinkedIn symbol to get to the page).



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



[www.youtube.com/user/AIFDHqtrs](http://www.youtube.com/user/AIFDHqtrs)



## Florists' Review Goes Digital!

Florists' Review now offers a DIGITAL EDITION of our monthly print magazine!

Beginning with our September 2017 issue, every subscriber to the print edition of *Florists' Review* will receive the digital edition FREE and will be able to view it online or download it.

To receive our new FREE digital edition, simply provide your

- subscriber name
- subscription mailing address
- phone number
- email address
- AND, if possible, your subscription number (on the mailing label above your name).

**CLICK HERE** to easily and quickly provide that information.

With our new digital edition, you will be able to view each issue of *Florists' Review* whenever, wherever and for as long as you wish!

Celebrating 120 Years

**florists' review**

[www.floristsreview.com](http://www.floristsreview.com) • (800) 367-4708

THE NORTHEAST AIFD REGION PRESENTS:

## SOME GREEN TO GROW ON!

A night of networking, inspiration and education!

OUR PANEL OF DESIGNERS WILL EACH TAKE A TURN SHOWING YOU HOW TO GROW WITH GREEN: FROM TRANSITIONAL DESIGNS FOR THE SEASON, TO POSH AND SOPHISTICATED SYMPATHY WORK, TO THE PANTONE EFFECT ON OUR INDUSTRY AND HOW TO MAKE THE BEST USE OF THE ON TREND LARGE-LEAF MOVEMENT. YOU WON'T WANT TO MISS THIS FAST-PACED NIGHT OF GOING GREEN!

COMMENTATED BY VINCE BUTERA AIFD, PFCI,  
OF BUTERA THE FLORIST,  
YORK, PA



### OUR PANEL OF DESIGNERS



POLLY BERGINC AIFD



DARCIE GARCIA AIFD



SHANNON TOAL AIFD



RENEE TUCCI AIFD

ALL FOUR OF OUR DESIGNERS ARE EDUCATORS WITH CERTIFIED AIFD EDUCATION PARTNERS AND REPRESENTATIVES OF THE NORTHEAST CHAPTER OF AIFD.

**TUESDAY, OCTOBER 10<sup>TH</sup>, 2017**

DOORS OPEN FOR NETWORKING AND DINNER: 5:30PM PROGRAM BEGINS: 6:30PM

**ZIEGER & SONS WHOLESALE**

2300 WOODLAWN ST, HARRISBURG, PA 17104

\$30/PERSON INCLUDES LIGHT DINNER

[DEIHLFLOWERS@COMCAST.NET](mailto:DEIHLFLOWERS@COMCAST.NET) TO REGISTER

MANY THANKS TO OUR GENEROUS HOST ZIEGER & SONS.

WITHOUT THE SUPPORT OF OUR INDUSTRY PARTNERS, EDUCATION WOULDN'T BLOOM!





# *The Season of Thanksgiving*

## A TIME FOR GRATITUDE

In this season of Thanksgiving we express appreciation for gifts so graciously given. In AIFD, it is the volunteer spirit and the generosity in contribution for which we express gratitude. With each hour volunteered and each dollar contributed, AIFD and the AIFD Foundation progress. It was not that long ago that a few members of AIFD, after the loss of a dear friend, started what is known today as the AIFD Foundation. Always connected. Always working together. Always looking forward with great anticipation to the future. The future of AIFD and of the AIFD Foundation.

Visit [aifdfoundation.org](http://aifdfoundation.org) to donate to celebrate a season of Thanksgiving and a time for gratitude.

