



Focal Point

"Discover" New Opportunities in Washington, D.C.

Floral designers from across the world will "Discover" their destination for ideas to Innovate, Inspire, and Impact their floral design knowledge and business at the AIFD National Symposium "Discover" taking place in Washington D.C., June 30 – July 4, 2018.

"Discover" is a five-day event that provides opportunities for education, networking, food and fun. This year promises to be a new Symposium experience with even more educational opportunities. The schedule includes not only the expected main stage programs and hands-on workshops but also the newly added creative and business sessions for extra educational opportunities. Some sessions will even be offered in Spanish this year. It is going to be a monumental experience!

The high-level Main Stage presentations are crafted by the most talented international and American designers in the industry. Also on the Main Stage this year will be the FTD America's Cup Finals, where the US representative to the 2019 FTD-Interflora-Fleurop World Cup Design Competition will be chosen.

"Discover is all about connecting and engaging the entire floral industry. Retail florists, mass market floral retailers, wedding and event florists, and farmer florists will all gain valuable experience from attending the 2018 Symposium. This is the first time the AIFD Symposium features dedicated educational opportunities that serve such a diverse cross section of our industry. It is also the first time so many educational opportunities are being offered. All these enhancements will make the 2018 AIFD Symposium the place to be, where all floral professionals come together, share their ideas, network with like minded professionals with different industry backgrounds, be inspired by the some of the most influential designers in the industry and walk away with practical information to help grow their businesses." exclaimed 2018 Symposium Coordinator Suzie Kostick AIFD, CFD, CF, PFCI.

Full details are available online at <http://aifd.org/2018-symposium/>. Registration to attend the Symposium is open to all floral designers and early registration is encouraged.

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American Institute of Floral Designers

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AIFD Mission Statement

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

Upcoming Events

April 21, 2018

**Fundamentals of Floral Design
Floral Designer Institute
Portland, Oregon**

May 21, 2018 – May 22, 2018

**Design For Excellence Class
Mellano's & Co.
Santa Ana, California**

June 4, 2018 - June 8, 2018

**Floral Designer Certification Prep Course
Houston School of Flowers
Houston, Texas**

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



"I am overwhelmed with the generous spirit I received from our volunteer members."

My heart is full...I have met so many amazing people this year. If the "younger" Kim had known that just by volunteering, being involved and stepping out of her comfort zone "this" Kim would step forward again...a volunteer that took a step or maybe I should call it a leap! I feel that I have gained so much more than I have given.

Volunteer by definition is an unpaid helper. Not sure if I like the definition that the dictionary gave to me. In my opinion, an AIFD Volunteer is a person who gives beyond expectations, gives selflessly, gives without hesitation and gives their skills and talents for the good of the Association.

"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." That is exactly what I have witnessed time and time again! Traveling over 19,000 miles in the last 8 weeks – visiting each region, I am overwhelmed with the generous spirit that I received from our volunteer members.

The first stop – Kent, Ohio where the North Central Chapter welcomed me with open arms! It is always good to go home! Smithers/Oasis generously allowed us into their facility for an incredible tour. I certainly now appreciate the science that goes into the products they develop. We had a fantastic mid-year meeting that Brent Leech AIFD and Laurel Holloper AIFD conducted.

Next on the tour – Philadelphia, PA – one of my floral bucket list items – checked off. The North East Chapter invited me to participate in the Philadelphia Flower Show! Ron Mulray AIFD and Suzanne Sampson AIFD chaired this extraordinary AIFD exhibit. Also to be able to see a couple of AIFD teams share their passion with the public was a treat!

Six days later – a trip to Orange County to participate with the South West Chapter at one of the three events they are holding this spring. Suzie Ayala AIFD and her team – Sam Vanwert AIFD and Derrick Vasquez AIFD shared their talents and passion with like-minded floral artists at the Shinoda Design Center.

Only three days rest before I hit the road to Vancouver, BC to attend the North West Chapter's events at United Floral INC in Burnaby, BC. Louisa Lam AIFD and Suzanne Law AIFD chaired their spring program – 130 attendees got to witness an amazing design and stage program. Brooke Raulerson AIFD, Poppy Parson AIFD, Yukari Mitsui AIFD and Sharrai Morgan AIFD shared their design insight. Just a side note – I had the honor of judging the Pacific Northwest Design Competition along with Louisa Lam AIFD and Hitomi Giliam AIFD – what a thrill and honor. Humbled by the creativity!

Thirty hours later on a plane to Raleigh, North Carolina to attend Southern Chapter's mid-year meeting and see their floral displays at Art in Bloom. Cindy Tole AIFD did a beautiful execution for the Southern Chapter of AIFD display platform. Terry Godfrey AIFD and Michael Whaley AIFD co-chaired this year's Art in Bloom event at the North Carolina Art Museum

Next stop - St. Louis, Missouri to attend South Central Chapter's event! Baisch and Skinner Wholesale hosted their 2-day Spring Design Forum on wedding business. Deborah DeLaFlor AIFD, Robin Byrd AIFD, and Mitzi Alexander AIFD shared their talents as well as knowledge with all. Rhonda Lynn-Moeckel AIFD chaired this successful event.

Reflecting on my time spent traveling to every Chapter– I would not change a thing. I would make the effort to see each of you again! I would volunteer for this "job" anytime!

BUT what I really want you to know - especially our new Inductees and CFD members is: IF, and I mean IF, you even have a thought about getting more involved with our Association DO IT! DO IT on a level you are comfortable with – then venture out. If for some reason you don't know how to reach out – please just call me – I KNOW PEOPLE. I know people that are generous, open, welcoming and ready for you! They are AIFD/CFD Members!

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

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

Kim Oldis AIFD, CFD
AIFD National President 2017-2018

Spotlight On *Discover* Designers

"Going to the Chapel"



Presented by: Holly Heider Chapple

Sponsored by: Premier Elite Partner Syndicate Sales

Program Date: Monday, July 2, 2018

Known for her lush floral stylings and her innovative approach to business, Holly has carved out a niche in the floral industry that is unique, trendsetting and motivated by the desire to uplift and encourage the floral community. Join Holly for an intimate look at what inspires her, what motivates her and what keeps her on top of the trendsetting ladder during a lavishly designed, widely creative runway bridal show.

"Trend Archetypes: Unconscious Motivations"

Presented by: Talmage McLaurin AIFD, CFD

Sponsored by: Platinum Elite Partner FloraMart

Program Date: Wednesday, July 4, 2018

Harnessing a trend can revolutionize a product. From the color of the car you buy to the graphics on a tissue box, trends infuse products with relevance that can tip the scale toward impulse purchasing. Join Talmage and explore the unconscious motivators that form today's trends — finding deeper meaning in the basic human needs that change the stories we tell to sell flowers.



AIFD Foundation Events

AIFD Silent Auction - July 1

Inside the Partners' Expo 10:00 a.m. - 4:00 p.m.

AIFD Live Auction - July 1

Inside the Partners' Expo 4:00 p.m.

An Evening with Laura Dowling: Author and Former White House Florist - July 1

8:00 - 11:00 p.m.

A World Class Hands-On Design Experience - July 5

9:00 a.m. - 4:00 p.m.

In-Step Programs

Steps to Membership: Becoming CFD and/or a Member of AIFD - July 1

Presented by the AIFD Membership Committee

Steps to the Stage - July 4

Presented by Jackie Lacey AIFD, CFD, PFCI



Impact Business Sessions



Best Practices: How to be more productive in business

Presented by Angela Proffitt



Communicate, Relate and Profit-Make

Presented by Tina Coker AIFD, CFD, PFCI and Robert Coker



Build Your Brand: Win the client.

Presented by BB Webb



No More Guessing: An in-depth look at the Floral Purchase Tracking Study and what it means for your business.

Presented by Renato Cruz Soguelco



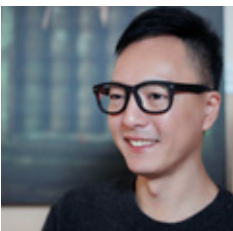
Ctrl+Alt+Del: Reboot your business with systems that position you for growth.

Presented by Tiffany Chalk



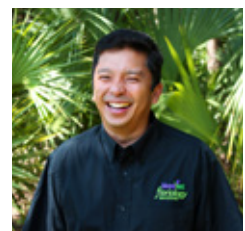
Go Big or Go Home Part 2: How to be successful in selling profitable event decor.

Presented by Frankie Peltier AIFD, CFD



How to Be An Internet Superstar

Presented by Donald Yim AIFD, CFD and Renato Cruz Soguelco



Panel Discussion: Creating a niche business model.

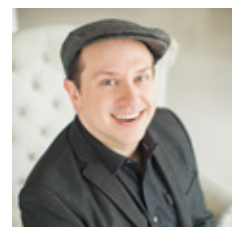
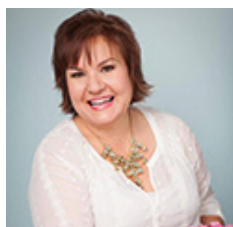
Led by BB Webb

With Angela Proffitt

Ian Prosser AIFD, CFD, PFCI

Patience Pickner AIFD, CFD, PFCI

Shawn Michael Foley AIFD, CFD, PFCI



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
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HAPPENS**

at

Discover

Innovate Inspire Impact

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

Spring is Coming – Get Your Green On!

By: Linda Adams, COO of the Florida Nursery, Growers and Landscape Association



If there has ever been a year of the plants, it's 2018. Plants have become hip again, not just for their aesthetic qualities, but also for the bounty of benefits they bring to our homes, health and overall wellness.

What's behind the current indoor plant movement? Consumer trend watchers attribute a variety of reasons for the increased connection among plants, people and their living spaces.

Urban living and apartment rental is on the rise. People want a connection with nature, so they're filling their indoor spaces with plants to satisfy their nature fix. Millennials are "plantifying" their spaces with plants in every room, including the bathroom.

With little time or space for pets, and no immediate plans for children, plants offer young professionals something to nurture. Dedicated plant owners proudly fill Instagram and Pinterest with their plant "pet" photos and blog to share their plant "pet" experiences. Retail shops are embracing indoor plants to cater to urbanites' affinity to these natural wonders of leaf, roots and color.

Overflowing with research studies and findings, the internet is spreading the word that being around plants is healthy, helps to lower blood pressure, reduces stress and anxiety, improves well-being and raises job satisfaction. NASA studies in the 1990's documented the beneficial qualities of plants as indoor air cleaning machines.

Plant breeders cultivate plant varieties for more colors, shapes and sizes, as well as increased pest resistance and more tolerance of indoor

conditions. Succulents and cacti continue to be in big demand for their funky looks and almost no-care requirements. At the other end of the size spectrum, fiddle-leaf fig (*Ficus Lyrata*), with its tall, slender trunk and broad, curvy leaves is in such demand nurseries can't grow them fast enough. While green is the go-to color for most interior plants, nature offers a wide spectrum of colors via flowers and leaves. Nothing beats the flower of an orchid for dramatic and rich colors. Bromeliads often provide colorful leaves as well as bright spikes which seem to add an exclamation point to the bromeliad's presence in the room. Croutons, aglaonema and calathea are only a sample of the many plants offering multi-color foliage to brighten any décor. The Purple Passion plant is a must-have for this year with its Ultra-violet color-of-the-year hues. Many of these plants provide interesting cut foliage to use in bouquets, table arrangements and even body jewelry.

Where does one find the indoor plants du jour? Florida growers produce 75-85% of foliage plants grown in the U.S. and most of them exhibit in the Tropical Plant International Expo (TPIE). TPIE is the largest trade event to focus on indoor plants and foliage. It takes place each January in Fort Lauderdale, FL., with AIFD as serving as an event partner. Access the TPIE Exhibitor Directory to determine tropical plant resources and availability now and plan to attend TPIE, January 16-18, 2019 for full force tropical plant exposure.





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City College of San Francisco Artist In Residence Program

By: Jenny Tabarracci AIFD, CFD



The students in the Environmental Horticulture and Floristry Department at City College of San Francisco were inspired and challenged by internationally renowned master designer, educator, author and mentor **Hitomi Gilliam AIFD, CFD**. Hitomi presented and discussed many ways to prepare for a floral competition or evaluation. She explained how to practice with materials such as paper, yarn, midollino sticks and flat cane. This was an interactive program. Hitomi's student assistants made designs and the student audience judged these designs using a score sheet. Also, the students were asked to make a design with just a gloriosa lily, two horsetail, binding wire and bamboo skewers. Everyone enjoyed this exercise and creative excitement filled the room.

Steven Brown AIFD, CFD department chair at City College of San Francisco gave the welcoming greetings to the group and was the point person for procurement. Belgian floral designer **Tomas De Bruyne** attended as a special guest along with his EMC assistants **Ania Norwood AIFD, CFD, EMC** and **Aniko Kovacas AIFD, CFD, EMC**. Tomas and Hitomi jointly run the internationally-acclaimed program (EMC) European Master Certificate.

The program was sponsored by the Environmental Horticulture and Floristry Department at City College of San Francisco. Thirty-five people attended the presentation which included CCSF students, industry professionals and CCSF instructors **Jenny Tabarracci AIFD, CFD**, **Holly-Money Collins AIFD, CFD** and **Steven Brown AIFD, CFD**.

AIFD and Social Media



http://Instagram/AIFD_Official



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



www.facebook.com/AIFD.CFD



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

inspire

a unique thanks to mom

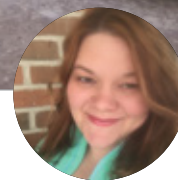


Mother's Day flowers are a celebration of the relationship between mother and child, and I strive to convey that through the floral arrangement itself — with each piece I design being unique to its client. For people who want their mothers to feel like queens, this design allows them to gift a lush arrangement without spending a fortune.

Let our featured designers inspire you at
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JESSICA MAAG

DEW DROP FLOWER SHOPPE
Seville, OH

MOST INSPIRATIONAL
FLORAL DESIGN:
Mother's Day

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upcoming themes.



2018-2019

Election Results

AIFD National Board of Directors

Katie McCormick AIFD, CFD, Jacob McCall AIFD, CFD

AIFD North Central

Regional Chapter Rep to National Board - Pete Samek AIFD, CFD

Chapter President-Elect - Carolyn Minutillo AIFD, CFD

Chapter Vice President - James Lowe AIFD, CFD

Chapter Secretary - Susan Bal-Vanderhulst AIFD, CFD

Chapter Treasurer - Jody Brown Spivey AIFD, CFD

Chapter Directors - Sheryl Timmermann AIFD, CFD,

Carolyn Kurek AIFD, CFD, Polly Klein AIFD, CFD

AIFD North East

Chapter President- Elect - David Siders AIFD, CFD

Chapter Vice President - Laurie Lemek AIFD, CFD

Chapter Secretary - Shannon Toal AIFD, CFD

Chapter Treasurer - Theresa Colucci AIFD, CFD

Chapter Directors - Lisa Greene AIFD, CFD,

Marianne Suess AIFD, CFD, Katherine Gonzalez AIFD, CFD

AIFD North West

Chapter President Elect - Robin Phillips AIFD, CFD

Chapter Vice President - Nita Robertson AIFD, CFD

Chapter Secretary - Gina Thresher AIFD, CFD

Chapter Treasurer - Linda Marshall-Robbins AIFD, CFD

Chapter Directors - Susanne Law AIFD, CFD,

Frank Blanchard AIFD, CFD, Yukari Mitsui AIFD, CFD

AIFD South Central

Regional Chapter Rep to National Board - Todd

Sweeden AIFD, CFD

Chapter President Elect - Sandi Yoshihara-Sniff AIFD, CFD

Chapter Vice President - Nicola Parker AIFD, CFD

Chapter Secretary - Damon Samuel AIFD, CFD

Chapter Treasurer - Rhonda Lynn-Moeckel AIFD, CFD

Chapter Directors - Ace Berry AIFD, CFD,

Alan Masters AIFD, CFD, Monroe Cranford AIFD, CFD

AIFD South West

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President-Elect - Shonda Cunningham AIFD, CFD

Vice President - Susan Bean AIFD, CFD

Chapter Secretary - Deborah Kenney AIFD, CFD

Chapter Treasurer - Cathy Hickman-Frost AIFD, CFD

Chapter Directors - Martin Flores AIFD, CFD, Pam Null AIFD, CFD, Yoshi O'Connor AIFD, CFD

AIFD Southern

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Chapter Vice President - Terry Conerly AIFD, CFD

Chapter Secretary - Christopher Branham AIFD, CFD

Chapter Treasurer - Aisha Crivens AIFD, CFD

Chapter Directors - Jody McLeod AIFD, CFD,

Angelyn Tipton AIFD, CFD, Jackie Johns AIFD, CFD

Communicating Wedding and Prom to Millennials!

by: Sheryl Timmerman AIFD, CFD

My Brand. IT'S MY BRAND! It's time to think of your brand when it comes to Proms and Weddings!

So make sure not to cram too much information into your Brand.

Bring on the Color!

Millennials buy with their emotions and color is massive. Use consistent color and logo so they remember you with ease. Bright fun colors for Prom, softer colors for weddings.

Make sure you have Personality!

Is your store or studio creative, caring, sincere, reliable, etc. Millennials want to feel wanted and that they are important. The ones that come for prom will come for their wedding someday, so showing your style through your designs and a wonderful attitude will give you a one up on the rest.

Communication is Key!

Communicate your brand message should be consistent across everything you do. Your customer need to be able to instantly identify you.

Again use consistent color and your logo always. Whether it is your business cards, website, blog, social media accounts. So when showing amazing pictures or testimonials of your work make sure your logo or color vibes with your brand.

Focus- Focus Please!

What is it you want to be known for? Sit down and really think about what it is you want your customers to recognize you.

What makes your store different and interesting to the customer? Is it the style and flow in your store or the Instagram, Twitter, Facebook, pictures that they are searching through. The artistic style that no one else is trying. Or the picture filled website they scroll through.

It's Your BRAND! That makes them interested and excited to see and check out your store or studio for their next Prom or Wedding.



Susan Ayala AFD, PFC



Tom Bowling AFD, PFC



Tim Farrell AFD, AAF, PFC



Hilomi Gilliam AFD



Bob Hampton AFD, AAF, PFC



John Hosek AFD, PFC, CF, CFA



Alex Jackson AFD, AAF, PFC



Vonda LaFever AFD, PFC



Joyce Mason-Monheim AFD, AAF, PFC, AAF



Helen Miller AFD, CF, CFA



Darla Pawlak AFD, PFC



Julie Poeltner AFD, PFC, IMF, CFA

Best Education Specialists in the Industry



David Powers AFD



Jerome Raska AFD, AAF, PFC, CF



Tom Simmons AFD, CCF



Jenny Thomasson AFD, emc



Gerard Toh AFD, CCF



Cindy Tole AFD



Kevin Ylvisaker AFD, PFC, CFA

teleflora.



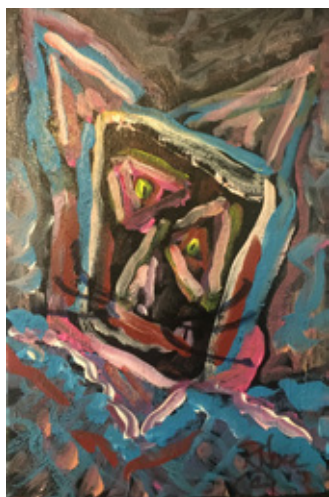
Ralph Null National AIFD Past President 1980-81 And So Much More

By Janet Black National Historian

A Professor of Floral Design and Landscape Horticulture at Mississippi State University, Mr. Null's design style is described as "Creative Naturalism". Ralph has an unusual way of combining flowers, weeds, mosses and branches in an interesting and inspirational artistic style. He has designed for Presidents Ronald Regan and George Bush and featured on our Symposium Stage. Mr. Null has taught numerous workshops throughout US, Mexico, Canada, Europe, Africa and Asia. A member of AAF, PFCI, Past President of Mississippi State Florist Association, Designer of the Year and Life Time Achievement Award. He was also honored as a Trustee Emeritus of our AIFD Foundation and generous patron.

If this was not enough Ralph is an author of "A Florist Guide to a Successful Wedding". In 1987 he was inducted into the College of Fellows.

You can find Ralph retired, traveling extensively and enjoying life. Now, paint brush in hand he has created a group of paintings called "Krazy Kat", clever to bizarre, whimsical, and playful. Thank you, Ralph, for sharing your many hours of service to AIFD and art with us.



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!

Everything You Need to Know About ... Vines

By Sabine Green AIFD, CFD

Vines, Vines, Vines

It's wedding season, and the trend to create garden style, wild and relaxed designs is still in full force. The usage of vine material is prevalent in these types of compositions. Almost every bride wants one of three things: succulents, eucalyptus garland, or vines. For the purpose of this newsletter, it would be impossible to cover all types of vines we are starting to see in the marketplace, so, I have selfishly chosen my favorite few.

At the top of that list sits Summer Jasmine, a simple, small flowered warm season vine that carries such an incredibly intoxicating scent that once introduced to it, I had to obtain plants to place in my home landscape. (Yes, it's that good.) It now lives right outside my bedroom window, which stays open during flowering season!

Jasminum officinale is in the olive family, and a profuse climber. Its delicate leaves and star shaped flowers are a sweet touch to any garden or bohemian style bouquet or arrangement. However, it's the scent that will create long lasting memories. Did you know that olfactory memory is one of the strongest forms of memory triggers we have as humans? Usage of scent in bridal compositions is a great way to start a long lasting client relationship. It's one of the main reasons I love this product so much.

Also known as jessamine and white jasmine, this vine is native to the Middle East, and easily adaptable to moderate climates. It is cold sensitive, and I recommend keeping it in a cooler set more for tropics rather than the standard 34 degrees Fahrenheit most coolers are set to maintain.



Second on the vine list, is the classic honeysuckle. Also a intensely fragrant vine, this one is more woody in texture, and less forgiving in designs. Or perhaps, I should say, less casual. However, spring and early summer crops are very flexible and a joy to incorporate into designs. The flowers are a bit short lived as a cut crop, however the foliage and woody stem offer a very rustic yet classy feel. When flower drop happens, I have found that individual bouvardia florets can be glued in to give the vine a similar feel in a design.

Honeysuckle comes in several types, with shades varying from white to pink to reds and yellows. The classic white/yellow variety (*Lonicera japonica*) is available as a dried vine (still malleable) as well as a fresh cut vine. This plant is widespread over North America, Europe, and some of Asia in the wild, however it is all over the world as a landscape plant. Not only is it a great cut vine, it also is a great landscape plant, and has a good deal of ethnobotany qualities as well.



My third pick to highlight this month is clematis. A long standing favorite among gardeners, this product is surprisingly long lasting, some varieties reportedly maintaining freshness for 2 weeks in a vase. Clematis comes in a variety of colors, with an intricate bloom that is easily a conversation point in an arrangement. Additionally, the leaves are deeply toothed, creating an interesting shape. Clematis flexibility is somewhere between the summer jasmine and honeysuckle, as it's the terminal tips with blooms and tendrils that are harvested for the floral industry.

Clematis is a vigorous grower in poor soils, and does well in the heat. With over 300 species, ranging from large blooming to petite, the possibilities of incorporating this product into event work as well as everyday designs is endless. Just type in clematis vine on any gardener's web site, and you will be inundated with varieties. Not only are there infinite choices in colorful blooms, but the leaves are also in slightly different format for some varieties. Oh, the choices.... this is why clematis is considered, the queen of vines.

Whether you have used more vine-type materials in your design work of late or not, these three products give some great variety to that trendy, relaxed style we are so often asked to create. From creating an embedded dynamic line, to forcing a garden feel, there is no denying that products like this beg pause from a viewer. And, as artists, ultimately, that is what our goal should be in our work. Happy vining!



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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.

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Innovate Inspire Impact

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

TPIE – TROPICAL PLANT INTERNATIONAL EXPO

BY JANET BLACK AIFD, CFD



TPIE "Connecting Ideas People and Products" was held on January 17-19 at the Ft Lauderdale, FL Convention Center. **Florida Nursery, Growers and Landscape Association** under the direction of Linda Adams invited AIFD to participate. This year AIFD was asked to create lobby décor, stage presentations and workshops.

The lobby consisted of a plant wall of lush Oasis panels filled with plants and flowers. The European design was a frame work constructed from four individual **Syndicate Sales** ceramic containers. Birch branches intertwined with calla lilies and recycled packing material made a stunning display. **Accent Décor** birch orbs, rounded out the Asian display. USA designs were represented using the themed pantone color of the year in all the tints tones and shades of purple. Vanda orchids spilled from the tops of tall Syndicate Sales clear glass vases, creating a table setting. A natural arch fabricated from driftwood was provided by a Landscape show vendor. The show stopper was embellished with bromeliads, succulents, tillandsia, orchids, air plants, anthurium and lush green plants.



The show has grown by leaps and bounds. The "Create Theater" stage provided an area for our programs and workshops. The focus this year was DIY plant décor for the home. Workshop focused on plants gardens. Accents of colored moss, air plants, bamboo and colored aluminum wire features were fun for attendees to create innovative designs. Materials from **Fitz Designs**, helped create corsages for the executive board of TPIE.

The designers that participated; **Eileen Cheng AIFD, CFD, Delia Chen AIFD, Alejandro Figueira CFD** (inductee 2018) **Pilar Gonzalez CFD** (inductee 2018) and **Brittany Madon CFD**. Over twenty-five plant vendors provided lush plants and containers to AIFD.

I am pleased that FNGLA will be a Silver Elite Partner this year and I am sure that many of the vendors will provide plants for our Discover Symposium.



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Brent Leech AIFD, CFD

I'm glad we all survived another Valentine's day! March came in like a lamb, not looking forward to the lion part, clock's have been moved forward so spring is finally here!

I am proud to report that many of our members from North Central Chapter are in the mix of the springtime events throughout the Midwest. March is always a frenzy of activities for all of us in the floral industry.

Starting off in Michigan at the Great Lakes Floral Expo, the chapter is well represented with program presenters and educational workshops featuring Doug Bates AIFD, Jackie Burrell AIFD, Sandy Schroeck AIFD, Derek Woodruff AIFD, Kevin Ylvisaker AIFD. And all of this would be not possible without the hard work of Cindy Ching AIFD, Alice Waterous AIFD, Jerome Raska AIFD, Bob Frieese AIFD, James Lutke and many others. It is truly a great line up of talented and hardworking members.

The following weekend is the Indiana Flower & Patio Show at the Indiana State Fairgrounds. This 10-day show is a chapter fund raiser where we have the opportunity to sell flowers, present stage programs, offer hands-on workshops to an estimated attendance of 50,000 people. Public awareness is key for us and to educate the consumers about flowers and how important they are in our lives. Supporting this event are myself, Brent Leech AIFD, Rae Roberts-Griffith AIFD, Jim Rauch AIFD, Lisa Belisle AIFD, Deb Dawson AIFD, Bob Frieese

AIFD, Jim Johnson AIFD, Alice Waterous AIFD, Michael Brown AIFD, Leanna Gerhardt-Theye AIFD, Pete Samek AIFD and Pat Scace AIFD. All of this would not be possible without the organization and coordination by Carolyn Kurek AIFD and Michelle Soupley AIFD. New this year will be a floral fashion show based on the 1960's styles, added to the list of events during the kick-off weekend.

Illinois State Floral Association Spring Conference is next on the list of March events. Another line up of talented designers will represent the chapter in Decatur, IL., including Patience Pickner AIFD along with Ace Berry AIFD, Helen Miller AIFD, Sheryl Timmerman AIFD Katy Selmi AIFD and a special presentation by the dynamic team of Judi Borah AIFD, Rae Roberts-Griffith AIFD, Trisha Locke AIFD, Julia Schmidt AIFD and Jonathon Reiman AIFD. It should be a great weekend organized by Tina Davis AIFD, Adam Havillia AIFD, Deb Strand AIFD and Rhonda Hess AIFD. For those who attend, let's see if Rick Orr AIFD can win another Lincoln Cup competition.

The first weekend in April is the Wisconsin Upper Michigan Florist Association Spring Conference held at the Wisconsin Dells. North Central will be in good company when designers take the stage and teach hands on workshops. Carolyn Minutello AIFD, Loann Burke AIFD and Lisa Belisle AIFD will be sharing their talents and creative ideas with our friends in the north. As we breakout from the grip of winter and the snow and the ice, we look forward to a busy wedding season. It's time to sharpen our design knives and remove all that pine

continued on next page

tar from a busy holiday season. There are always new trends and styles that demand main stage attention throughout the season. There is a surge of the cascade bridal bouquet coming back to the forefront and requested by many brides today. It's important to keep up to date with these trends. Stay educated – attend your local state conventions and research trade magazines and bridal publications for information to prepare you for the consultations with wedding clients.

Stay happy and healthy everyone!

South Central Chapter

President's Letter

Ken Senter AIFD, CFD

The South Central region of AIFD has two named funds, The Richard Seaboldt Fund and The Frankie Shelton Fund that have not reached their limit to become an Endowed Fund. Please go to AIFD Foundation and make a pledge.

I am proud to announce that a new fund had been established in honor of another South Central member. The Jim Johnson AIFD Fund was established March 6th during the 2nd annual Jim Johnson Cup in Houston. Mr Johnson recently retired as head of the Floriculture department and the Benz School of Floral Design at Texas A&M University. Please visit AIFD Foundation.org to make a contribution.

Ranunculus, Dahlias, Anemone, Helleborus, these are all popular flowers this wedding season. The one constant that they all have, is they have higher cost than most flowers. With the growing trend of the Boho style bouquets, a shop owner or manager must understand these costs. As we enter the wedding season, now is an excellent time to review your cost of goods and your markup of products to produce a fair

profit. Also refer to your floral magazines to stay on top of the current trends and popular color. Beige has been a huge influence on flowers the past few seasons. This season we are noticing a trend toward rose varieties like Quicksand, Sahara and Amensia. Now is also a great time to review your wedding contracts, as they pertain to tear down fees, set up and delivery cost, turn a rounds or flips, and the general overall presentation of your contract. Good luck this wedding season!!!

Northwest Chapter

President's Letter

Erik Witcraft AIFD, CFD

It's officially spring here in the northwest, and it's officially wedding season as well! Or least, wedding planning season! Here in the northwest, summer wedding season and early fall is most popular! The weather is fabulous, we have some amazing outdoor wedding venues, and fabulous flowers are in full bloom, and our local seasonal growers are in full force producing the most amazing products for the design world to admire, acquire and desire! Summer dahlias, garden roses, hydrangeas, and so many garden treasures to list. We are truly spoiled by the local flora available (not imported) in our local markets here in the Northwest where I live! Ok, enough about Portland!

Our region has been busy getting inspired for wedding season! We had 2 great event involvements this spring in preparation for this next season of weddings! First, the Flora Fresh event sponsored by Teleflora and the Hands-on program sponsored by AIFD northwest presented by the talented and gracious John Hosek AIFD! It was a great event, full of fabulous inspiration! Second, an amazing weekend "In the Making" at United Floral Inc. in Burnaby BC. This event kicked off with "A Fresh Look at Judging Workshop" with Hitomi Gilliam AIFD. The "Pacific Northwest Design

Competition" a qualifier for the 2018 Gateways to the Americas Cup and then the greatest wedding show ever! Our northwest chapter participated by hosting the morning portion of the wedding show; Wedding décor from chapel to reception! Northwest members Sharrai Morgan AIFD, Yukari Mitsui AIFD, and adopted designer Poppy Parsons AIFD lead a vision of beautiful floral inspiration, chaired by Louisa Lam AIFD and Susanne Law AIFD. Additional honoree President Kim Oldis AIFD and other fabulous members of the northwest region helped and participated with an awareness booth promoting AIFD and DISCOVER 2018. We also sold books at both Sacramento and BC events to promote our region and floral design education!

We also hosted an AIFD Awareness booth at the Maple Leaf Cup in Edmonton, Alberta the following weekend. Special thanks to Iris Salmon AIFD, Aniko Kovacs AIFD, and Heather De Kok AIFD for their help and involvement with this great event and promotion of AIFD and our chapter!

Overall, this year has been so great for our Northwest flower family! We are so thankful for everyone that has been able to get involved and be a part of all the fun and awareness we have spread throughout the region! Here's looking forward to DISCOVER in Washington DC. We can't wait to see what it brings! Until then, keep booking weddings, getting inspired, and spreading the love of AIFD! I know I will be!

Southwest Chapter Report

President's Letter

Susan Ayala AIFD, CFD

It's almost that time of year when we as designers are over whelmed with upcoming weddings. Personally, I love

wedding work. I love to make couples dreams come true. To show them how we can take their ideas (or Pinterest ideas) and make them into what they have been dreaming about since they became engaged. I also love to see the diversity in our weddings. It enables us to design for their taste of design.

Speaking of weddings, this past March we had our Wedding programs with many very excited designers from California and Arizona learn some new ideas, techniques, and trends from Derrick Vasquez AIFD, Sam Van Wert AIFD, Brian Vetter AIFD, and myself. I want to give a big Thank You to Shonda Cunningham AIFD, Katie McCormick AIFD, Jan Wilder AIFD, and Debbie Kenny AIFD for all their hard work. A big Thank you to all the growers who donated to our programs. Thank you, Kelly Mace from Smithers Oasis, for always coming through to all floral organization. And Thank you to Shinoda Design Center in Santa Ana CA, and Askern and Sons in Phoenix Az for hosting our region. Words are not enough for all they did.

As we move into the Summer we slow down a bit. This is the time to think of new ideas for our businesses. How can we bring more clients to us and how can we stand out as we should!

Have a great wedding season.

North East Chapter

President's Letter

Dan Firth AIFD, CFD

No report given.

Southern Chapter

President's Letter

Kevin Hinton AIFD, CFD

The Southern board has been busy providing programs and events across our region. We hope that you will plan to attend and help out with one of the remaining programs that

are listed below. We have a Facebook page just for our Southern Chapter (AIFD Southern Chapter). We invite you to like the page so we can easily keep in touch. Also, if you know of any educational opportunities that are going on in your area please feel free to post them.

We would like to encourage you to get involved. Each of us play a vital role in the success of our Southern Chapter. If you are interested in serving the Southern chapter, we invite you to join a committee. Committees are open to all AIFD and CFDs. If you are interested in serving on the board in the near future or would like more information on what that entails please let us know and we would be happy to get that information to you. If you would like to present a program but have no idea where to start we are here to help.

Any Southern CFD members who are looking for help or would like to mentor to help you along the way to becoming AIFD, let us know so we can try and pair you up with someone. There is also a PFDE mentor Facebook page that's helpful and available (PFDE Candidates for Symposium). There you can post arrangements and receive input on your design.

We also have a hashtag #AIFDSOUTHERN #AIFD

Anytime you post any pictures from a Southern event, use the hashtag(s) so we can all see and share and continue to spread our passion as much as we can.

All regions will meet in Washington DC at our National Symposium "Discover" June30 - July 4, 2018 with Southern being the Host region.

Symposium 2018 Information-
aifd.org - Click Events (2018 Symposium)-
Click View Interactive Brochure

Saturday, June 30th
1-3 Southern AIFD Board Meeting

3-4 Southern Chapter Membership Meeting

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 will continue to post details of our events on the AIFD Southern Chapter facebook page and the AIFD Focal Points Newsletter at aifd.org under (About Us). If you are interested in volunteering or have additional questions, please contact me, as this is our chapter and I want everyone to be a part. I look forward to hearing for you! My email address is kevinahinton@comcast.net.



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Industry Partners

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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.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)

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

DVFlora
www.dvflora.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 Strategies
www.floralstrategies.com

Floral Supply Syndicate
www.fss.com

Floralink
www.floralink.com

Floranext
www.floranext.com

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

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

Flower Style

Flowers &

Frank Adams Wholesale Florist
www.frankadamswf.com

FTD
www.ftdi.com

Galleria Farms

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

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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

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

Potomic Floral Wholesale

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

Ularas
www.ularas.com

United Floral Inc.
www.unitedfloral.ca

United Wholesale Flowers
www.unitedwholesaleflowers.com

AIFD Thanks Its Partners

continued from previous page

Unlimited Containers, Inc.
www.unlimitedcontainers.com

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

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

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

Koehler & Dramm Wholesale
Florist
www.koehlerdramm.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.psfed.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

Bits and Pieces

*Compiled by Lisa Erisman and
Marisa Guerrero AIFD, CFD*

The second annual Jim Johnson Cup took place March 6th, in Houston Texas. Eighteen top designers from around the country competed for the coveted title. Third place was our regions own **Nicola Parker AIFD, CFD** 2nd place was Fabian Salcedo of Austin, Texas, and the winner was **Samantha Bates AIFD, CFD** of Louisiana. She won \$500 cash plus a pre-paid automatic entry into this years Gateway to the Americas Cup. A crowd of 100-120 turned out to say howdy to Mr. Johnson.



At the PHS Philadelphia Flower Show Designer's Studio, top floral designers from around the globe go head-to-head in a fast-paced, fun-filled competition that combines talent and ingenuity. Congratulations to **I Li Hsiao CFD** for winning a blue ribbon! He is among those that will be inducted to AIFD this year.



Congratulations to **Paul Jaras AIFD, CFD** who took first place in the Maple Leaf Cup. **Lea Romanowski AIFD, CFD, CAGA** came in second and **Aniko Kovacs AIFD, CFD, EMC** was third.



Please send all submissions to **Lisa Erisman** at lerisman@stringfellowgroup.net or **Marisa Guerrero AIFD, CFD**, at debbies_bloomers@msn.com.



Suzie Kostick Named Sales Service Specialist for Smithers-Oasis



Smithers-Oasis is pleased to announce the appointment of Suzie Kostick AIFD, CFD to the position of Sales Service Specialist, North American Floral Operations, effective Monday, February 19th, 2018.

In this new role, Suzie will be responsible for increasing brand/ product awareness and build

customer preference on Smithers-Oasis brands at the Retail Florist and Wholesale level. This position will also expand relationships with existing customers by supporting collaborative sales efforts to grow one or more assigned product lines.

In addition, Suzie will work collaboratively with all of the North American business units (Oasis Floral Products and Floralife) to identify and execute sales opportunities for new products and programs. Suzie will provide support to the SONA Account Management team by offering training, education and brand awareness to all North American floral customers on products and focus areas.

Do you have industry information you want to share?

E-mail it to **Lisa Erisman** at lerisman@stringfellowgroup.net.

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 January 1, 2018:

Wendy DeGallier CFD

Vanessa Glover CFD

April Ridge CFD

Miliana Salim CFD

Lindyawati Limbono CFD

Pat Hermes CFD

Marcia Wilson CFD

Chrisoula P. Baltas CFD

Marti Boone CFD

Xiu Li Wang CFD

Brittany W. Woodson CFD

Magda Perlowin CFD

Melba West CFD

Madelin Capote CFD

Yohely Andreina Salcedo CFD

Ailen Fulla CFD

Katherine Freter CFD

Fronnie Flowers CFD

Melanie Kay Hugel CFD

Clay Honeycutt CFD

Tracy A Bass CFD

Camilla Bauer CFD



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 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
Alan Parkhurst AIFD, PFCI
Richard Salvaggio AIFD, PFCI, CFD
Tom Simmons AIFD, CFD
Dean White AIFD, PFCI, CFD*

*Recognized posthumously

Help Wanted- Job Postings

Experienced Floral Designer

Sedona Mountain High Flowers, Sedona, AZ
Sedona Mountain High Flowers has been the leading florist in Sedona, AZ for over 10 years. We are a full service florist providing everyday, sympathy, corporate and wedding flowers to the entire Verde Valley Area. To be successful in this position, the right candidate should be goal oriented, disciplined, have a strong eye for design and have the ability to communicate well with clients as well as other employees. Our designers are the heart of our shop; we are looking for an experienced and talented designer who can work independently or with a group--originality and innovative thinking are highly valued. Our ideal candidate must have a passion for our industry, a strong work ethic and the highest ethical standards.

To apply please contact: martha@sedonamountainhighflowers.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

Designers from @AIFDHqtrs will be here daily helping with flower selection, hosting hands-on workshops & answering any questions you have about caring for your fresh flowers!

@HomeShowIND

Our @MagnoliaWestFFA members were able to attend the #jimjohnsondesigncup last night in Houston! They were able to witness some talented @AIFDHqtrs competitors & meet some of the Floral Industry's finest! #westnation #bloominginthewest #GID #DSD @westmustangs
@AgTeach_Sefcik

Now IS the time to learn and grow ... get signed up for #PFDE and attend @AIFDHqtrs symposium #Discover! It is amazing where accreditation can lead You! #professionalflorist
@poppyatsmarts