

Focal Points

FTD's America's Cup to be Held During "Discover"

FTD is excited to share that the competitors for the FTD America's Cup 2018, a national floral design competition, have been selected.

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

The selected competitors are:

Cindy Anderson AIFD, CFD, PFCI of Colorado Springs, CO

Samantha Bates AIFD, CFD of Especially for You Floral, Ponchatoula, LA

Maggie Binet AIFD, CFD, PFCI of The School of Floral Arts, Denver, CO

Laura Daluga AIFD, CFD of Keller and Stein Florist, Canton, MI

Sally Jablonski of Herbert E. Berg Florist, Worcester, MA

Greg Lum AIFD, CFD of Lee's Florist & Nursery, Berkeley, CA

Katharina Stuart AIFD, CFD of Lee's Florist & Nursery, El Cerrito, CA

Jorge Uribe CFD of Urban Floral, Wolcott, CT

Derek Woodruff AIFD, CFD, PFCI of Floral Underground, Traverse City, MI

Randy Wooten AIFD, CFD, PFCI of Delorice's Florist, Douglas, GA

Additional details about FTD America's Cup and the competitors can be found at www.FTDi.com/FTDAmericasCup.

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Details on a few main stage designers for the 2018 Symposium are waiting inside...don't miss them featured on page 4!

American Institute of Floral Designers

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Executive Officers

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2018 Symposium Coordinator

Suzie Kostick AIFD, CFD

2018 Symposium Program Coordinator

John Kittinger AIFD, CFD

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AIFD Mission Statement

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

Upcoming Events

December 9, 2017

**Winter Flowers FLR 328 901
Anne Arundel Community College-Arnold, MD
Arnold, MD**

**January 8, 2018 – January 20, 2018
Floral Designer/Shop Operations Class
Mellano's & Co.
Santa Ana, California**

**March 12, 2018 – March 13, 2018
Advanced Wedding Designer Class
Mellano's & Co.
Santa Ana, California**

**March 14, 2018 – March 16, 2018
Special Events /Decor Designer Class
Mellano's & Co.
Santa Ana, California**

**May 21, 2018 – May 22, 2018
Design For Excellence Class
Mellano's & Co.
Santa Ana, California**

**May 21, 2018 – May 22, 2018
Design For Excellence Class
Mellano's & Co.
Santa Ana, California**

**June 28, 2018
2018 AIFD Professional Floral Design
Evaluation Session
Washington Marriott Wardman Park
Washington, D.C.**

**June 30, 2018 – July 4, 2018
2018 Symposium "Discover"
Washington Marriott Wardman Park
Washington, D.C.**

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



"Setting one month, three month, six month, one year and three years goals has been a way for me to see what direction I am headed and move in a positive path."

As we approach the New Year, I know that many of you will finally be able to catch your breath after a long holiday season. Decorating homes and corporate offices for the season, designing special events and finishing up day-to-day floral jobs you will have fulfilled your business objectives for the year. You used your creative talents, business knowledge and expertise to complete these objectives.

We are blessed to work in an industry with beautiful product. But it is with your design talents that you can create exceptional events and have an affect on emotion that the consumer appreciates. You have the ability to do just that...make an impression, make a vision come true...make memories through your floral expertise.

Thank you for continuing to be motivated by our mission: "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."

As I have traveled to Vancouver, BC, Las Vegas, Indianapolis, and Portland, witnessing the amazing floral designs and education events that our members are involved with – their "all hands-on deck" work ethic, the combination of detail to design and execution of their programs leave me in awe. It makes me proud to be a member of AIFD.

I continue to be honored by the opportunity to serve as your President - you have reached out to me with ideas, concerns and suggestions. I appreciate you and am thankful for your support. Your National Board continues to strive for excellence and work diligently for the future of AIFD.

Looking to the future: I head to Kent, Ohio for the North Central Regional January meeting then to Washington, D.C. for the Executive Board meeting. March will keep me on my toes – visiting three more Chapters. In the meantime, keep watch for all of the updates and information concerning our symposium – "Discover" in Washington, D.C. **Suzie Kostick AIFD, CFD** and **John Kittinger AIFD, CFD** will be filling you in on more details!

To me, the New Year means setting goals, organizing my time to fit these goals, and then implementing them. It takes time, it takes thought, it takes planning.

Setting one month, three month, six month, one year and three years goals has been a way for me (for years) to see what direction I am headed and move in a positive path. My hope for you in 2018 is that you have a moment to breathe, enjoy the successes of the past year and a chance to set a goal or two for 2018. My wish for you is to be able to enjoy the process.

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

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

Wishing each of you and your families a Happy Holiday and New Year!

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

Kim Oldis AIFD, CFD
AIFD National President 2017-2018



AIFD President Kim Oldis AIFD, CFD educating students about AIFD at the FFA Convention.



Spotlight On Discover Designers



Presented by: Alex Choi AIFD, CFD - Current Interflora World Cup Champion

Sponsored by: Platinum Partner FTD

Program Date: Tuesday, July 3, 2018

Consider the idea that less is more. That by doing less or including less you can actually achieve more. More depth, more texture, more movement, more transparency, more creativity! Known for his complex and dimensional design style, Alex will share with the AIFD audience his philosophies for creating impactful, intricate floral art through the process of doing less.

Presented by Derrick Vasquez AIFD, CFD

Sponsored by Diamond Partner CalFlowers and Diamond Partner Accent Decor

Program Date: Wednesday, July 4, 2018

Renowned for his innovative use of products, creative stylings, and over-the-top themed events, Derrick will share his tricks and techniques for over-the-top event decor from development to realization. Throughout his illustrious career, Derrick has become known for pushing the envelope with his event designs and decor. AIFD is excited to bring Derrick to the symposium main stage for a lively and inspiring look inside what ignites his passion for parties.



Presented by Hitomi Gilliam AIFD, CFD, Tomas de Bruyne, Agna Maertens EMC, Julia Schmitt AIFD, CFD, EMC and Monica De La Torre EMC

Sponsored by Premiere Partner Oasis Floral Products and Platinum Partner Design Master color tool, inc.

Program Date: Monday, July 2, 2018

This remarkable program can be best described as a floral journey for creative minds. Built on the foundation of the European Master Certification program these five immensely talented floral artists will share core skills, inspirational exercises, and insight into what makes the EMC experience so unique and challenging. AIFD is proud to partner with EMC in bringing this innovative, encouraging and uplifting educational opportunity to the Symposium stage.



Hotel Information

Marriott Wardman Park
2660 Woodley Rd NW, Washington, DC 20008

Room rate: \$159/night + tax for Single/Double occupancy

*Please note that we have not released hotel rooms for reservations yet, but will do so in the coming weeks. Stay tuned for an e-mail/social media post of when you can reserve a room.

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 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 discover the opportunities and possibilities of the farmer / floral artist lifestyle.

Become a Symposium Partner

Our partners are ELITE, and this year we have more opportunities than ever before: Premier, Diamond, Platinum, Gold, Silver, Bronze, Emerald or Ruby. Enhance your marketing and "Discover" the new AIFD Elite Partner Benefits for 2018-2019!

Visit <http://aifd.org/2018-symposium/> for details.

Be a 2019 Symposium Main Stage Designer!

Las Vegas is where you can find living legends in the entertainment industry performing, and even some that aren't (Elvis anyone). We are looking for legends in the floral industry to present at our 2019 Symposium...is that you?

Would you like to present a program at the 2019 AIFD National Symposium taking place July 6 – July 11 in Las Vegas, Nev.? 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. In this wonderful digital age, video cameras are everywhere. Think of this as an audition. Set up a simple scene, make a sample arrangement, relax, be yourself, talk about your program, explain it to the camera, make it come alive. Don't worry about the quality.

We are looking for fresh ideas with educational content and your ability as a presenter to deliver the information effectively. If you are going on stage in front of a thousand people, you can perform for the camera. The video should be approximately 10-15 minutes in length, no editing or music needed-just you and your program ideas. Your video clip may be in any format: mini-DV, DVD or a digital file uploaded to us.

You also need to submit a completed proposal. Send completed proposal to Program Coordinator **Brian Vetter AIFD, CFD** at bvetter.aifd@yahoo.com and Symposium Coordinator **Joyce Mason-Monheim AIFD, CFD** at jmmonheim@yahoo.com. The deadline to submit your proposal is December 15, 2017.

Download the proposal at <http://aifd.org/call-for-2019-symposium-programs-volunteers/>.

*Please note you DO NOT need to be a member of AIFD to submit a program proposal.

Ready, set, submit!

Say it Socially

A look at what is being shared about AIFD on social media

Support @AIFDHqtrs as they help florists in @txflorist & #FloridaStateFlorists after Hurricane Harvey & Irma <http://bit.ly/2fjCJuN>

@AccentDecor

Bloomnet teamed up with @AIFDHqtrs to help florists affected by the #Hurricanes this season. Learn more: <http://www.businesswire.com/news/home/20170921005877/en/BloomNet%C2%AE-Teams-Floral-Industry-Spearhead-Relief-Efforts>

@BloomNet

@tcottagebakery perhaps you could share this with anyone you think might like to help #texas #HarveyRelief @AIFDHqtrs @FloristMagazine

@flowergirl_lon

@BloomNet and @AIFDHqtrs are teaming up for the #HurricaneHarveyFloristFund <http://bit.ly/2xDczan>

@napcoimports

Thank you for the story on Art in the Elements, @BBEagleNews and @Tiffany_e! @AIFDHqtrs @DoFloristry @candgnews

@CranbrookHouse

Congrats to our Lead Floral Designer, Andrea Ancel, on earning the coveted Certified Floral Designer designation by @AIFDHqtrs!

@ftdflowers

Floral Design student Jiseon Yun won 1st & 3rd at @AIFDHqtrs annual Student Floral Design Competition in @CityofSeattle! #SenecaProud @SenecaCollege

@SenecaCollege

The Cal Poly Floral Team is #2 the nation! Senior Dawn Mones also scored the overall highest score at the @AIFDHqtrs student floral comp.

@CalPoly_CAFES

Our product team are back from the most inspiring week at @AIFDHqtrs Symposium 2017 in Seattle. Here are some of their favourite designs...@InterfloraUK

@InterfloraUK

The owner of Floral Inspirations has won awards at The Philadelphia Flower Show as a featured designer and exhibit chairman for the AIFD American Institute of Floral Designers and work as a teacher at The New York Botanical Garden!

Mentioned on Facebook by @BeachPaper

Treasured Moments by Frankie Shelton AIFD, CFD



I owned a florist shop and school but had a thirst for knowledge. In the 70's floral education was hard to find. I found a publication about The American Institute of Floral Designers. This was what I was looking for and made the decision to attend the AIFD Symposium in 1977. I had no idea what to expect, however I attended the most exciting and educational event of my career. That is when I decided to become an AIFD member. I was inducted in 1977 into this prestigious organization.

I will never forget **Bob Gordon AIFD** coming to my table and putting his AIFD pin on my dress. **Herb Mitchel AIFD** President came over later and said, "We want you to chair the Symposium in Houston in 1979 and make AIFD a Nationwide organization," I was stunned. There was no home office, executive director or guidelines. I was to book a hotel, plan all meals, select the designers, publicity, printing, registration etc. At the time, there were only three AIFD designers from Houston but seven in Texas. **Buddy Benz AIFD, Edith Feille AIFD, Dusty Arno AIFD** were some of the members.

I had great support from our industry by growers, wholesalers and partners. My budget was \$3,000. Each designer was given \$100.00. I told each designer that they would help make our organization known nationwide. Many thanks to the designers who furnished their props and talent. I could not have done this without a team effort.

We had 350 attending and the Symposium was a huge success. My husband took care of all registration and confirmation. My daughter took care of hospitality and my son was in charge of all the props shipped to my school. This program would not have happened without a team effort by everyone. These are some of my special memories in the garden of my heart.

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

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 AIFD Board of Directors recently met in Las Vegas, the site of the 2019 National Symposium, to put their minds together and work hard for the future of AIFD and the AIFD Foundation.

In attendance was President **Kim Oldis AIFD, CFD**, President-Elect **Frank Feysa AIFD, CFD**, Vice President **Jackie Lacey AIFD, CFD**, Secretary **David Shover AIFD, CFD**, Treasurer **Tom Simmons AIFD, CFD**, Immediate Past-President **Anthony Vigliotta AIFD, CFD**, Membership Chair **Sandy Schroeck AIFD, CFD**, 2018 Symposium Coordinator **Suzie Kostick AIFD, CFD**, **Ron Mulray AIFD, CFD**, **Loann Burke AIFD, CFD**, **Wil Gonzalez AIFD, CFD**, **BJ Dyer AIFD, CFD**, **Katie McCormick AIFD, CFD**, AIFD Foundation CEO **Lynn Lary McLean AIFD, CFD**, **Kenneth Snauwaert AIFD, CFD**, **Janet Black AIFD, CFD**, **John Hosek AIFD, CFD**, **Sharrai Morgan AIFD, CFD**, 2019 Symposium Program Coordinator and Past President **Joyce Mason-Monheim AIFD, CFD**, 2019 Symposium Program Coordinator **Brian Vetter AIFD, CFD**, and **Kristen Philips, CAE**.

After amending and approving the agenda, and approving the consent agenda (submitted board reports), the discussion moved into finance where Mr. Simmons reported on the association's preliminary end of year financials. A lengthy and important discussion took place amongst the board regarding the importance of the association supporting its fundraising arm, the AIFD Foundation, financially in order for the Foundation to be able to focus on fundraising and less focused on operations. The board came to a decision that the association plans to announce to the membership in 2019, which the association feels is a momentous and positive step forward for both the association and the foundation.

It was moved and seconded to add a new policy that each AIFD Regional Chapter President may request an electronic mailing list of their respective regional chapter Accredited members,

CFDs, Candidates, and Inductees including e-mail addresses and phone numbers, once annually on August 1, strictly for the purpose of regional chapter communications. After discussion, the motion passed unanimously. The thought process behind this policy is to increase communications between chapter leadership and chapter members and make that process more efficient.

Ms. Philips discussed the importance of having a relationship with legal counsel. It was moved and seconded to accept Ms. Philips' recommendation that the Executive Committee meet with attorney **Michael Deese** at the January Executive Committee with the intention of developing a relationship with Howe & Hutton, Ltd. should legal advice and general counsel be needed in the future for non-trademark or copyright related issues. The motion passed unanimously.

Ms. Philips then reported on the quote received from The Language Center to translate the AIFD Guide to Floral Design into various languages, which was not within the Institute's budget. Ms. Oldis requested a Task Force of members from the Membership and Education Committees gather additional information and the recommended next best steps and to report back to the Executive Committee by the January meeting.

It was agreed to accept Ms. Philips' recommendation that the Institute use a request form as provided by trademark attorney, **Amy Goldsmith**, for floral design educators to complete when requesting to reproduce portions of the AIFD Guide to Floral Design for teaching purposes only.

As the final part of Ms. Philips report, she noted there was an error in not including Ms. Oldis' new photo in the directory, as well as an issue with the quality of the membership certificate and the certificate missing the gold seal and membership year. She agreed to obtain a quote of the cost to reproduce and re-mail the membership certificate.

Membership Chairperson Ms. Schroeck presented her report along with status updates of membership renewals and asked that the Regional Chapter Representatives to the Board contact those on the delinquent list to remind them to pay their membership dues. She also reviewed several requests made by the Latin American group of

" All board members and guests were able to share their insights, thoughts, concerns, and suggestions all for the betterment of this Institute! "

continued on next page

AIFD members and suggested the Symposium Coordinators try their best to involve international groups when possible at future Symposia.

Ms. Schroeck reviewed the plans in place to add additional features to the electronic PFDE scoring program. She also reminded the board that PFDE evaluators are now better educated than ever due to the Certified Evaluator/Judge program. Ms. Philips agreed to update the policies and procedures to reflect the changes to the PFDE policies. Ms. Schroeck agreed to review and send Ms. Philips edits of the membership portion of the AIFD website.

Mr. Shover reported on the status of the AIFD resource library along with several suggestions on how to move forward with gathering educational material. Several ideas were discussed, and Mr. Shover agreed to review them with the Education committee and report back to this board on next steps.

After a policy was amended regarding which schools could become Student Chapters of AIFD (SAIFD) the discussions then moved into the most recent, and upcoming, Symposia.

Mr. Gonzalez reported on the recent successes of "X" Symposium in Seattle and the board gave him and Ms. Cindy Anderson a standing ovation for their efforts. Ms. Kostick reported on details regarding the upcoming Symposium "Discover" in Washington, D.C. and their budget was approved. Ms. Mason-Monheim and Mr. Vetter revealed their logo and theme for 2019 Las Vegas Symposium, which was also approved. The board then approved the Vice President's recommendation that **Sandy Schroeck AIFD, CFD** be appointed the 2020 National Symposium Coordinator and that **Deborah De La Flor AIFD, CFD** be appointed the 2020 National Symposium Program Coordinator.

After Ms. Philips reminded the board of upcoming dates where the board will meet, the meeting was adjourned. The day was very productive and all board members and guests were able to share their insights, thoughts, concerns, and suggestions all for the betterment of this Institute!



By Sheryl Timmerman AIFD, CFD

Isn't it wonderful to know we help love to bloom and re-bloom, or to sprinkle seeds of happiness throughout Valentine's Day. Knowing our customers are entrusting us with their love life and gateways to their hearts. It's not only exciting but amazing too.

Here are some ideas to keep you going during that wonderful time of Valentine's Day.

- Buy lunch and snacks and water to have at the store, to keep your employees in the shop happy, hydrated, and there.
- Order your flowers early from trusted sources. Pre-order 1/2 of what you think you need and get the rest as you need it from wholesalers.
- Make sure you have updated your website prices.
- Remember to put your card on every order.
- Offer a contest drawing for a free arrangement for posting the flowers they received from you on their Facebook or Instagram and tagging your store.
- Nominate one employee as the delivery manager.
- If you're needing to hire some extra holiday delivery drivers, consider your local fire dept., police, mailman, or taxi drivers. People who know the local streets well often know short-cuts and easier ways to map out routes. Also, college students and retirees are often looking for ways to make extra money, part time.
- Route out deliveries you know already.
- Head off those phone calls from customers by sending out delivery confirmation e-mails or texts.
- Try not to OVER staff, having too many inexperienced people can be harder than not having enough...having to stop what you are doing to help them defeats the purpose, and adds extra stress.
- Keep breathing, manage by walking around, and stay happy, knowing your making love or friendship bloom.

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LISA BELISLE AIFD
FLORA ELEMENTS
LaGrange Park, IL

MOST INSPIRATIONAL
FLORAL DESIGN:
Valentine's Day

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upcoming themes.



Education + Evaluation = 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! Congratulations to the newest class of CFDs as of September 19, 2017:

Amy Bishop CFD

Rhoda Burke CFD

Albert Chen CFD

Lisa Haas CFD

Allison Hassard CFD

Abigale Jenkins CFD

Carol Jones CFD

Laura Learned CFD

Robin Miller CFD

Maria Luisa Pecson CFD

Elaine Raymond CFD

Robin Schill CFD

Pragashnee Simhadri CFD

Julie Smith CFD

Elizabeth Windon CFD

Patricia Won CFD



Bits and Pieces

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

• **Dwight Larimer**, president at Design Master color tool Inc. in Boulder, Colo., was inducted into the Michigan Floral Foundation Hall of Fame at the MFF Hall of Fame Induction Dinner Oct. 24 at the University Club of Michigan State University in East Lansing, Mich.

• Lot's of baby news to announce! Congratulations to **Darenda Darnel-Garbaza** and her husband Jim who welcomed baby Hazel in August.

• Congratulations to **Katie McCormick AIFD, CFD** and her husband Patrick who welcomed Declan Patrick in September. Declan joins big sister Maddy and big brother Cyrus.

• **Rachelle Nyswonger-Neal** and her husband John welcomed baby Daphanie in October.

• And baby makes three! Congrats to **Angela Boyer Darrah** and her husband Michael who welcomed baby Josiphine in November.

• Know your newsletter themes! Themes for each issue of Focal Points have been assigned. Please reference these when submitting articles, pictures, etc. for the newsletter. We would love to have feature articles, accolades and other interesting submissions for every issue.

December/January issue: Valentine's Day

February/March issue: Mother's Day/Prom

April/May issue: Weddings/Special Events

June/July issue: Pre-Symposium

August/September issue: Fall, Symposium Recap

October/November issue: Christmas

Please send all submissions to **Molly Baldwin-Abbott** at molly@stringfellowgroup.net or **Marisa Guerrero AIFD, CFD**, at debbies_bloomers@msn.com.





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DALLAS

Market Center | WTC 190

VEGAS

Las Vegas Market | C 124

On the Road...to Engage, Educate and Enlighten

October 25-27, Indianapolis, Ind. - As told by Kim Oldis AIFD, CFD

I am a florist. I am a member of AIFD. I share my passion. I believe in education. I believe in the future of our industry.

They told me - they told me about the "sea of blue jackets." Never in my wildest dreams did I truly know what wearing the "blue jackets" meant. FFA - The Future Farmers of America...so much more than I realized.

Arriving to the fairgrounds I caught my first glimpse of the FFA National Convention; the dedication of volunteers from across the United States - working together to bring the Floriculturist CDE (Career Development Evaluation) competitions to life. It was a continual work in progress - every detail fine-tuned. We were briefed as judges - be fair, be friendly, encourage them, smile and most importantly - I believe - to believe in the FFA Member.



Judging started early in the morning - for me - a three hour jet lag issue - and I know for the competitors - it was very early for them too. They came, they implemented their skills - Success in my eyes. Two days to execute the skills that brought them to this competition through their state level. Two days encouraging their team members and focusing on their mission. Two days of practicum coming to the end. At the end of the competition they did their best.

Seeing the "blue jackets" walking down the streets - thousands of them - probably tens of thousands - weaving their way thru the city, making their way to the General Assembly Sessions; I followed. I had to see, I had to witness these students, these kids, someone's student, someone's kid. Walking together as a team - walking together as a whole. Walking together for a purpose.

The Session had started by the time I made my way into the convention center. The spectacular stage was set up for success. The platform was driven by the FFA Member Leadership Team...the power of the scene was awe-inspiring. The FFA Choir in its full glory, the positive and motivating FFA Member Leadership Speakers...the obvious joy and respect from their fellow FFA members...it was overwhelming! Humbling in fact.

Their message to me was clear; "We are (you and I) going to be in good hands in the future" - the FFA Leaders and Members are positive, they encourage others, have a sense of humor, share experiences, are compassionate and passionate, are respectful to each other and thankful for the support they receive - these young people are our leaders of tomorrow. "We are going to be ok!"

As I sat there with a few of my peers we were moved to tears...

these young leaders have reached a pinnacle at this convention for this year. But I know the opportunities for them are endless...there are so many possibilities for a successful future ...becoming flower farmers and plant growers, scientists, research and product developers, inventors, engineers, business entrepreneurs, educators and teachers, lobbyists and politicians, web technicians, event planners and florists. Right now they are students - learning, contemplating and navigating the decisions that will affect their future.

They wear their "blue jackets" proudly - they should! I CAN! WE WILL! They know it!

I am a florist. I share my passion. I believe in engaging, educating and enlightening. I believe in the future of our industry. I BELIEVE IN FFA!

***More photos from the Convention can be found at
<https://www.facebook.com/nationalffa>***

The
AIFD FOUNDATION
Announces

THE CFD SCHOLARSHIP

**An Exclusive Opportunity for
CFD Members**

**The AIFD Foundation is pleased to offer a
\$1,000 SCHOLARSHIP**

The scholarship is for a CFD member pursuing membership in AIFD to attend an Education Partner PFDE Preparatory Class.

The CFD Scholarship is funded by the Tom Powell AIFD Endowed Fund. Mr. Powell is a Past President of AIFD. His florals graced our Nation's Capital for decades.

To increase the value of this scholarship these AIFD Education Partners will provide a Complimentary Registration for the PFDE Preparatory Class.

**BENZ SCHOOL of FLORAL DESIGN
FLORAL DESIGN INSTITUTE
FLORIOLOGY INSTITUTE
SOUTHERN CALIFORNIA SCHOOL of FLORAL DESIGN
TELEFLORA SCHOLARSHIP ACADEMY
YOLA GUZ SCHOOL of FLORAL DESIGN**

The applicant must complete the PFDE Preparatory Class in 2018 and the PFDE process during AIFD National Symposium in Washington, D.C.

For complete information or to apply, visit aifdfoundation.org.



Everything You Need to Know About ... Scabiosa: Muted Tones & Superior Texture

With the current trends toward relaxed, garden style designs for each and every occasion, more and more specialty flowers with unusual looks are coming into the market. These are exciting times for not only growers experimenting with new crops, but for designers learning how to utilize unique specialty products. One such crop that is making a quick rise into many designers' "new favorites" category is the Scabiosa flower.

Scabiosa has been around for many years, as one of those unusual products that hovers in the back of a designer's mind as an option, but not as a staple product. However, recently, new varieties have become popular in design. They hold great texture qualities, and give a feel of the heirloom garden, currently a hot trend. Their pincushion type blooms offer interest as well as style. There are both annual and perennial varieties currently available.

Scabiosa has a few specific varieties that bear mention for your attention this spring, in case you are not using them already in your work space. Scabiosa atropurpurea beaujolais 'Bonnet' is a striking flower, with mauve coloring to accent any composition in the warm tones. 'Bonnet' has fairly sturdy stems, and has a vase life of about ten days bench top and almost two weeks inside a cooler.

With the frequency of requests for that subdued tone color palette, it is important to find product that can offer such a thing. Many of the scabiosa varieties have hues that are very fitting for those popular palettes. Requests for grays, mauves, and antique blues and lavenders, make this flower a must-have in the design room. On the flip side of that are the deep, rich tones of the formal evening event, of which, scabiosa offers some stellar choices as well.

'Black Night' and 'Classic Wine' are both varieties with deep burgundy shades. The luscious, receding color that these two varieties offer gives them a more formal and sensual feel. In particular, "Black Night" is a show stopper during highly formal events. The incredible texture they offer beckons a viewer to really stop and look at the flower, which is exactly what we want to happen to our floral creations!

For large, whimsical flowers, try the 'Fama' series. And for the traditional ivory tones, 'Annabelle' and 'Snow Maiden' are good performers. If incredible flowers isn't enough from this product, the seed pods are equally impressive for use in design. Almost 50% of brides want those "brown and yellow globes" they see on Pinterest. Floral translation: craspedia and scabiosa pods. It's imperative to be able to design with these beauties in the modern market.

Post-harvest care in your shops should include a holding solution, and cooler storage. Scabiosa is a rapid feeder, meaning it needs to have a high sugar solution for maximum vase life. Additionally, they are ethylene sensitive, and should be kept in areas with an ethylene scrubber, or grower treated with an ethylene blocker. Give them a try in your business, and let them enchant you with their unique charm.

What Flower Would You Like Featured?

Do you have a suggestion for a flower or plant to be featured in the newsletter? Would you like to learn more about a particular flower or plant? E-mail your suggestions to Molly Baldwin-Abbott at molly@stringfellowgroup.org.



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Brent Leech AIFD, CFD

Greetings North Central family! I just returned from another successful FFA conference in Indianapolis. Congratulations to **Melissa Riley** and **Randy Wooten AIFD, CFD** on running this great event! I was so happy to see many North Central family members there judging and doing their part to help those outstanding young people! President **Kim Oldis AIFD, CFD** was in attendance as well as; **Sheryl Timmermann AIFD, CFD, Janet Gallagher AIFD, CFD, Joyce Grattoni AIFD, CFD, Rae Roberts-Griffith AIFD, CFD, Judy Borah AIFD, CFD, Carolyn Kurek AIFD, CFD, Carolyn Minutillo AIFD, CFD, Tina Davis AIFD, CFD, Lisa Belisle AIFD, CFD** and **Adam Havrilla AIFD, CFD**. Can't wait until next year!

Please mark your calendars for January 19 and 20 for our mid-year meeting in Kent, Ohio. Oasis will be conducting tours on Friday, our Executive Board and members meeting will be that evening with dinner following. Saturday morning, a design show featuring Oasis team members will take place. This will be a fun filled and informative weekend! Please let me know if you will be attending! I have a goal of 100!

I would like to take this opportunity to wish all my North Central family a very Merry Christmas and a successful New Year! 2018 will be an exciting time for our chapter! Enjoy your time with family and friends and keep smiling!

South Central Chapter

President's Letter

Ken Senter AIFD, CFD

As we approach this New Year, excitement is building for our spring fundraiser. The board would like to thank, **Rhonda Lynn-Moeckel AIFD, CFD** and **Damon Samuel AIFD, CFD** for all of their hard work organizing this event. It will be held March 23 and 24 at Baisch and Skinner Wholesale in St. Louis. Some of the events being planned are the South Central Cup, round table discussions, and a design program on Sunday featuring **Deborah De La Flor AIFD, CFD**.

This is a great opportunity to visit with old friends,

make new friends and be involved in this year's fundraiser. If you are planning to attend and would like to help, please contact, Rhonda or Damon. If you are thinking about becoming CFD or AIFD and would like to help and meet new friends, please join us. As more details are confirmed, we will post them in the South Central Facebook page. Please check for updates as we move closer.

Also, Tuesday night, March 6 in Houston we will hold the 2nd annual Jim Johnson Cup. Mr. Johnson AIFD, CFD is retired as a Distinguished Senior Lecturer in the Department of Horticulture at Texas A&M University and as the Director of the Benz Gallery of Floral Art. Twenty of the top floral designers from around the United States will compete for the coveted JJ Cup. If you would like to compete, please contact **Ken Senter AIFD, CFD**, kensenter1@gmail.com for more information. It will be a great evening to honor Mr. Johnson.

As we approach the Valentine holiday, please take time and review your sales and purchases from the past few years. Valentine's will fall on a Wednesday this year which typically means a great holiday for sales. For increased profit and production, you might consider choosing three to five designs that your shop will feature this holiday. This will improve your buying and help to increase speed on the design table. Please do your wholesalers a favor and place your orders as soon as you are able. I hope everyone has a profitable Valentine holiday.

"DISCOVER" 2018, our national Symposium will take place June 30 - July 4 in Washington, D.C. Please make plans to attend.

Northwest Chapter

President's Letter

Erik Witcraft AIFD, CFD

Wow! Time just flies along! It seems like just yesterday we were all arriving in Seattle to reunite with old friends, while connecting with new friends, and missing flower friends that couldn't join us! AIFD is an organization of many, but for me it's an organization of one mind. Our end goal: Creative education, inspiration, connectivity and DISCOVERY!

I look forward to the New Year each January. It is one of my favorite months of the year. We all have

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chaotic holidays in this industry, and January is my chance to regroup, recharge, reconnect and revitalize. As creatives, we need respite. We need calm, it allows us to find a new passion, discover a new source of inspiration, make a resolution, make a change and even pick a new favorite color!

Things I am looking forward to in the New Year... Pantone's Color of the Year! Our spring wedding shows! We are hosting two wedding programs in March. Aren't we lucky? We will be involved in the spring wedding program at United Wholesale in Burnaby Canada chaired by **Louisa Lam AIFD, CFD** and **Susanne Law AIFD, CFD**. Our very own **Sharrai Morgan AIFD, CFD**, **Ian Whipple AIFD, CFD**, **Poppy Parsons AIFD, CFD** and **Yukari Mitsui AIFD, CFD** will be presenting the morning ceremony to reception portion of the program and then **Hitomi Gilliam AIFD, CFD** and **Brooke Raulerson AIFD, CFD** will be presenting the afternoon bridal bouquets portion! We are BLISSFULLY excited!

Additionally, our chapter is hosting a great wedding program in Sacramento at Florafresh. This program is chaired by **Karen Genoud AIFD, CFD** and **Nita Robertson AIFD, CFD**. It will be presented by the lovely **John Hosek AIFD, CFD**. We are looking forward to both of these great events!

Other things we are looking forward to? "Discover" in Washington, D.C.! MONUMENTAL BABY! 2018 is hopefully a year of new and great things, new inductees, new opportunities and new dreams that become realities.

I love our chapter, our region and our members! I can't wait to see everyone blossom in DC! Until then, All the best to our members and keep on flowering!

Southwest Chapter Report

President's Letter

Susan Ayala AIFD, CFD

Happy New Year. As we start the new year let me reflect on the past year in the region. The Los Angeles County Fair was held in the month of September where **Pam Null AIFD, CFD**, **Brad Austin AIFD, CFD**, and **Jan Wilder AIFD, CFD** partook in designing amazing and fun designs for the region's part in the Flower Pavilion. With the theme "Under the Looking Glass" the designers had an opportunity to design with tropical flowers and to create an oversized caterpillar made with zip ties and flowers. Thank you for a job well appreciated by the public.

In October the region held its annual fall workshop. The workshop was held on Sunday,

Oct. 29 at Mellano and Co. This year we asked **Brad Austin AIFD, CFD** for the morning session and in the afternoon **Tom Simmons AIFD, CFD**. The attendees were very excited to learn new and innovative ideas for weddings and party work. Thank you Brad and Tom for continuing the South West Region's education. I also would like to thank **Jim Blythe AIFD, CFD**, **Debbie McKinney AIFD, CFD** and past board member **Mary Rimmer AIFD, CFD** for your help setting up the workshop. A big shout out to **Cathy Hickman-Frost AIFD, CFD** for hosting the work shop at Mellano's. Thank you, **Katie McCormick AIFD, CFD**, for stepping in while I was away in China to organize so we could have the workshop.

As we move into 2018 and we all have many holidays coming up. I want to invite all the South West members to attend the upcoming regional workshops. It's my goal to have as many members and nonmembers attend the workshops the region will be holding. It so important to continue our education and to bring in new members and students. We are hoping to hold workshops in Orange County, Arizona, and Las Vegas. Please look for information on these workshops and please attend.

Have a wonderful Valentine's Day! Work hard, have fun, and make lots of money!

North East Chapter

President's Letter

Dan Firth AIFD, CFD

Winter in the northeast makes business unpredictable in the floral industry. It has its own unique set of challenges throughout the season.

During my tenure in the floral industry, I have seen holidays where we had to double bag every arrangement because of cold weather. I have experienced both flooding and snow storms during Valentine's Day. Delivery becomes a nightmare trying to find a place to park among the snowdrifts or driving on backroads with no visibility. Sometimes flowers don't arrive because flights are cancelled and airports are closed. Our closest wholesaler is sixty miles away, so there have been times when even getting a product is difficult because of the weather. These are our challenges, but every region of the country has its own unique issues.

In spite of the adversity, as AIFD designers, we strive to create and deliver quality designs no matter what the obstacles. We know that spring is on the way because we are looking forward to the Philadelphia Flower Show, March 3-11. **Ron Mulray AIFD, CFD** and **Suzanne Sampson AIFD, CFD** are taking the lead for the AIFD presentation.

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The North East also had a successful show at Zieger and Son's Wholesalers in Harrisburg. This was the first time an AIFD presentation was held in Central Pennsylvania. As a region, we are fortunate to be able to move our design shows to various states to share the wealth of knowledge in different areas of the Northeast. We encourage members who would like to take the lead for a design program in their area to contact a board member.

Southern Chapter

President's Letter

Kevin Hinton AIFD, CFD

I hope everyone had a wonderful holiday and was able to relax and spend some quality time with your family. To date, we have the following events scheduled:

February 3-4, 2018, Student Competition/ Program/Workshop at Mississippi State University in Starkville, MS

Chair: **Aisha Crivens AIFD, CFD**

February 17-18, 2018 - Southern E-Board Planning Meeting in Washington, D.C.

March 22-25, 2018, Museum of Art for their annual "Art in Bloom" weekend in Raleigh, NC
Co-Chairs: **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.

Hurricane Maria caused devastating conditions in Puerto Rico and the U.S. Virgin Islands. The AIFD Foundation, working in concert with AIFD Southern Chapter, has established the Hurricane Maria Florist Fund. 100% of your donation will help support the floral industry in the United States Territories effected by the storm. Please make your donation today at aifdfoundation.org. Thanks for all of your support and helping our AIFD family during this difficult time.

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. 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.

I would like to wish everyone a Happy Valentine's Day....Get Ready!

AIFD Members Educated Students at FFA Convention

Several AIFD members came together to bring awareness of AIFD to students at the FFA Convention that took place Oct. 25 - 28 in Indianapolis, Ind. Check out the pictures below from the event.



The AIFD members who served as judges at the Convention.



Kim Oldis AIFD, CFD introducing the scholarship program.

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<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>

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SCHOLARSHIP
ACADEMY

AIFD News & Notes

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. AIFD appreciates their many years of membership and their continued financial support. Annual recognition highlights those who contributed for the 2017-2018 year, and recognition starts at the \$100 level.

2017-2018 Life Contributors

**Annual recognition highlights those who have given \$100 or more in the given year*

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
Robert Gordon AIFD, CFD
Frank Grau AIFD, CFD
James L. Johnson AIFD, CFD
Jack Smith AIFD, CFD

Cumulative Recognition

**Cumulative recognition starts when a Life Member reaches \$1,000 of contributions*

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

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

Help Wanted- Job Postings

Design Manager

In Bloom Florist, Orlando, FL
Retail Florist looking for a experienced designer to manage our design team. Must have strong event and wedding design skills, as well as retail experience. Designer should be willing to lead and educate the design team as well as be able to help influence the direction of new products and services. E-mail your resume to Johnk@inbloomflorist.com.

Design Projects Manager

Sullivan's, Sioux Falls, S.D.
The Design Projects Manager is responsible for collaboration, creation and development of new designs and products in the home décor space encompassing a variety of materials and mediums under the direction of the VP of Product Development as part of the Product Development Team.

View more details at http://aifdsite.membershipsoftware.org/jobs_search.asp.

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, CFD**, at debbies_bloomers@msn.com and let her know you want in!



Look Who's Talking About AIFD

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

AIFD and Social Media



http://Instagram/AIFD_Official



www.facebook.com/AIFD.CFD



AIFD page can be found on the AIFD homepage at www.aifd.org (click on the LinkedIn symbol to get to the page).



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



www.youtube.com/user/AIFDHqtrs

Thank You to the 2017-2018 Elite Partners



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QUALITY EDUCATION: A COMMUNITY COMMITMENT

UPCOMING 2018 COURSE SCHEDULE

- Jan 22-26 **Elements & Principles of Design** Jackie Lacey, AIFD, CFD, PFCI; Stacey Carlton, AIFD, CFD
- Mar 18-20 **Prom & More** Anthony Swick, AIFD, CFD, PFCI
- Apr 8-10 **Wedding Bliss** Sandy Schroeck, AIFD, CFD, PFCI
- Apr 11-12 **Special Events** Jackie Lacey, AIFD, CFD, PFCI
- June 3-5 **Certification & Competition** Jackie Lacey, AIFD, CFD, PFCI
- Sept 9-11 **Reinventing Everyday Design** Donald Yim, AIFD, CFD, CPFD
- Oct 21-25 **Celebrating Life Everyday** Jackie Lacey, AIFD, CFD, PFCI

Plus, Don't Miss...

- **Floriology On The Road** - Check the Floriology website schedule for a city near you. www.floriologyinstitute.com/on-the-road
- **Free Webinars** - Stay up to date on business, best accounting practices and social media. www.floriologyinstitute.com/freewebsinars

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www.accentdecor.com

Alaska Peony Broker, a company
of FLOYD.ultd, LLC
www.alaskapeonybroker.com

Alexandra Farms
www.alexandrafarms.com

Alpha Fern Company
www.alphafern.net

Baisch & Skinner
www.baischandskinner.com

Biz One, Inc.
www.ohanamarket.com

BloomNet
<http://mybloomnet.net>

CalFlowers
www.cafgf.org

California Cut Flower Commission
www.cffc.org

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

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

Connie Duglin Linens
www.connieduglinlinen.com/

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

Dan's Designzz
www.creationsbyfitzdesign.com

David Austin Roses
www.davidaustin.com

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

DWF Wholesale Flowers
www.dwfwholesale.com

Elite Flower Services, Inc.
www.eliteflower.com

Euforia Flowers
www.euforiaflowers.com/home.html

Fitz Design, Inc.
www.creationsbyfitzdesign.com

Fitz Plus
www.fitzplus.com

Florabundance, Inc.
www.florabundance.com

FloraCraft
www.floracraft.com

Floral Supply Syndicate
www.fss.com

Floralink
www.floralink.com

Floranext
www.floranext.com

Florida Nursery, Growers and
Landscape Assoc.
www.fn gla.org

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

Flower Style

Flowers &

Frank Adams Wholesale Florist
www.frankadamswf.com

FTD
www.ftdi.com

Garcia Group

Gardens America, Inc.
www.gardensamerica.com

Gems Group Inc.
www.TheGemsGroup.com

Gold Eagle USA
goldeagleusa.azurewebsites.net

Green Point Nurseries, Inc.
www.greenpointnursery.com

Green Valley Floral
www.greenvalleyfloral.com

Greenleaf Wholesale Florist
www.greenleafwholesale.com

Japan Flowers and Plants Export
Association
www.jfpea.jp

Kennicott Brothers Company
www.kennicott.com

Knud Nielsen Company, Inc.
www.knudnielsen.com

Liberty Blooms
<http://libertyblooms.com/home.php>

Lovingly
www.lovingly.com

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Natural Decorations, Inc
ndi.com

Ocean View Flowers
www.oceanviewflowers.com

Peace of Mind Nursery Inc.
www.peaceofmindnursery.com

Phoenix Decorating Co.
www.phoenixdeco.com

Random Acts of Flowers
www.randomactsofflowers.org

Rosaprima
www.rosaprima.com

Skyline Flower Growers
skylineflowers.com

Slow Flowers
www.slowflowers.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.
www.syndicatesales.com

Teleflora
www.teleflora.com

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

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

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

United Floral Growers
www.unitedfloral.ca

United Wholesale Flowers
www.unitedwholesaleflowers.com

Unlimited Containers, Inc.
www.unlimitedcontainers.com

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AIFD Thanks Its Partners

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

Vasesource
vasesource.com

Vickerman Company
www.vickerman.com/

Virgin Farms Inc.
www.virginfarms.com

Washington Floral
www.washingtonfloral.com

WGV International
www.WholesaleGlassVasesint.com

Winward
www.winwardsilks.com/Home.html

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

Education Partners

Academy of Floral Arts
www.academyoffloralart.com

ACDM Flower School
www.acdm-flower.com

Aimi Floral Designers
www.shokubutu-kobo.com

Anne Arundel Community College
www.aacc.edu/floraldesigner

Benz School of Floral Design
<http://aggie-hort.tamu.edu/benz-school>

Bucks County Community College
www.bucks.edu

Evergreen City Academy
<http://blog.naver.com/painting99>

Fine Florist Academy

Fioriology
<http://fioriology.com>

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

Institut de Artflor
www.idartflor.com

Institute Professional Flores Design
Fa Ngai Long
www.adfdm.com

Instituto Mexicano Tecnico Floral AC
www.imtf.com.mx

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

International School of Flower
Arrangement Limited
www.jameswongflorist.com

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

LaRose Flower School
www.larose.co.kr/

Les Anges Floral Design
www.e-lesanges.com

Nobleman School of
Floral Design
www.noblemanschool.com

Palmer School of Floral Design/
Palmer Flowers
www.psfd.net

Phipps Conservatory and
Botanical Gardens
www.phipps.conservatory.org/

Pui Wa Floral Design School
www.cpwdesign.com.mo

Solomon Bloemen
www.solomonbloemen.com

Southern California School of
Floral Design
www.philrulloda.com

Splendide Nature
www.flowerfactory.jp

Teleflora Scholarship Acad.
www.myteleflora.com/scholarship_academy.aspx

New York Botanical Garden
www.nybg.org/adulted

The School of Floral Arts LLC
www.theschooloffloralarts.com

Washington Flower School
<http://parkflorist.us/>

washington-flower-school

Yola Guz AIFD School of
Floral Design
www.yolaguz.com

State Floral Association Education Providers

Arizona State Master Florist
www.azflorists.org

Arkansas Florist Association
www.azflorists.org

California Certified Florist Pgrm
www.californiacertifiedflorist.org

Floral Association of the Rockies
www.floralassociationrockies.org

Florida State Florists Workshop
and Testing (FSMD)
www.floridastatefloristsassociation.com

Georgia Master Florist
www.georgiastateflorist.com

Illinois State Florist Association,
Illinois Certified Professional
Florist
www.isfaflorists.com

Maine Florists' &
Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Assn.
mnsfa.org

New Hampshire State
Florists Assn.

North Carolina Certified
Professional Florist
www.ncflorist.org

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

South Dakota Certified Florist
www.sdfiorists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan
Florists Association
www.mumfa.org



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Related Industry News

Floral Management Magazine Names New Editor in Chief

The Society of American Florists' Floral Management magazine has a new top editor — someone who is very familiar to longtime readers.

Mary Westbrook was named the magazine's editor in chief earlier this fall. Westbrook takes over from **Kate Penn**, SAF's new CEO as of Nov. 1, following the retirement of longtime association head **Peter Moran**. Penn had been editor in chief of Floral Management since 1990.

Westbrook joined SAF as a writer in 2003 and worked on the magazine staff, including as managing editor, until 2006. After working for other publications and earning her master's degree in creative writing, she returned as a contributing writer in 2012 and later became the publication's senior contributing editor.

SAF's Petal It Forward Program Wins Distinguished Association Award

Did you hold a Petal It Forward event? You can now say that you participated in an award-winning initiative.

The Society of American Florists was recently named a 2017 "Power of A" Gold Award winner for its nationwide Petal It Forward program.

The Power of A awards, presented by the American Society of Association Executives (ASAE), recognizes a select number of organizations annually that distinguish themselves with "innovative, effective and broad-reaching programs and activities that positively impact America and the world."

Do you have industry information you want to share? E-mail it to **Molly Baldwin-Abbott** at molly@stringfellowgroup.net.



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