



Focal Point

Call for PFDE Candidates

Floral design artists seeking to be recognized with the floral industry's coveted Certified Floral Designer (CFD®) designation or to achieve the ultimate goal of becoming an Accredited member of the American Institute of Floral Designers are being advised that the deadline to submit an application for the 2018 Professional Floral Design Evaluation (PFDE) is **April 15, 2018**.

AIFD's PFDE is a two-stage process in which floral designers have their creative artistry evaluated by a panel of AIFD Certified Evaluator/Judges.

Part one of the PFDE is an online test based on educational objectives and knowledge derived from *The AIFD Guide to Floral Design: Terms, Techniques and Traditions*. This reference tool is provided to everyone who pays to participate in a PFDE. Candidates must successfully complete the online test with an 80% or better by May 1, 2018.

After scoring 80 percent or better on the online test, the candidate is then fully eligible to participate in the second part of the PFDE - a live design session in which he or she demonstrates his or her design proficiencies. The PFDE will be held June 28, 2018 in Washington, D.C. immediately prior to the AIFD National Symposium "Discover."

Candidates have four hours to create five specified designs which are then reviewed and evaluated by seven AIFD Certified Evaluator/Judges. AIFD provides the Candidates all of the flowers and hard goods necessary to complete the designs.

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It is strongly recommended (but not required) that before the PFDE, the floral design artist obtain additional education or work experience in the floral industry, such as having three years or more in floral industry, completion of courses that meet learning objectives as established by AIFD that are offered by approved AIFD Education Partners or state floral association certification programs, completion of a series of online courses offered by AIFD, or completion of undergraduate degree or studies at an SAIFD chapter.

To enroll as an AIFD PFDE Candidate or to learn more about the process of becoming a CFD® or member of AIFD, visit <http://aifd.org/membership/>.

American Institute of Floral Designers

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AIFD Mission Statement

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

Upcoming Events

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

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

May 21, 2018 – May 22, 2018
Design For Excellence Class
Mellano & 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



"Engage, Educate and Enlighten others - together we are AIFD!"

As spring approaches - we see its evidence in the Pacific Northwest; branches flowering, heather in full bloom and anticipating the daffodil and tulip fields in a couple of weeks. The days are staying lighter longer; it gives me a boost to be motivated and revives me for my travels representing AIFD across America.

My first 2018 trip will be to Kent, Ohio to support the North Central Chapter - touring Smithers Oasis, seeing a design program, and attending their mid-year meeting and dinner. It will be great to witness NC AIFD in action!

At the end of January your Executive Board met in Washington D.C. Know that we continue to strive to work for the betterment of our Association.

Speaking of Washington D.C. mark your calendars for Symposium 2018 "Discover" June 30 to July 4. Suzie Kostick AIFD, CFD and John Kittinger AIFD, CFD have created five incredible days for us to be engaged, educated and enlightened with diverse programming and events.

Receiving flowers on Valentine's might be the once a year reminder of love many of our customers receive, so knowing all of you, our CFD and AIFD members, you will put your skills to task. AND if it is only for one day - the receiver will be reminded that they are cherished. Flowers say it best!

Elections for the National Board and Regional Chapters will be taking place soon. I would like to encourage ALL of our members to vote. The process is simple - **YOUR VOTE DOES MAKE A DIFFERENCE.**

It is an honor and privilege to participate in this process - it is our duty as a member of the Institute. Last year we collectively received 357 ballots. Wouldn't it be great if we could have 100% of our members involved in this process?

Remember our mission statement and be involved!

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."

Lastly - I want to share with you words that were spoken at the Leadership Gala.

Words that I believe in!

We are passionate people,

We are passionate about our floral industry,

We are passionate about our art,

We are passionate about our education,

We are passionate about educating,

We are passionate volunteers ...

So this year, let's

Engage, Educate and Enlighten others - together we are AIFD!

Thanks for being passionate AIFD and CFD Members!

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

Kim Oldis AIFD, CFD

AIFD National President 2017-2018

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!



Spotlight On *Discover* Designers

"The Flower Shop of the Future"



Presented by: Vonda LaFever AIFD, CFD, PFCI

Sponsored by: Platinum Elite Partner Teleflora

Program Date: Tuesday, July 3, 2018

Join Vonda for a creative look into the future of the floral industry. Vonda's unique professional background provides much insight into what the flower shop of the future will look like, how it will conduct business and how this evolution will impact the next generation of floral professionals.

"Discovering the Art of Leadership"

Presented by: Jody McLeod AIFD, CFD

Sponsored by: Premier Elite Partner Syndicate Sales

Program Date: Wednesday, July 4, 2018

Not only is Jody a leading floral designer, he is also a leader in his community. This unique perspective has allowed Jody to explore the similarities between creative leadership and professional leadership. In this innovative program, Jody will uncover the characteristics and disciplines that are evident in both beautiful design and in great leadership.



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/>.

Early Bird Programs

Underwritten by Smithers-Oasis

Three exciting education opportunities will be available for those planning to arrive early. Certainly worth attending, each of these programs will provide unique opportunities and countless ideas and resources. All Early Bird Programs are open to all Symposium registrants.

Discovering the Principles and Elements - June 29
Presented by Patience Pickner AIFD, CFD, PFCI and Ace Berry AIFD, CFD

Be a Better Buyer - June 30
Presented by Beth O'Reilly AIFD, CFD and Tony Graaf

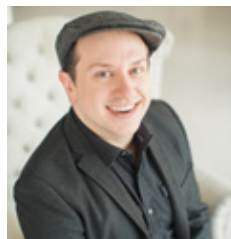


The Art of Flower Care - June 30
Presented by Loann Burke AIFD, CFD, PFCI

Innovate Hands-On Workshops



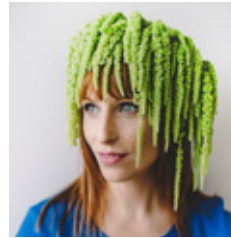
Wearable Art: Boutonnieres Rewired
Presented by John Hosek AIFD, CFD, PFCI
With support from Teleflora and Fitz Design



Manic Mechanics
Presented by Shawn Michael Foley, AIFD, CFD, PFCI
With Support from Smithers-Oasis and Accent Decor



East Meets West
Presented by Louisa Lam AIFD, CFD
With Support from Vasesource



Lush and Lavish Bouquets
Presented by Susan McLeary
With Support from David Austin Roses



Tropical Fusion
Presented by Pete Samek AIFD, CFD
With support from Green Point Nurseries and FTD



The Finishing Touch
Presented by Claudia Saldana-Leon
With support from Smithers-Oasis



European Floral Techniques
Presented by Tomas de Bruyne
With support from Smithers-Oasis



Fall, Winter and Christmas Trends
Presented by Kevin Ylvisaker AIFD, CFD, PFCI
With support from Smithers-Oasis



Natures Bounty
Presented by Caroline Crabb AIFD, CFD
With support from FNGLA and Accent Decor

Schedule
Symposium
Travel to
Include

**JULY
5TH**



WORLD CLASS DESIGN EXPERIENCE

2015 Interflora
World Cup Champion *Alex Choi* AIFD

Partially underwritten by



Instruction by Alex Choi AIFD

- » Thursday, July 5, 2018
- » 9:00 a.m. – 4:00 p.m.
- » Register by May 15th \$175.00
- » After May 15th \$195.00

To register complete
the symposium form
provided by AIFD

The reigning Interflora World Cup Champion Alex Choi AIFD will instruct attendees sharing his unique perspective outlining design applications, masterful techniques and structural intricacies that have led to not only his World Cup championship but also floral designs that remain world famous today.

During this day-long design experience attendees will receive lecture with demonstration followed by a hands-on workshop. The day will conclude with time for an evaluation and a photo op with Alex.

Limited registration will be accepted so schedule your symposium travel to include July 5th and register today!! The net proceeds will benefit the AIFD Foundation.



aifdfoundation.org

and it

ONLY HAPPENS

at



NATIONAL SYMPOSIUM *2018*
American Institute of Floral Designers
Washington D.C. - Marriott Wardman Park
JUNE 30 to JULY 4

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/>.



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Look for us online!

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

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

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Teleflora Scholarship Academy

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SCHOLARSHIP
ACADEMY

Cal Poly Artist In Residence Program



The Student members of the American Institute of Floral Designer's (SAIFD) Gordon Chapter hosted their yearly Artist in Residence (AIR) program October 9, 2017 at the California Polytechnic State University. AIFD member **Phil Rulloda AIFD, CFD** was their designer and his program was titled "Tropicals and Techniques". His program utilized using contemporary designs and decorative weaving techniques. He and his wife, **Cathy Rulloda AIFD, CFD**, showed the students how to make their designs look fabulous with limited product and wonderful techniques using different weaves. They were able to receive donations from Green Point Nurseries, Smithers Oasis, Design Master, Phil, Cathy and **Jenny McNiece AIFD, CFD's** floral business, along with the Gordon Student Chapter for this program.

There were over 30 people in attendance and **Bob Gordon AIFD, CFD** was also able to attend. Phil made a special arrangement for him because they share the same birthday.

Each person was able to make a bud vase with tropical flowers along with a woven bird made of flax. It was amazing to see all the enthusiasm that this created by Phil, Cathy and their talents. The students loved the program and were thrilled with their designs. It was one of the best AIR programs we have ever hosted here at Cal Poly and we would love to have them come back for round two in the near future.





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Bits and Pieces

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

- Floriology Institute announces their first national competition, the #teachfloralcontest! Head to floriologyinstitute.com/teachfloralcontest/ for details.
- Calflowers - 2019 FUN 'N SUN Dates Announced! July 24 - 27, 2019. The Fess Parker, soon to be renamed the Hilton Santa Barbara Beachfront Resort, Santa Barbara, Calif.
- 2018 World Floral Expo will be held in Rosemont, Chicago March 20 - 22. For more details visit <http://www.hppexhibitions.com>.
- 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 **Lisa Erisman** at lerisman@stringfellowgroup.net or **Marisa Guerrero AIFD, CFD**, at debbies_bloomers@msn.com.



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History Of Becoming A Member Has Changed Through The Years

By Jim Blythe, AIFD Historian LIFE Advisor

When I decided to become a member of AIFD, the process was much different than it is now. To apply for membership you were required to produce a portfolio of your work in a scrapbook. We did have certain required arrangements that had to be done. If I can recall correctly, it seems like that we had to do a minimum of five or six pieces. Three of the pieces had to be a bridal piece, a funeral piece, and a party work piece.

The hard part was not getting the work done but finding a good photographer. You can have created a wonderful piece but if it is not photographed just right it can look like it doesn't have the right proportions.

I don't remember just how long you had to produce the work but it seems like it had to be finished within a year. Once it was finished it was sent into national headquarters and was then judged. At the time it seemed like a fair process.

Now the person submitting the work has to do their designs in front of the judges. This is known as the Professional Floral Design Evaluation (PFDE) that takes place every year at Symposium.

Editor's note: Every year during Symposium a PFDE Reception is held where Symposium attendees enjoy a casual evening viewing the creative designs offered by that year's PFDE candidates. Photos from past receptions can be viewed at the AIFD Symposium Facebook page at <https://www.facebook.com/AIFD.Symposium/>.





Inventive and imaginative, Ultra Violet lights the way to what is yet to come.

A dramatically provocative and thoughtful purple shade, PANTONE 18-3838 Ultra Violet communicates originality, ingenuity, and visionary thinking that points us toward the future.

Complex and contemplative, Ultra Violet suggests the mysteries of the cosmos, the intrigue of what lies ahead, and the discoveries beyond where we are now. The vast and limitless night sky is symbolic of what is possible and continues to inspire the desire to pursue a world beyond our own.

Enigmatic purples have also long been symbolic of counterculture, unconventionality, and artistic brilliance. Musical icons Prince, David Bowie, and Jimi Hendrix brought shades of Ultra Violet to the forefront of western pop culture as personal expressions of individuality. Nuanced and full of emotion, the depth of PANTONE 18-3838 Ultra Violet symbolizes experimentation and non-conformity, spurring individuals to imagine their unique mark on the world, and push boundaries through creative outlets.

Historically, there has been a mystical or spiritual quality attached to Ultra Violet. The color is often associated with mindfulness practices, which offer a higher ground to those seeking refuge from today's over-stimulated world. The use of purple-toned lighting in meditation spaces and other gathering places energizes the communities that gather there and inspire connection.

ULTRA VIOLET IN FASHION

On the runway or the streets, Ultra Violet is an enchanting purple that provides a theatrical linkage for both men's and women's styles. True to the coupled nature of Ultra Violet, created by combining red and blue, Ultra Violet lends itself to unique color combinations in fashion and is easier to pair with all colors on the spectrum than one

might think. With golds or other metallics, Ultra Violet becomes luxurious and dazzling; with greens or greys it evokes natural elegance. Similarly, Ultra Violet takes on distinct appearances with different materials. Lush velvets in the color suggest intrigue for evening, but are also unexpectedly modern in athleisure or sneakers. In accessories, jewelry, and eyewear, Ultra Violet suggests the complexities of natural gems, textures, and florals.

ULTRA VIOLET IN HOME DÉCOR

In interiors, Ultra Violet can transform a room into one of extraordinary self-expression, or conversely its polish can tone down a room with subdued, modern pairings. Adding spice and brightness, Ultra Violet calls attention to a tufted couch, piece of art, or accent wall. As a color that can take you in so many directions, Ultra Violet makes a statement in any space, whether it's one of tradition and elegance or unexpected boldness. In hospitality, we are seeing purples like Ultra Violet take center stage in interior spaces as large and small hotels harness color and design to entice travelers and stay relevant.

We have created eight different color palettes that feature PANTONE 18-3838 Ultra Violet to help you bring this year's special shade into your designs. All color bases are covered; brights, deeper hues, pastels, mid-tones, and metallics. With Ultra Violet as a versatile trans-seasonal and gender-neutral anchor in every palette, each of the eight palettes conveys its own distinctive feeling and mood and can easily cross-over fashion and accessories, beauty, home interiors, and graphic design applications.

DRAMA QUEEN



Color Harmonies



This article can be found at <https://www.pantone.com/color-of-the-year-2018>. Please visit their website to find even more information about the color palettes mentioned in this article.

The Love that Flowers Give

An Interview with Joseph Flask AIFD, CFD

By: Lisa Erisman, Communications Coordinator, American Institute of Floral Designers



Photo Credit: Halstead Floral website

If you have never had an opportunity to talk with **Joe Flask** you are missing out. At 84 years old, he is the oldest known working florist in the U.S. Joe runs Halstead Floral which he has owned for 45 years in Halstead, Kan. by himself and never works overtime. The day I spoke with him he had a funeral a few towns over so he closed his shop and took the phone off the hook, because that's what you do when you are a one-man show. He views his customers as family and they return the favor with loyalty to him and his shop. Joe was blessed with a winning combination of kindness and perseverance; if he wants something he isn't afraid to put in the work to get it. Joe's story is full of love and determination; love he shows to others and love shown to him.

When I asked Joe how he got started in the floral industry he told me a story that exemplified his legacy of love and persistence. In 8th grade Joe started growing flowers in the garden. He wasn't allowed to have a job because his father started working in 6th grade and never went back to school. Joe's father was determined that neither of his kids were going to have a job until they had their high school diploma. That didn't stop Joe. He lived along the highway and started selling the flowers he grew on the side of the road. He sold flowers, Christmas trees and even watermelons. His real love was the flowers, so in the 8th grade Joe told his parents, "That's what I want to do with the rest of my life."

His dad built him a small greenhouse so he could practice growing. There was a florist in the area that did a lot of grafting and budding so Joe had the florist show him how to graft. When he was

a sophomore in high school he started arranging florals for weddings out of his house. Not long before he graduated high school, he went to a florist in town and told them that he wanted a job. They said that they weren't hiring and Joe said "I don't care, I want to work here." His desire to work there didn't matter to the florist because they didn't need any help. However Joe was determined, and he asked them what time they opened. Joe was there five minutes before they opened the next morning and he showed up every day for two weeks watching and learning. He wasn't on their payroll but he did anything that they asked him to do; Joe wanted to do it and it didn't matter

if he was getting paid or not. On one occasion they were very busy and as Joe was sweeping the floor the owner asked him to put some greenery in a basket. Later that afternoon he was asked to make a bow and by the next week, he was on the payroll.

Joe has had a variety of opportunities throughout his career from time spent on the design circuit to arranging for big jobs and small. The real orders that stand out in his mind, and in the minds of his customers, are the ones that are less flashy. They are the ones that touch people's lives. The funerals he has done for young people and longtime customers, the special bouquets he has made for customers to give their spouses, "Flowers say a lot" he exclaims. "Flowers are the memory that lasts in your mind forever." Those are the arrangements that carry special meaning for Joe and his clients. He told me a story of a customer who came in to his shop to purchase flowers for her sister's funeral. She remembered that when she was in third grade, she came in to buy her mother a bouquet of flowers and she only had \$1.34, so Joe made her a beautiful bouquet for her mother and he only charged her \$1.34. You see, Joe believes in giving flowers away. He told me that some people "just need the love that flowers give."

Joe has garnered an immense amount of loyalty through his compassion and his view that all of his customers are part of his family. You can see this as they greet each other with a hug. His father used to say "whatever you give, somebody will receive back," this seems to be the rule that Joe lives by. So, as Joe likes to say, "You're in charge, have a great day!"

inspire

an original accessory



When creating a design for a customer I want to accent their personality with fashion and style. This prom cuff features organic aspects that are very on-trend with its understated glitz. This design showcases my ability to think outside the box and helps build my reputation for creating original floral jewelry.

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Everything You Need to Know About ... Pepperberry

By Sabine Green AIFD, CFD

The little guys are being called off the bench, and brought out to play with the big boys. This era of floral design has blown the doors off the "traditional" product, making way for some of the lesser known products to become players in the field of floral favorites. Pepperberry (*Schinus molle*) is one such product, and we are seeing it everywhere, from inspiration boards in design studios, to mood boards on Pinterest.

Pepperberry is a South American native, in the Sumac family. Which means, it may be mildly edible, according to some sources, and poisonous if you read others. It's not actually related to the spice pepper at all. When working with it, you will notice that fresh cuts will exude latex-like sap (and a fresh, spicy scent), which many people have a sensitivity to, and some a true allergy. The plant is actually rich with lore and historic use, and referenced in many ethnobotany sources as a medicinal as well as an edible. In its native area of Peru, it is known as the Pirul tree.

In the floral industry, pepperberry has been around for decades, with a newly refreshed reputation in the last few years. It has a pendulous, weepy look to it, with delicate foliage and berries. This product is known for both leaflet and berry shedding when not kept in a storage space with high humidity and sufficient hydration. This product does not do well in dry storage. Give a little extra care to mist them before they head out the door. Peeling or cutting some of the bark on the bottom of the stem to expose more vascular tissue has been known to be helpful and prevent further water stress, a known cause of shedding. On average, the vase life of pepperberry is a week to ten days. Traditionally, only available in the winter months, pepperberry is now available almost all year. As a specialty foliage (sans berries), it is available all twelve months.

Design uses of pepperberry include the obvious of an accent, interest, and filler product. The use of it to create movement, casualness, and even mood in emotionally charged items such as wedding bouquets and lapel art is increasing in popularity. It lends itself to the garden look, as well as the romantic styles trending again this season. With muted tones and fine texture, it brings a myriad of possibilities to a design table. And the berry clusters not only look great fresh, but retain color well when dry. With all the berries on the market right now, this particular product will continue to shine, and find its way into new avenues of design.

If you have yet to become infatuated by this up-and-coming star, give it a try soon, and see how it treats you and your clients. With a little bit of familiarity, it's easy to work with, and a mood setter for sure.

.....

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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:

Melissa Bohl CFD

| Vanessa Glover CFD

| Joyce Petty CFD

What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Brent Leech AIFD, CFD

Greetings, North Central Family! I hope you all will have a very successful Valentine's Day and are already gearing up for a busy spring season. If you haven't signed up to help at the Indiana Flower and Patio Show, please contact **Carolyn Kurek AIFD, CFD**, now. Many hands are needed to make this another successful event! The dates are March 10-18 at the Indiana State Fairgrounds Expo Hall and West Pavilion.

Good luck to all of our state associations that are having their annual conventions. This is a very busy time for all of us!

Just a reminder, the Bobbi Cup competition has been moved to July 25, 2018 and will be held at Kennicott's Ashland Avenue location in Chicago. More information will be available soon! Stay happy and healthy everyone!

South Central Chapter

President's Letter

Ken Senter AIFD, CFD

As we draw closer to the "major" spring holidays, I hope that each of you have a plan in place to help secure a profitable holiday season. As a shop owner, now is the ideal time to review all your sales and cost of goods reports from the previous years. It is also the perfect time to have a staff meeting with your designers and finalize 3-5 great profitable arrangements that your shop can feature. It is also fun to name these arrangements so that those answering the telephones can fast and easy explain the offerings of the holiday. These predetermined designs can also be designed quicker and produce a higher profit.

If you're a designer in a shop, it is a great time for you to review the latest trends in floristry. There are many wonderful trade journals where you can pick up valuable ideas. Make sure that all your tools are clean and sharpened. During the busy rush, plan ahead, bring snacks, energy bars and water to help fuel your body during these crazy hours.

After the holiday season, PROMS roll around. Now is the time to study the current corsage and boutonniere trends. There are many great

designers that are constantly showing their ideas. One of them is our own South Central member, **Alan Masters AIFD, CFD**. Stock up on all your prom supplies and be ready. Best of luck!

Happenings in our region.

March 6, 2018 The Jim Johnson Cup. This is an evening to celebrate and honor of our industry's top educators. **Mr. Johnson AIFD, CFD** recently retired as a distinguished Senior Lecturer in the Department of Horticulture at Texas A&M University and was the Director of the Benz Gallery of Floral Art. Twenty incredible designers will vie for the right to be crowned the Jim Johnson Cup Winner. This fun filled evening will happen at Pikes Peak Wholesale in Houston, Texas.

March 24 and 25th, 2018 South Central Spring Design Fundraiser in St. Louis at Baish and Skinner. A huge shout out to **Rhonda Lynn Moeckel AIFD, CFD** and **Damon Samuel AIFD, CFD** co-chairs of this event. A full weekend is planned with hands on classes and a wonderful day of design programs on Sunday. Saturday will feature **Julie Marie Schmitt AIFD, CFD, EMC** and **Lesleigh Kraft Cravens CFD, PFCI** conducting a hands on program. Sunday design program will feature **Robin Smith Byrd AIFD, CFD** **Mitzi Alexander AIFD, CFD** and **Deborah De La Flor AIFD, CFD, PFCI**. South Central sends a huge thank you to Baisch and Skinner Wholesale in St. Louis. Make plans to attend this incredible weekend of education. There will be raffles and chances to win a paid registration to our National Symposium.

Northwest Chapter

President's Letter

Erik Witcraft AIFD, CFD

Happy 2018 from the Northwest region! I think everyone can agree, we are very much looking forward to this year and the new discoveries harkening on the horizon! We have had a wonderful year in the Northwest region, but have lost dear friends as well. One our chapter was saddened to hear the loss of was our region's **Gord Fulton AIFD, CFD**. He was a beacon of light and inspiration to us and our Canadian NW chapter flower friends. He will be missed by everyone in our region and the AIFD organization. Many of

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our chapter members were able to attend his celebration of life and our hearts, support, cards and flowers were sent with love and admiration for his wonderful smile, spirited way, great willingness to help and inspired design abilities. He will be missed! We love you GORD!

Early in February, some of our great chapter members are participating at the Northwest Flower and Garden Show in Seattle. **Sharrai Morgan AIFD, CFD, Gina Thresher AIFD, CFD** and **Jon Robert Throne AIFD, CFD** are participating in lectures, floral wars and other fun things including promoting the greatness of being involved with AIFD! We are so proud of our northwest peeps and all they do to help education and spread AIFD awareness!

In March, our chapter is bustling busy, and boy...we can't wait! On March 12 our chapter is planning a great wedding hands-on program at Flora Fresh, Sacramento (chaired by **Karen Genoud AIFD, CFD** and **Nita Robertson AIFD, CFD**) taught by **John Hosek AIFD, CFD**. The very next weekend on March 18, our chapter in conjunction with UFI Burnaby and the wonderful Mr. **Tony Graaf** is helping educate and inspire with a great wedding program. The morning segment of the program (chaired by **Louisa Lam AIFD, CFD** and **Susanne Law AIFD, CFD**) will be presented by the **Yukari Mitsu AIFD, CFD, Sharrai Morgan AIFD, CFD, Ian Whipple AIFD, CFD**, and **Poppy Parsons AIFD, CFD**. Our region will be doing ceremony to reception décor design. The afternoon will be presented by **Hitomi Gillam AIFD, CFD** and **Brooke Raulson AIFD, CFD** and will be inspired wedding bouquets. We are so thrilled for all the work and participation and hope you can join us for one of these great programs in March! Please reach out to **Nita Robertson AIFD, CFD** for more information about each of these events!

Looking forward, we are very much excited to see what Symposium will bring to us this year! It will be monumental! We are excited for the new format and hope it allows more flexibility and accessibility to new attendees this year! Until July, let's all remember the ones closest to us, but also our flower friends all across the country and world! Send a quick note, a card, or a message and reach out and say hi! I have received several notes like this in the past few months, and I have to say, as a member of this great organization, it's a wonderful way to lift spirits and send some flower love!

Southwest Chapter Report

President's Letter

Susan Ayala AIFD, CFD

WOW, what a crazy way to start this year. With all the snow back east, the fires, unusual hot weather in So Cal, the floods, Valentine's Day, which lands on a Wednesday, it just proves we are super humans!! Congratulations!!!

The SouthWest Region's board are also super humans. The board is planning not one, but three events in March. Instead of one big design show we wanted to reach out to all members in many different states. We are holding a workshop and a mini program at three different wholesale houses. The first one will be held in Santa Ana, March 11, 2018, at Shinoda's. We will have a theme based on weddings. The workshop will be presented by **Sam Vanwert AIFD, CFD** and the program will be presented by **Derrick Vasquez AIFD, CFD**. Both gentlemen have so much to offer and I know you will receive so many fabulous design ideas and so much information. Please save the date.

The second event will be in Las Vegas, and it is our annual workshop we have held very successfully for many years. This also will be March 11 and held at Floral Supply Syndicates. Again, if you live in the Las Vegas area you will want to attend this great workshop.

Our last event in March will be held in Phoenix at Asken Wholesale House. This will be at their new location in Phoenix on March 18. I'm so excited to be doing this program for our region and we will have more information on who will be teaching this workshop.

For information on these workshop and program please follow us on Facebook and look for it in *Design In Line*.

A little trivia for this year, Ash Wednesday falls on Valentine's Day, and Easter will fall on April Fool's Day. So, with that said, have a great spring and get ready, Mother's Day and proms they are just around the corner

North East Chapter

President's Letter

Dan Firth AIFD, CFD

After a brutally cold winter, it's spring here in the Northeast. Just as the seasons change, the Floral Industry is ever-changing. AIFD is a cutting edge organization that is always thinking, and looking to

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the future. I have always embraced change and look for the opportunity it brings. A prime example of this was the change that the onset of the recession of the early 2000s' brought with it. The recession caused a change in the way florists needed to approach their business savvy skills. It forced a much closer look at cost of goods, and labor and facility costs. Many shops that continued to carry inventory and labor levels consistent with pre-recession levels, are no longer in business.

One thing that does seem to remain consistent in the floral industry are the basic principles of design, and the level of skill it takes to execute those principles. I have always been one who looks for new ideas and ways to express those theories. A great source of inspiration has been my favorite architect, **Frank Lloyd Wright**, and how his vision took him far into the future.

For ideas, I would often cut pictures from magazines such as Architectural Digest, or various gardening and landscaping publications, and organize them into folders. From these folders, I would contemplate how to incorporate them into floral design.

As you can see, my inspiration comes from a combination of architecture and nature. Nature is constantly changing, as is architectural design. In nature, there are countless textures, colors, spacing, and movement. From the newest growth to the oldest gnarled stump, nature is in perpetual change; it is always adapting to, and evolving with its surroundings. Architecture is much the same. It provides a structure suitable for its surroundings. It is designed around its environment.

I would challenge you to look for things that truly inspire you personally, and apply them to floral design. If you do this, the floral industry will remain ever changing, ever strong, ever a futuristic vision.

Southern Chapter

President's Letter

Kevin Hinton AIFD, CFD

We have had several successful events over the last few months.

September 30 - October 1, 2017

Hands-on Workshop & Design Program

"Hands on Program" with Jeff Lott AIFD, CFD-Body Flowers for Homecoming and Weddings.

Every-day Designs with Flair by Jeff Lott AIFD

Thank you Jeff Lott AIFD for sharing your creative designs and techniques with everyone. Thank you to Reeves Floral Supply in Gainesville, GA for hosting us and supporting floral education. Thank you to Sherry Moon AIFD and Tim Lawing AIFD, CFD for planning

this education program for Southern AIFD....Great job guys!

November 30, 2017 - Mississippi State University
Mississippi State University celebrates the new home of the Ulysses S. Grant Presidential Library and Williams collection of Lincolniana. The collection housed at Mississippi State is the largest single collection of Grant papers and additional items in the world.

SAIFD President Jessie Belton; Vice President Phil Reamer; Secretary, and Hannah Evans worked under the direction of Lynette McDougald AIFD to create floral designs for the Grant and Lincolniana Library opening. SAIFD created designs for the lobby area, the ribbon cutting and the meal functions for this event.

January 1, 2018 - Rose Parade

Thank you to all of the AIFD and CFD members that worked on the Rose Parade. All of the floats were beautiful! Thank you for sharing your time and talent to create those breathtaking floats for the world to enjoy.

Upcoming Events:

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, DC 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.

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).

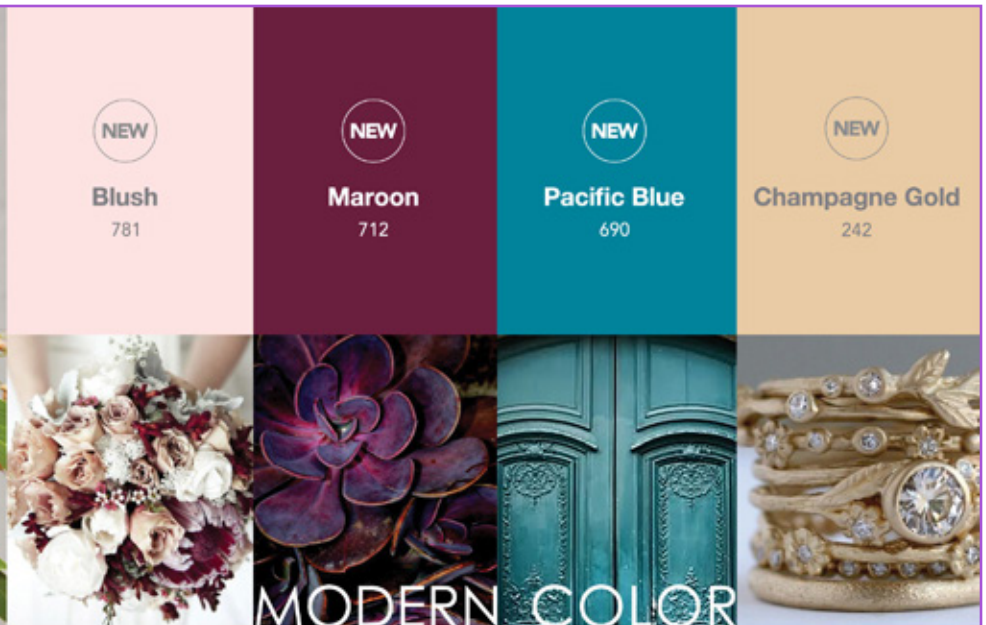


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Tournament of Roses Parade 2018

"A Bird's Eye View or Life Lessons from the Trees"

By: Mike Hollenbeck AIFD, CFD

As I reflect on this year's Tournament of Roses Parade, and seven years in the scaffolding decorating the beautiful tree-scapes, it occurred to me that there is a greater purpose in our adventure to Pasadena every New Year. We impact millions of lives with the beauty of flowers on the impeccably detailed floats the pay respect to people, places and animals that have influenced our world. The impact was evident this year in the AIDS Healthcare float's tribute to Dr. Martin Luther King, and the Lucy Pet Care float showing the pets that have saved lives. The cities of Los Angeles, Torrance, and Riverside brought people together to volunteer and show pride in their communities.

However, this year was a little different...feeling a shift in the force, a nuance in the air, nobody could quite put a finger on it...in the elevation and sanctuary from above I remembered a quote I once read.

Life Lessons from Trees

Share resources

Ground yourself

Everything changes

Respect differences

Plant from where you are

Shelter others when needed

Blooming doesn't happen just once

We bend in extreme conditions

Roots are your values, plant well

Let others appreciate your beauty

Growth happens in adverse places

A delicate start can produce greatness

About fifty florists pack and leave for California every Christmas, all donating their time, talents, and gifts to make a difference. However, our tree crew lead by **Cindy Pham AIFD, CFD** and me, and including; **Debbie Deis, Luis Calderon, Laura Tonner, Shellie Hanks, Clay Honeycutt, and Zavier Klein**, went above and beyond the call of duty this year. All battled personal challenges climbing scaffolding, balancing precariously on 10" wide boards 30' in the air. Laying on our stomachs, designing under the planks of wood suspended over decorated buildings. Scooting our bottoms trying unsuccessfully not to get slivers. Trying not to drop our knives or too many stems or drip water onto completed art figures. Counting and carrying tens of thousands of stems of flowers to the top of the unsteady heights of the trees. I am so proud of this crew. All worked tirelessly, pushing mind, body and spirit to the limit. Why do we do this? Why does any florist want to work on the Rose Parade Floats? Just ask a tree or a tree person. We just see thing from a different perspective, a bird's eye view.

Until next year...



Fiesta Parade Floats (and Vice President, Floral Director and co-owner Jim Hynd AIFD, CFD) received the following awards:

Animation - Underground Service Alert of Southern California, "Making it Safe for All"

Golden State - City of Riverside, "25th Annual Festival of Lights"

Grand Marshal - Dole Packaged Foods, "Sharing Nature's Bounty"

Mayor - City of Torrance, "Protecting Nature...The Madrona Marsh Preserve"

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www.alaskapeonybroker.com

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www.alphafern.net

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BloomNet
<http://mybloomnet.net>

CalFlowers
www.cafgs.org

California Cut Flower Commission
www.cffc.org

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

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www.connieduglinlinen.com/

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www.lionribbon.com

Dan's Designzz
www.creationsbyfitzdesign.com

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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

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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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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

Houston School of Flowers
www.houstonschoolofflowers.com

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

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

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

Floral designer/ Assistant Manager

Linda's Florist of Short Hills, Short Hills, NJ
Looking for an experienced designer with retail shop experience. To apply contact Linda Ward at info@lindasflorist.com.

Director of Floral Operations

In Bloom Florist, Orlando, FL
Retail and Event Florist in Orlando looking for a Director of Floral Operations. Responsibilities include managing design staff, wedding and event production, and working with marketing to develop new products. Will pay some relocation expenses. Send your resume to Johnk@inbloomflorist.com.

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.

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

Say it Socially

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

Proud of all my @AIFDHqtrs flower friends participating in the #RoseBowl
@actualdrcevans

Next year this little #florist from #Saskatchewan will be on your team @fiestafloats
#RoseBowlParade! @OASISfloral @AIFDHqtrs
@poppyatsmarts

Our Lead Florist, Diane, a multi-award winning member of the AIFD American Institute of Floral Designers shows you how to create your own simple #DIY #holiday centerpiece.

Mentioned on Facebook by Talking Stick Resort

INNOVATE & INSPIRE TO IMPACT THE WORLD!

AIFD *Silent Auction*

Washington, D.C.

July 1



aifdfoundation.org

We look to INNOVATE and INSPIRE during the AIFD Silent Auction so that the net proceeds to benefit the AIFD Foundation may IMPACT the world! We invite you to join this effort, look within, select something to innovate and something to inspire. Together we will create a new approach to the AIFD Silent Auction!

Items may be brought to the symposium or mailed to the address below to be received no later than June 15th. The auction is scheduled early and for only one day so if you are not scheduled to arrive by June 30th we encourage you to ship the items!

AIFD Silent Auction, Attn: David R. Hope AIFD
Palace Florist • 4980A Wyaconda Road • Rockville, MD 20852

The AIFD Silent Auction net proceeds benefit the
AIFD Foundation.

and it

ONLY HAPPENS

at



Innovate Inspire Impact

NATIONAL SYMPOSIUM *2018*
American Institute of Floral Designers
Washington D.C. - Marriott Wardman Park
JUNE 30 to JULY 4