



Focal Point

"Discover" the New Symposium Experience

If you are a Symposium-going veteran, you probably have your own list of tried-and-true tactics for making the most of your time at Symposium, but this year Symposium has new sessions and activities, so let us help you with some tips to keep in mind.

Review the schedule - This year the schedule is packed with educational opportunities. Not only will we have 8 Main Stage Presentations but we also have Impact Business Sessions and Inspire Creative Sessions that are open to everyone who has a Premium or General registration. If you have signed up for the Innovate Hands-On Workshops make sure to make a special note of the dates and times listed in your registration packet.

Familiarize yourself with the Layout - When you first arrive take a few minutes to see where the Main Stage area, Creative and Business Sessions, Hands-On Workshops, are being held so you are able to get to each event on time.

Find out who's going - The participants you'll meet at Symposium are as important as the sessions themselves. There's no better time to network with your peers! It's a great opportunity to exchange ideas, tips and techniques with other designers. Plan ahead! Use your social media to prepare for the event by incorporating the hashtag #discoveraifd2018 into your posts and connect with others that plan to attend. It's a great way to keep track of acquaintances and make new friends.

Take advantage of all that is available to you - Look at what your registration includes and make plans to attend everything you can. There are many events that are open to all attendees.

Share what you learned - Check in with the AIFD Symposium Facebook page often, share some ideas you learned on your social media sites, write a blog post (or an article for this newsletter), use what you learned to do something different in your shop or classroom...the possibilities are endless with what you can do with this newly gained knowledge!

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American Institute of Floral Designers

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Suzie Kostick AIFD, CFD

2018 Symposium Program Coordinator

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Association Coordinator: Rachel Schley

AIFD Mission Statement

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

Upcoming Events

June 4-22, 2018

**Basic Floral Design, Certification Career Program
Floral Design Institute Portland Oregon**

June 4 – 8, 2018

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

June 9 – 16, 2018

**Advanced Floral Mechanics & Design
Anne Arundel Community College-Arnold, MD**

June 24, 2018

**Sympathy Flowers
Anne Arundel Community College-Arnold, MD**

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.**

July 9 – 27, 2018

**Basic Floral Design, Certification Career Program
Floral Design Institute Portland Oregon**

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



“...welcome our New Inductees, encourage a PFDE Candidate, reach out to a First Timer, show support for our SAIFD Chapters, thank an Industry Partner, and know that you are a valued member of The American Institute of Floral Designers.”

What have I *discovered* this past year? It will probably be no news to you - and certainly was no surprise to me - is that the members of AIFD are incredible, talented, open-minded, generous, serious about their craft and profession, deliberate in their actions and positive about the future of our industry.

These traits are exactly what our mission statement states!

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

We follow this mission as we approach our annual symposium. There is no doubt that you will *discover* many opportunities for further growth and education at this year's National Symposium - **DISCOVER**.

Suzie Kostick AIFD and **John Kittinger AIFD** have planned a stellar event for you. There are not enough words to express my sincerest gratitude to them for thinking outside the box yet maintaining the traditions that AIFD appreciates.

This year for me has been centered on three words: **Engage**, **Educate** and **Enlighten**. The focus was to be engaged with each Regional Chapter and their members, witness education across the United States and Canada and to be enlightened by all who share their passion for floral design. The reward has been greater than I could have ever imagined.

As we progressed from our "first meet and greet" in Seattle with the Young Professionals Group we will begin to see them become more active in Washington D.C. I am looking forward to see where the YP will go in the coming year!

One of my goals this year was to offer further education to youth that are interested in floriculture through an AIFD/FFA scholarship. Many generous donors have supported this project. By inviting four FFA High School Floriculture teams to participate and witness the extraordinary dynamics of the AIFD Symposium we hope to encourage future growth in floral education, help students gain knowledge about

floral related businesses, and create mentorships with AIFD members. Please join the National Board and me as we welcome these 18 students and their Advisors to "Discover!"

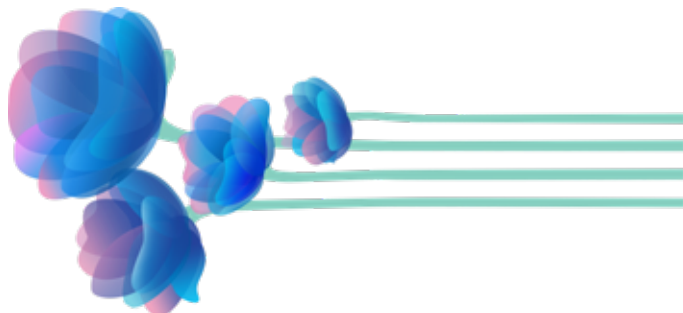
As this year is coming to an end for me - I want to thank the AIFD National Board of Directors, AIFD National Committees and all of the AIFD Volunteers for their support and encouragement. To the membership of AIFD, I am proud to be standing next to you as a member of this Association. To the Industry Partners, thank you for providing us with your product and support. To the AIFD Foundation for their support of education for so many. To the Stringfellow Management Group for providing executive leadership.

As we prepare to discover "Discover" in Washington D.C., I urge you to relish in the joy of our AIFD traditions and education, welcome our New Inductees, encourage a PFDE Candidate, reach out to a First Timer, show support for our SAIFD Chapters, thank an Industry Partner, and know that you are a valued member of The American Institute of Floral Designers.

Thank you for an incredible year.

A handwritten signature in dark ink that reads "Kim Oldis AIFD". The signature is stylized and fluid.

Kim Oldis AIFD, CFD
AIFD National President 2017-2018



In-Step Programs

Steps to Membership: Becoming a CFD and/or a Member of AIFD – Presented by AIFD Membership Committee
Discover the steps you'll take on the road to earning the acclaimed professional designation of CFD (Certified Floral Designer) or to becoming an accredited member of AIFD. Join the AIFD Membership Committee as they share tips on preparing for the test, give you an insider's view on what to expect from the process and provide you with the resources to help you as you step your way to success.



Steps to the Stage – Presented by Jackie Lacey AIFD, CFD, PFCI
Take the fear out of the AIFD Main Stage by attending a step-by-step program that reveals the most important details you'll need to consider if you anticipate submitting a program for the AIFD Symposium. Jackie and a team of Symposium experts will share tips on preparing your proposal, working with the production company, staging your program and many more details that will help you take the fear out of the process and have you stepping onto center stage.

Trend Lounge

Looking for a place to sit back, relax, meet with colleagues and be inspired? A new feature to Symposium, the Discover Trend Lounge, is the perfect place to unwind, rejuvenate and catch up, while getting a glimpse into what's predicted to be trending in 2019. Displays created by AIFD members using Elite Partner products will forecast what innovative products will inspire and impact 2019 Wedding, Holiday, Giftware and Millennial trends.

AIFD Book Store

Located in the Trend Lounge is everyone's favorite place to shop – The AIFD Book Store, open from 8:00 a.m. – 5:00 p.m. on July 2-4. With hundreds of books on a wide variety of topics, a stop by The AIFD Book Store is certainly something to add to your list of "must do" Symposium activities.

Young Professionals

Are you an AIFD or CFD member under the age of 40 and looking to connect with like minded floral artists? Then AIFD wants you to get involved with the Young Professionals Group. The 2018 AIFD Symposium will feature two exciting opportunities for Young Professionals to get involved and make a difference.

YP Chill and Chat

On June 30, Young Professionals will hold their second annual Chill and Chat. Join your fellow YPs as they gather for a little chill time to share ideas, brainstorm, develop new concepts and discover new activities.

Art For a Cause: Young Professionals Original Art Exhibit

Join a select group of AIFD Young Professional emerging floral artists for the unique opportunity to display your very own works of art during the Meet, Mix and Mingle Hospitality on July 3. Participation is limited so sign up early. Come share your talents, discuss your inspiration and be ready to meet, mix and mingle all for a great cause. For more information contact: Sharrai Morgan AIFD, CFD hollysfineflowers@hotmail.com, 360-385-5428.

First Timers

If it's your first time attending the AIFD Symposium this is a great opportunity for you to get acquainted with fellow first timers and be introduced to some of the Institute's most enthusiastic members. We'll answer all your Symposium questions, give you an overview of what to expect and take you on an exclusive, behind-the-scenes tour of all the key Symposium activities. Open to anyone who has never attended Symposium.

AN EVENING WITH *Laura Dowling* Author & Former White House Florist

It has been years since an event such as this has been offered. Join floral industry friends at the home of David Hope AIFD for a most memorable evening. Take time to register today! Be one of 75 to attend! The net proceeds will benefit the AIFD Foundation.

July 1 • 8pm - 11pm



Laura Dowling served as Chief Floral Designer at the White House from 2009 until 2015 managing floral design for thousands of official and private events as well as the daily florals throughout the White House.

Laura is known for her contemporary and romantic style of flower arrangement featuring a free interplay between flowers, floral boughs and branches. Inspiration is taken from the splendor of abundant gardens, balancing artistic vision with the beauty and free form of nature. Her innovative approach resulted in beautifully sophisticated, seasonal designs that were at once modern and classically refined.

During her White House tenure, Laura oversaw an expanded volunteer citizens program that opened the White House flower shop to hundreds of people from across the country. This effort built an extraordinarily talented team of volunteer floral ambassadors. Laura graciously included AIFD in these opportunities.

The AIFD Foundation is grateful that Laura Dowling will attend this event. The AIFD Foundation invites you to share a story or two with Laura while celebrating lifelong friendships and newly made acquaintances.

and it
ONLY 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

AIFD Board Report

By Kristen Philips, CAE, Executive Director

The AIFD National Board convened in the windy city for its annual spring meeting on April 23. The board meeting, and the weekend of meetings leading up to it, proved to be inspiring and productive.

In attendance were board members **Kim Oldis AIFD**, **Frank Feysa AIFD**, **Jackie Lacey AIFD**, **David Shover AIFD**, **Tom Simmons AIFD**, **Sandy Schroeck AIFD**, **Anthony Vigliotta AIFD**, **BJ Dyer AIFD**, **Loann Burke AIFD**, **Kenny Snauwaert AIFD**, **Ron Mulray AIFD**, **Rachelle Nyswonger AIFD**, **Debbie Gordy AIFD**, **Sharrai Morgan AIFD**, **Katie McCormick AIFD**, **Wil Gonzalez AIFD**, **John Hosek AIFD**, **Janet Black AIFD**, **Suzie Kostick AIFD**, and Kristen Philips, CAE.

Also present were **Lynn Lary McLean AIFD** (AIFD Foundation CEO), **Joyce Mason-Monheim AIFD** (2019 Symposium Coordinator), **Stacey Carlton AIFD** (Marketing Committee Chair), **Janet Gallagher AIFD** (Student Membership Committee Chair), **Marisa Guerrero AIFD** (Newsletter Editor and Young Professionals Committee Chair), **Susan Ishkanian AIFD** (Industry Partners Committee Chair), **Louisa Lam AIFD** (North West Chapter President-Elect), **Lisa Weddel AIFD** (South Central Chapter President Elect), **Laurel Hollopeter AIFD** (North Central Chapter President Elect), **Carol Inskeep AIFD** (Southern Chapter President-Elect), **Dot Chenevert AIFD** (North East Chapter President Elect), **Laura Parker AIFD** (Finance Committee Member), **George Mitchell AIFD** (Finance Committee Member), **Michael Whaley AIFD** (Education Committee Chair) and **Alex Jackson AIFD** (Finance Committee Member)

I met with President Elect Feysa on Saturday prior to the majority of meetings so that we could discuss our ideas and goals for the coming year. He has a great vision for the organization! Shortly after, we took a lengthy walk-through of the 2020 Symposium location: The Chicago Hilton. The hotel has upgraded several of its large meeting spaces affording AIFD the opportunity to utilize the space in some creative ways. Your 2020 Symposium Coordinators **Sandy Schroeck AIFD** and **Deb De La Flor AIFD** already have some incredible ideas for an action packed Symposium!

Sunday kicked off with a Finance Committee meeting, which is typically focused on creating the Institute's budget for the upcoming year. The Finance Committee scrutinizes each area of the budget and keeps an eye on the future at all times. One of the newly created line items for the upcoming year is a reserve fund which

will be contributed to each year in order to be able to pay for financial audits and reviews by third party CPA's. Just one more way to be sure the Institute is financially sound now and in the future.

Afterwards Mr. Feysa led a meeting with the incoming presidents for each chapter. Mr. Feysa shared his goals for the 2018-2019 year with the chapter presidents elect, Ms. Philips shared several housekeeping items related to finances and management company procedures, Ms. McLean shared important and helpful information related to the AIFD Foundation, and finally each chapter president elect shared what their chapter has been focused on and what their plans are for their year of chapter presidency. Everyone left feeling invigorated with ideas shared between chapters, and many headed right over to the next meeting, which consisted of many of the incoming committee chairs. This meeting serves as a time where several committees can meet and find ways to work together to avoid working in silos. Each year, more and more great ideas come from this gathering.

Finally, on Monday, it was time for the board meeting. President Oldis called the meeting to order and complimented the floral arrangement on the board table, and in so doing thanked **Adam Havrilla AIFD** for creating the work.

After approving the agenda, minutes, and consent agenda, it was time to move to the financials. Treasurer Simmons presented a proposed budget for the Institute's 2018-2019 year and provided explanations for any significant changes as recommended by the Finance Committee, which was approved by the board. He then reviewed the February 28, 2018 financial statements and his report was also approved by the board. Finally, Mr. Simmons congratulated Ms. Laura Parker on being elected as the new Treasurer beginning July 1, 2018.

President Oldis and I then led a discussion related to the Institute's general counsel, who will be at the June 29 Board Meeting in Washington, D.C. to present an orientation to all board members on their fiduciary responsibilities to the board. Relating to trademarks, I was instructed to move forward with filing trademarks for several items, as recommended by the Institute's trademark attorney, in order to further protect the integrity of the organization.

The topic moved to membership, and Ms. Schroeck reported on several items related to social media and



the PFDE scoring program, which was further enhanced. The list of members who had not yet paid dues for 2017-2018 was reviewed, as well as reviewing the list of CFDs who had not renewed their CEUs in 2017. A discussion took place relative to the description of wedding designs for the PFDE and a small change was made to remove centerpieces, ceremony or reception décor since those items are already listed in the arrangement category.

Mr. Vigliotta reported on the results of the recently conducted election of National Directors:
At-Large: **Katie McCormick AIFD, Jacob McCall AIFD**
North Central: **Pete Samek AIFD**
South Central: **Todd Sweeden AIFD**

Mr. Vigliotta also provided the results of the elections for regional chapter officers and directors. He then reminded all those present that the Nominations Committee will be drafting a slate of recommendations for the elections of officers of the Board and that anyone on the Board who is interested in being considered for nomination as an officer should advise him immediately.

After excusing all non-voting members of this Board, Ms. Nyswonger Neal presented a letter from the Awards Committee in which it offered its recommendations of those to be honored during the 2018 National Symposium in Washington, D.C. After her presentation, the Awards Committee recommendations were accepted.

Ms. McLean reported on Foundation efforts including a generous grant to AIFD Symposium 2018, as well

as FFA grants, money raised for hurricane victims, and many scholarships awarded, as well as a new mentoring program initiative to be rolled out in the next year.

Ms. Carlton discussed moving forward with opening the AIFD Pinterest page, and noted that a professional photographer would be contracted to photograph the Washington, D.C. Symposium.

The Marketing Committee and Blooms Over will be collaborating with Petal Share, a non-profit in DC during the 2018 National Symposium, and the Young Professionals will also be working with Blooms/Petal Share project to make arrangements.

Lastly, it was time for updates from the upcoming Symposium Coordinators. Coordinator Kostick presented an update on plans for the 2018 National Symposium, which will take place in Washington, D.C. June 30 – July 4, and Ms. Phillips noted that registration numbers were very positive. Coordinator Mason-Monheim presented an update on plans for the 2019 National Symposium, which will take place in Las Vegas, July 6 – 11. Coordinator Schroeck reported on her and Program Coordinator Deb De La Flor's tour of Hilton Chicago two days prior.

The meeting ended at 2:00 p.m. There was so much energy and positivity in the air that even after the meeting, a large group of attendees met in the lobby of the hotel to share ideas with one another and get value out of every minute being spent together. I can genuinely say that Institute is in great hands with the leadership in place! The board will convene again on June 29 in Washington, D.C. We can't wait to see you there for "Discover"!





Susan Ayala AFD, PFC



Tom Bowling AFD, PFC



Tim Farrell AFD, AAF, PFC



Hitomi 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



Daria 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, smc



Gerard Toh AFD, CCF



Cindy Tole AFD



Kevin Yhisaker AFD, PFC, CFA

teleflora

The Gateway Chapter of SAIFD - Kenosha, WI

By: Jane Edwards AIFD, CFD Advisor



On March 31, 2018 our chapter hosted an AIR Program. We invited the surrounding florists, as well as, former members and students. Our designer was **Mike Hollenbeck AIFD, CFD** from Lewiston, Idaho. Mike dazzled the class with many techniques in bridal bouquets and floral jewelry. His experience and expertise led the students on an incredible exploration that led to success for the class in their hands-on bouquet and floral necklace. Our sponsors were DWF Whole Sale Floral, Milwaukee, WI, Fitz Design, and our Chapter. We also wish to thank AIFD for making this possible for us. We have the best of the best to help grow our industry's future. In all there were about 25 attendees. Big thanks to Mike Hollenbeck AIFD for all his time and enthusiasm for such a fantastic program.



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 April 10, 2018:

Michelle Red CFD

Amber Bunn CFD

Lori Hughes-Diaz CFD

Tracy A. Bass CFD

Kevin Cagle CFD

Zachary Jones CFD

Erika Torres CFD

America Jimenez CFD

Cristopher Arreola CFD

Evelia Godinez CFD

Celia Diaz CFD

Carmen Martinez CFD

Paola Gomez CFD

Teresa Herrera CFD

Adriana Montelongo CFD

Bertha Martinez CFD

Laura Martinez CFD

Guadalupe Fuentes CFD

Martha Elizondo CFD

Leticia Maldonado CFD

Karina Mata CFD

Monica Rodriguez CFD

Robin Mitchell CFD

Heidi Cremelle CFD

Patricia Valverde CFD

Pattie Wallander CFD

Anahit Hakobyan CFD

Tammy Rice CFD

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. Simply bring your items to Symposium or Ship by June 15th!

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

The AIFD Silent and Live Auction net proceeds benefit the AIFD Foundation

2018 AIFD *Live Auction*

THESE ARE A FEW OF THE AMAZING OFFERINGS

Opportunities to Awaken in Las Vegas in 2019 in Style!

- AIFD Premium Registration
- AIFD Foundation Hands-on Experience Registration
- Your Choice of 2 AIFD Hands-on Workshops at a \$138 Value
- 4 Caesar's Entertainment Tickets for the week of Symposium
- Limo to and from the airport
- 2 sets of 2 Front Row Seats for Main Stage Presentations
- 3 Flower Room Passes



A WORLD CLASS OPPORTUNITY TO ATTEND THE FTD WORLD CUP 2019



A Trip for Two to FTD World Cup 2019

Held at the PHS Philadelphia Flower Show • February 28 – March 4, 2019

Trip includes roundtrip airfare up to \$500 per ticket

Ground Transportation • Hotel Accommodations for 4 nights

Tickets to all World Cup events • \$500 spending money



The Ohio State University Hosts A.I.R. Program: *“Fashion Flowers”*

With Laura Daluga AIFD, CFD

WOOSTER, OH - Students at The Ohio State University ATI campus capped off a spring semester of contemporary floral design studies with an inspiring Artist-in-Residence program presented by **Laura Daluga AIFD, CFD** on March 16, 2018. During Laura’s “Fashion Flowers” workshop, a team of twelve students spent the day gluing flower petals to a fabric base to create a glorious gown.



Laura began her day-long program with some background information about her experience in the floral industry and the events where she has showcased floral fashions. Students explored her Instagram images and heard about how Laura uses social media to promote her floral artistry. The hands-on activities began with a warm-up of sorts, where students practiced gluing and petaling techniques. Then, the entire class contributed to several hours of precise placement of rose petals and dusty miller leaves until the gown was completely covered. Students also created a coordinating hat, bouquet, and faux sandals made by gluing florals to model Megan’s bare feet! In total, about 200 Hearts and Freedom roses were used, along with gunni and feather eucalyptus.

Laura masterfully presented her information and ideas in a manner that students related to very well. She was helpful, encouraging and inspiring, and created an atmosphere that was focused, yet fun. Laura generated a great positive energy that built throughout the day as the gown came closer to completion. Everyone was excited to contribute and the finished result was stunning.



The students really enjoyed getting to work with someone who is helping move the floral industry in new creative directions. All agreed, it was a good way to see where their careers can take them after graduation.

Assisting with the workshop was instructor **Frank Feysa AIFD, CFD** who arranged for Laura’s visit.

For more information, contact Terry Lanker, 330-287-1242, Lanker.2@osu.edu.



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*Congratulations to
Kim Oldis AIFD
for a fantastic year!*



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Volunteer - It Makes a Difference!

By: J. Paul Jaras AIFD

"Welcome to the AIFD Family" is something that we hear and say a lot. And Symposium is our 'yearly family reunion'. But there's another way that members of our family stay close in the time between symposia. Some of us see each other throughout the year in various ways and those opportunities are often the result of the networking that goes on within our organization. Networking, building community and 'growing our family' through volunteerism – that's what I'd like to share some thoughts about with you.

I Googled 'volunteer' and found this: "Skills-based volunteering is leveraging the specialized skills and the talents of individuals to strengthen the infrastructure of non-profits, helping them build and sustain their capacity to successfully achieve their missions." (Wikipedia) It certainly applies to AIFD, don't you think?

We all have some very specialized skills in floral design, and professionalism and design excellence are our mandate. Our floral design skills are put to great use at symposium – if you have ever attended you have seen the incredible work of the talented people who create them. Many begin our volunteer journey by helping in the "workroom" or "flower room". In my early days it was shrouded in mystery and a coveted 'behind the scenes' chance to be near the magic. Today it is an excellent opportunity available to any who wish to lend a hand – that's probably the number one place to get to know members of 'the family'. Friendships formed there are lasting and often life-changing – I can say that from personal experience. I hope you can experience the reward of asking, "How can I help – and what time do you need me tomorrow?", as I did of a stranger way back then, and someone who has become a dear friend now.

Aside from professional floral design skills, we all possess abilities and aptitudes that can help in other ways and we can put them to use for AIFD in many ways. I came to AIFD in 2000 – yes, nearly 20 years ago and though I was fresh and eager and enthusiastic to make a difference and serve my new association, it was a slow start for chances to do so. Getting 'social' and telling people, "hey, I want to help" wasn't around then. Things started changing when I was asked to join our NW Regional Board of Directors. I got to know and work with people who cared about what was happening in 'our own backyard' – a great place to start. Here's an interesting thing to note – you don't have to be a member of the board (or even a committee) to volunteer – get involved and help with a regional

event as 'just a member' – but you're never just a member – you're always a highly valued one! I am sure your region needs you and would love to have you join in the fun (and rewarding work that they do)! As a member of the regional board I was next able to serve at the National level and yet another world of possibility opened up for me. Getting to roll up one's sleeves and be a part of what it is that guides AIFD, aids in our evolution and sustains continued excellence is an honour and a pleasure, as any past National Board member will tell you. New comers no longer have to have a daunting 'first time experience' and have many opportunities to get involved. The mentorship and 'first timers' initiative taken a few years back now help many to get a sense of belonging and opens up doors to volunteering and making AIFD friends. Watch for the "Young Professionals Committee" and the exciting things to come from AIFD's newest initiative to welcome and include our newest and brightest up-and-comers.

Come and volunteer at Blooms Over Program, it's our most important public marketing event at symposium! Each year we put flowers from programs and events to amazingly positive good use by creating bouquets that are delivered to the local community of the Symposium host city. Bring a friend and give the time it takes to make a bouquet – those few minutes make a huge impact and you can be assured that you made a difference in someone's life with a simple act of sharing your talent and skill.

Lastly, national committee work is another volunteer experience that brings friends closer in the spirit of cooperation and of "strengthening our infrastructure and helping us build and sustain our capacity to achieve our missions." (Thanks Google and Wikipedia!). I have worked on a national committee for a three year term and can honestly say it has been a place where I feel like I am making a difference and my energy and enthusiasm has been put to good use. It feels great to have 'gotten some things done' that make a difference to AIFD. So don't wait for your AIFD family reunion each July – get to grow your family exponentially by volunteering in any way you think you are able – and that way you'll have family contact throughout the year and an even bigger one to come home to next year! Why not walk up to any member and say, "hey, I am here and I want to help. What can I do?" If you don't immediately get a big hug, you'll at least get a great big smile and a chance to make a friend.

Register
today
for
this
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2015 Interflora
World Cup Champion *Alex Choi* AIFD

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Instruction by Alex Choi AIFD

- » Thursday, July 5, 2018
- » 9:00 a.m. - 4:00 p.m.
- » \$195.00

To register complete
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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. Take time to register today!
The net proceeds will benefit the AIFD Foundation.



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Passion & Purpose

A Letter From the AIFD Foundation



I so appreciate Focal Points Editor Marisa Guerrero asking me to highlight a thought or two about the AIFD Foundation. In doing so I want to share a quote that touched me sometime ago. I found in these words an explanation of sorts. Spoken by Oprah Winfrey the quote simply read "Follow your passion. It will lead you to your purpose." I found this simply stated and yet the message quite bold. From a personal

perspective, the people and programs of the floral industry have,

for decades, meant a great deal to me. Perhaps long ago the passion began with a few blossoms and a love of design but over the years through the experiences, the relationships, the education and the shared commitments of those I most respected in this industry, I was led to my purpose. It has been these years of membership in AIFD that have now led to leadership within the AIFD Foundation.

The very basis of the AIFD Foundation is purpose. For some, it is a chance to complete advanced studies with less in student loans. For others, through a symposium scholarship offered to first time attendees, it is a chance to "Discover" a world unknown to so many that changes you through an incredible vision of floral art and design. A world of floral design that is only seen at the AIFD National Symposium. Do you remember your first symposium? For one a symposium scholarship opened doors that later led to a chance to compete at the World Cup. For others symposium scholarships have led to leadership in AIFD. For several, participation in the AIFD Foundation at a very young age provided opportunities for a lifetime of leadership. For thousands the AIFD Foundation is the support of the very essence of floral design education.

There are opportunities during the AIFD Symposium in D.C. for you to discover the many possibilities to connect with the AIFD Foundation. AIFD member participation in these efforts is of utmost importance. Your participation contributes directly to the success. Whether it be a donation to the Silent Auction or a purchase made while at Symposium, your participation is most valued and appreciated. It is my hope that your purpose will encircle in some way the perpetuity of the Foundation. The work we do together to grow the AIFD Foundation will forever be there. This is our Foundation and together we will make the difference.

"Follow your passion. It will lead you to your purpose."

Lynn Lary McLean AIFD
AIFD Foundation CEO



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Everything You Need to Know About ... *Zinnia*

By Sabine Green AIFD, CFD

Late summer is all about rich colors, lazy afternoons in the heat, sweet tea, and some relief as the kiddos prepare to go back to school. In the floral world we see the color palettes of summer wrestling those of autumn in the popularity contest. Rich tones, luxuriant textures, and a hodge podge of fresh products that we rarely see others times of the year pop up. We begin designing a bit less carefree and more striking. At this time of year, my designer's heart yearns to work with the late summer beauty we know as the zinnia.



An heirloom plant, most of us are quite familiar with zinnia as a bedding plant, and a warm season annual cut flower. Its time to shine is summer, and the colors they available in denote a lush summertime vibrancy both in the garden and in a vase. It's casual in its form, yet many newer varieties are far more sophisticated than those your grandmother encouraged you to help plant in the garden.

Zinnias come in several styles in modern times, from the classic cushion-headed form to the lilliput miniatures. There are varieties with fringed petals, the pinwheel varieties that are more classic daisy types, and the Zinderellas which look like a button mum with ray petals underneath (Check them out! Their textures is incredible). Zinnias, much like the dahlia, have experienced a spike in popularity in recent times, and as floral consumers become more aware of them by name, they are more and more requested. *Zinnia elegans* has a nice ring to it, denoting a more classic value to them than many of us tend to think. This hollow stemmed beauty does far better in a vase solution than in foam, and interestingly enough, it also does just fine with higher temperatures for storage. Zinnias are, after all, a heat loving plant, it would make sense that they do well in a vase on the counter verses storage in the cooler. *Zinnia angustifolia*, the Mexican Zinnia, is not as great of a cut flower as the *elegans* species, yet developers have made progress in marketing this species as a bedding plant, so perhaps in the future, we will see its delicate blooms in our floral coolers as well. *Zinnia acerosa*, the desert zinnia, with an incredible scent, is only a mere desert wildflower in the Southwest United States and Northern Mexico. (I adore its fragrance, and can smell it on hiking trails all summer long here in West Texas.)

Now back to *elegans*, your cut flower varieties. When shipped in, if the flower heads are droopy and the stems just below the flower head feel dehydrated, it's likely due to improper harvest time, rather than hydration. Growers should test zinnias maturity levels before harvest, and only cut when the stem below the flower head has developed enough to be rigid and lasting. Removing the side shoots and leaves can help bring the flower back some, but often it is a lost cause when harvested too immature. Some research suggests that chlorine tabs may help with hydration, yet further studies are needed to validate this suggestion.

When marketing these beauties, I prefer to encourage a palette of color, such as the Aztec Sunset, Art Deco, Cupcake Pinks, or Pastel Mix. A few of my other favorites are the Queen Red Lime, and the Cinderella Peach. The color patterns are so rich and interesting, it's difficult to not become immediately enamored with these garden beauties. To become familiar with the varieties that are available from your suppliers, as for sample bunches, and get familiar with your favorites.



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Brent Leech AIFD, CFD

Greetings North Central family! I hope everyone had a busy and successful spring holiday season! I can't believe that my year of serving as your President is almost over, but what a wonderful and gratifying experience it has been!

In September, we had a successful event at Cranbrook thanks to **Laura Daluga AIFD** and **Debbie Strand AIFD**. I had the pleasure of creating a display for this event as well as staying for most of the weekend to help as needed. We're looking forward to 2018! October took many of us to Indianapolis to the FFA National conference. What a joy it is each year to go help with judging and meet these wonderful students.

The New Year came in with a few of us traveling to Kent Ohio. Smithers Oasis was very gracious in hosting our mid-year meeting. What an experience it was to tour their facility! March was filled with state shows and conventions and our successful Indiana Flower and Patio Show. Many thanks to **Carolyn Kurek AIFD**, **Michelle Soupley AIFD**, and **Deb Dawson AIFD** for all their hard work on this huge project. Many of us made the trip to Indy to help and thanks to all of our members that did!

In April, Julie and I along with George and Nancy Mitchell hosted a North Central cocktail party in the Presidential suite at the Hilton Towers hotel in Chicago. This was a great reception to welcome our President **Kim Oldis AIFD** and the national board and committee chairs to Chicago for their annual meeting. We made national feel right at home!

This year the Bobbi Cup Competition has been moved to July 25th at Kennicott Bros., Ashland Ave. location in Chicago. Our incoming President, **Laurel Hollipeter AIFD**, will be announcing the contestants on June 1st. This new venue is a much needed and welcome change. I'm looking forward to working with Laurel to make this another successful North Central event!

I have many people to thank for making this year go so smoothly. The many phone calls, e-mails and text messages that **Pete Samek AIFD** and I had were invaluable to me. Laurel, thank you for

all your hard work and dedication that you've given me. You will be an outstanding President! My Vice president, **Carolyn Kurek AIFD** and my secretary **Carolyn Munitello AIFD**. Thank you both for all your time that you've spent making North Central shine! **Craig Theimer AIFD**, you have been an outstanding treasurer! Thank you for all your years of service and enjoy your retirement! **Jim Rauch AIFD**, for sending cards and flowers to many of our members as needed and for being there to take my phone calls. Thank you.

Leanna Gearhart-Theye AIFD for making sure my letters were on time and made sense. You are an outstanding newsletter editor! Thank you! To the entire North Central board, thank you for your support. **Janet Gallagher AIFD** and her scholarship committee, thank you! Great job!

I would also like to wish my good friend and colleague, **Pete Samek AIFD** all the best as he will start his new position as our North Central Regional Rep this July! He will do an amazing job for our chapter, always putting us first while thinking of our best interests in the future. Congratulations friend! I have no doubt that we are in good hands!

Congratulations to all the incoming officers and board members. Laurel and his team will do a fantastic job for all of us!

It truly has been an honor to have served as your President. I hope I have represented our chapter with the pride and dignity that it so proudly deserves. I celebrate my 30th year this July on being a proud AIFD member and have always been a proud North Central member! We are family. See you all in Washington DC! North Central rocks!

South Central Chapter

President's Letter

Ken Senter AIFD, CFD

I have thoroughly enjoyed serving as your president this past year. The board of the South-Central Region is committed to serving its members. I want to thank **Shane Cranford AIFD** for his friendship and the many phone calls that I placed to him this year for advice.

A huge Thank You to **Rhonda Lynn Moeckel AIFD** and **Damon Samuel AIFD** for the incredible job

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they performed, putting our Spring Fundraiser together this past March. It takes a tremendous amount of time and energy for this show to be a success. To all the board members and region members who helped, Thank You. A huge shout out to **Robin Smith Byrd AIFD**, **Mitzi Alexander AIFD**, **Julia Schmitt AIFD**, **Lesleigh Cravens CFD**, and **Lisa Weddel AIFD** for designing and teaching the hands-on classes. Also, thank you to AIFD National President **Kim Oldis AIFD** for making the time to attend our program. A huge thank you to Baisch and Skinner wholesale for their building, flowers and friendship to our region.

This past March also saw the 2nd Annual Jim Johnson Cup take place at Pikes Peak Wholesale in Houston, Texas. Mr. Johnson was a member of our region for almost 40 years. He recently retired and is now living back on his family farm in Indiana. Eighteen competitors competed, and the winner was **Samantha Bates AIFD** of Louisiana. She won \$500.00 and an automatic spot with paid entry into this years, Gateway to the Americas. Cup. She will compete along side South Centrals own **Jenny Thomasson AIFD**. SC member and new Incoming Vice President, **Nicola Parker AIFD** came in 3rd. Best of Luck to all the competitors. I am proud to announce that I have been asked to serve as the United States Judge for the Gateway to The America's Cup competition. It will take place during the Florida State convention this June in Orlando.

I would like to also mention that our region has three named funds with the AIFD Foundation. We currently have the Richard Seabolt Fund, the Frankie Shelton Fund, and the newly formed Jim Johnson Fund. The goal is for each fund to raise \$25,000 in contributions, so that they can become, an Endowed Fund. Please go to AIFDFoundation.org and donate.

I hope that you are making plans to attend our National Symposium this summer in Washington D.C.

Our regions own, **Suzie Kostick AIFD** is this years Symposium Coordinator. South Central is also well represented by having **Julia Schmitt AIFD**, **Frankie Pelteier AIFD** and **Jenny Thomasson AIFD** showcasing their floral knowledge and magic. Make sure to see these exciting classes, workshops and programs. We will be adding 6 new members to our region this summer. CONGRATULATIONS TO **Bronwyn Douglas**, **Matt Douglas**, **Nicholas Schembra**, **Amanda Voss**, **Lesleigh Cravens** and **Xuan Jade Wu** as they will be inducted this summer.

My last Thank you, is to our regions very own, Marisa Guerrero AIFD for all her guidance in these newsletters. She serves as the Editor of Focal Points.

Northwest Chapter

President's Letter

Erik Witcraft AIFD, CFD

Hello everyone! As president of the Northwest chapter, it is my great honor to pin our new inductees along with our incoming president **Louisa Lam AIFD**. I couldn't be more proud of each of them for doing what we all have done, take the PFDE test. They have put themselves out there and taken that leap of faith! This year we have 17 new inductees being invited to become members of AIFD in our region. DISCOVER is just around the corner and I can't wait!

To my region, as president of the Northwest chapter, I will tell you...this year has been interesting. As it goes, I never thought I could operate in this capacity. I didn't believe I possessed the skills and confidence to do the job. So, to my past president **Sharrai Morgan AIFD**, our national representative **Wil Gonzalez AIFD** and our entire board of directors, Thank you! Thanks for believing in me, thanks for your kind words and helpful hints, thanks for making this year so great! I could not have accomplished all the things I needed to without your help, your guidance, and your faith in me.

To my national president, **Kim Oldis AIFD**, you have shown such great leadership and demonstrated true class this year as our national leader! You have accomplished great things with regard to FFA and student education. I am so very proud that our region could help be a part of your initiatives, but more over I am very proud to call you friend. You stood humbly in a room of great people last July in Seattle as you said, "Each of the people in this room are here for a reason, it's because you are born leaders..." I was taken back by those words at the time, but over the course of this year, I have grown to realize the truths in that statement and I am proud to be where I am.

To our foundation, with your continued support, AIFD is providing great outreach to people that maybe couldn't afford the exposure of what our great organization is all about. This year our region will provide a Northwest Regional Chapter Fund to Pablo Herrera and Northwest Student Symposium Scholarship to Muckyung Jung to attend symposium in Washington, D.C. I am so incredibly grateful for the work that **Eddie Payne AIFD** and **Lynn McLean AIFD** are doing to keep the foundation alive and running so incredibly well in conjunction with AIFD.

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To our organization, AIFD has many moving parts, many facets and as I sit in this position as Northwest president today, I am reminded of my first experiences in AIFD. As a young designer that had never travelled beyond the northwest region, I attended my first symposium in Chicago 2001. I was overwhelmed and scared. There was so much to take in! I was a sponge gathering as much information, inspiration and education as I could. I remember thoughts like...I don't belong here, I am not worthy of this environment or these people. I felt alienated. Fast forward 17 years, I do belong here. I am proud of our organization, and I am proud of my accomplishments. I am very proud of our Northwest region, and I am proud of our national president and our sister AIFD Foundation and their accomplishments. However, I am reminded, our newest members, our newest interested symposium goers, our newest PFDE candidates, might be feeling the very same way that I felt so many years ago.

To our AIFD members, this is my hope and request for you. This year during symposium, reach out to 10 people you have never met, say hello, invite them to sit next to you during a workshop or mainstage program, invite them to volunteer or be a part of a project you need help with, sit with them at get to know their story. Some of the original key players in my AIFD world did that for me and pulled me out of my shell and I am forever grateful to them! You know who you are...

See you at Symposium! I can't wait!

Southwest Chapter Report

President's Letter

Susan Ayala AIFD, CFD

Wow what a great year! As President, my goal was to have more workshops, and we did! My goal was to reach out to more designers in our region and even more who are interested in the region, and we did!

The region this past year had the opportunity to have not only two workshops in California, but we were able to reach out into Arizona. Thank you, **Shonda Cunningham AIFD, Katie McCormick AIFD, Derrick Vasquez AIFD, Sam Vanwert AIFD, Tom Simmons AIFD, Brad Austin AIFD,** and **Brian Vetter AIFD**, for all your hard work. Thank you to Mellon's, Shinoda, and Askern for being so kind and generous to allow us in to your facility, and to all the growers for your donations to make our workshops and program such a success. The region participated in the LA county Fair, thank you **Brad Austin AIFD** and **Pam Null AIFD, Jan Wilder AIFD, Jim Hynd AIFD,** and **Jim Blythe AIFD**, and we taught at the local

Flower Show and schools. Thank you to the board of Directors for all you did to help these programs and workshops meet our goals.

Since I served as National Past President I've always wanted to serve the South West region as president, and what a great opportunity it was. This region really works hard, and I am so proud to be a part of it.

As **Katie McCormick AIFD** and the new board of Directors takes over the reins I want to wish her and the board my best. I know they will be a great! Thank you South West Region for letting me serve as President.

North East Chapter

President's Letter

Dan Firth AIFD, CFD

Greetings from the Northeast Region! The Philadelphia Flower Show is behind us, but it's worth another mention that AIFD came away with Pennsylvania Horticultural Silver Medal, the Philadelphia Flower Show Silver Trophy, and the prestigious Society of American Florists Flower Show Award. Hats off to **Ron Mulray AIFD** and **Suzanne Sampson AIFD** for leading the team of designers. We were also happy to have **Kim Oldis AIFD** President, help with the designs and offer her support to our region. In addition to winning the awards, the AIFD exhibit was a wonderful photo-op for attendees who were educated and inspired by the creativity of the team in using floral displays to illustrate world issues related to a lack of access to clean drinking water.

The wedding and event season is upon us. My daughter-in-law suggested that a floral opportunity might come in the form of a selfie wall to be rented for use at events. Since Generation X is obsessed with selfies, florists can assist with awesome backgrounds. Selfie walls could be great to use at a large bridal or baby shower, and engagement party, or a wedding reception.

One idea to create a selfie wall is to make a wall out of rain gutter. Use 2" x 10" lumber to create a 4' x 8' rectangle. Attach a 4 x 8 sheet of plywood to the back. The next step is to set two cinderblocks on the bottom to act as counterweight for balance of the wall. Attach your first gutter horizontally, approximately 12 inches from the bottom. Work your way up, attaching a gutter every 18 inches. Fill your gutters with foam and then add designs. One layer will cascade over the other. This can be made of all fresh greens or a combination of greens and flowers. The other option would be to make it out of permanent florals and greens. Your floral walls are really just limited by your imagination and creativity! We look forward to the Discover Symposium in Washington, DC.

Southern Chapter

President's Letter

Kevin Hinton AIFD, CFD

It has been a pleasure to serve as President of the

Southern Chapter. I would like to thank the Southern Executive Board and Board of Directors for their hard work, time and talent during this year. Thank you for supporting me, I will never forget this honor.

As we say good bye to **Jennifer Litterst AIFD, CFD**, I want to thank Jennifer for her many years of service to Southern. And we welcome our newly elected board members **Jackie Smith Johns AIFD, CFD**, **Angelyn Tipton AIFD, CFD** and **Jody McLeod AIFD, CFD**.

I would like to welcome our twenty new Southern AIFD 2018 inductees. We are all very proud of you and we welcome all of you with open arms.

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 a 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 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" June 30 - July 4, 2018 with Southern being the Host region.

Symposium 2018 Information - aifd.org-Click Events (2018 Symposium)- View Interactive Brochure
Saturday, June 30th
1-3 Southern AIFD Board Meeting
3-4 Southern Chapter Membership Meeting

We will continue to post details of our events on the AIFD Southern Chapter facebook page and in the AIFD Focal Points Newsletter at aifd.org under (About Us). If you are interested in volunteering or have additional questions about Southern, please contact Carol Inskeep at cinskeepaifd@hotmail.com.



Important Membership News Regarding AIFD Communications

By: Kristen Philips, CAE | AIFD Executive Director

Many of you may have heard about the new GDPR law, which takes effect on May 25, 2018. What is GDPR? The General Data Protection Regulation (GDPR) is the primary law regulating how companies protect European Union residents' personal data. Any association, such as AIFD, that handles an EU resident's data must comply with the new GDPR standards. Some examples that pertain to associations include: sending emails to residents of the EU, storing contact information for EU residents in the association database or membership directory, and/or marketing to EU residents.

While the GDPR law only applies to EU residents, it is highly probable that this sort of resident data protection regulation will eventually find itself being applied in other countries, such as the United States. Because of that, AIFD is including all of its members and database contacts in its efforts to appropriately comply with the GDPR regulations as if they impacted all members equally.

AIFD has been working hard to be sure it is in compliance with all of the regulations related to GDPR, including database updates, privacy policy updates, communications opt-in surveys, etc.

WE NEED YOUR HELP: We recently sent out a survey to all AIFD members and non-members, asking you to OPT-IN to receive AIFD email communications. If you do not Opt-In you WILL NOT receive AIFD email communications after May 25.

It is critical that you respond to this survey in order to continue to receive AIFD emails, including your membership dues, Symposium information, and all of the other important information we send to our members.

We appreciate your understanding and compliance in this matter as work toward making sure that AIFD is completely compliant and pro-active in these new regulatory laws.



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A TREMENDOUS OPPORTUNITY AWARDED THE YOUTH INVOLVED IN THE FUTURE FARMERS OF AMERICA

Four FFA High School Floriculture teams, pursuing the study of floral design and selected through an application process, will attend the AIFD National Symposium in Washington, D.C. These students have demonstrated a career interest in floriculture, have participated in the FFA national floral design competition and have shown leadership in their respective FFA chapters.

MISSOURI

Marshfield High School Marshfield, MO
Advisor Kyle Whittaker

NORTH CAROLINA

Southern Alamance High School Liberty, NC
Advisor Nicholas Anders

IDAHO

Cambridge High School Cambridge, ID
Advisor Jodi Mink

MINNESOTA

Windom Area High School Windom, MN
Advisor Darcy Dahna

The students will experience the extraordinary dynamics of the AIFD National Symposium while receiving instruction from these volunteer industry leaders.

Ace Berry AIFD
Debi Chedester
Jackie Johns AIFD
Dwight Larimer AAF PFCI
Julia Schmidt AIFD EMC

This experience will offer numerous educational events, as well as opportunities to be mentored by some of the finest designers in the industry because of the generosity of these donors. Through these efforts AIFD hopes to encourage future growth in floral education, help students gain knowledge about floral related businesses and create mentorships with AIFD members.

AIFD President Kimberley Oldis AIFD
AIFD | FFA Curriculum Chair Randy Wooten AIFD



AIR Lapel Art Workshop with Alan Masters



By: Bill McKinley AIFD, CFD Advisor

Alan Masters AIFD, CFD visited Texas A&M University for an AIFD Artist in Residence workshop on Tuesday, April 3, 2018. Alan, who is known for his artistic boutonniere designs (lapel art), led a lecture and workshop for the combined SAIFD members and Wedding and Personal Flowers floral class.

Alan began his presentation with examples of boutonnieres he had made in preparation for the workshop. His work ranged from creations on hammered metal backings, to exquisitely manipulated wire armatures. The students learned about the types of tools used and the glues/wires most suited to personal flower designing.

A self-proclaimed "dumpster diver" when it comes to finding new and interesting materials for boutonnieres, Alan showed the participants some of the interesting ways common items can be used for uncommon floral art. The budding SAIFD floral artists learned that even more mundane items like business cards or plastic packaging can be used as backing, while pieces of copper, discarded stems of flowers, and even hardware can be reimagined as art accents in boutonniere designs.

Alan demonstrated ways to work with metals while keeping in mind that safety for both the artist and the wearer must be respected. He emphasized finishing off personal flowers so that the wearers' garments are never damaged.

The students were then created their own boutonnieres following step-by-step instructions from Alan. Each student left the floral lab with at least two boutonnieres and a new set of skills for making personal flowers. The Forsythe Chapter of SAIFD thanks Alan Masters for his time, talents and enthusiasm for teaching the trendy boutonniere styles.

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Related Industry News

2018 FTD UNIVERSITY SCHOLARSHIP RECIPIENTS ANNOUNCED

May 14, 2018, Downers Grove, IL -- FTD University is proud to announce the 2018 recipients of \$1,000 scholarships to attend AIFD National Symposium, SAF Convention and our very own FTD Boot Camp. "We're proud to invest in opportunities that help our member florists learn and grow," said Tom Moeller, Executive Vice President, Florist. "These scholarships are just one way that FTD is building valuable relationships with the world's best florists and helping them take their businesses further."

FTD Boot Camp

- Amy Baum – Community Florist in New Port Richey, FL
- Jaime Correa – Blooms by Confetti in Belize City, Belize
- Lorenza Crosse – Sophia's Flowers and Gifts in El Paso, TX
- Janet Gleason – Milan Floral & Gift in Milan, MI
- Alissa Griffin – Fun and Fabulous Floral and Gifts in Tonganoxie, KS
- Amber Kennedy – Mr. K's Flowers in Littleton, CO
- Bonnie McDermott – Secret Garden Florist & Gift Shop in Montgomery, NY
- Shaylan Mitchell – Busch's Florist and Greenhouse in Jefferson City, MO
- Andrea Mountain – Community Florist in New Port Richey, FL
- Karlie Odum – Henderson's Florist in Lebanon, TN
- Linda Stella – Foraged Florals in Mashpee, MA
- Kathy Stephens – Kerbside Floral in Chatsworth, IL
- Dina Westmoreland – All Occasions Gift Baskets & Flowers in Jesup, GA

SMITHERS-OASIS ENTERS PURCHASE AGREEMENT WITH MILTON ADLER COMPANY

KENT, OH (April 25, 2018) – Smithers-Oasis Company has entered into a purchase agreement with Milton Adler Company of Atlantic City, NJ, a longtime manufacturer and supplier to the floral industry, effective immediately. With this purchase, Smithers-Oasis continues to add to its wedding and seasonal gift items.

The succession plan allows for a seamless transition of the quality products and services Milton Adler customers have come to expect including Atlantic, Stemson's and Miss Petite brands. The Milton Adler management team will also be retained during transition.

New product innovation will continue under Smithers-Oasis to provide the industry cost and labor saving products relevant to current trends.

This transaction adds more than 200 products to the Smithers-Oasis offering and represents a unique opportunity to add a highly complementary product line that positions the Company to further capitalize on its operational strengths.

AIFD Symposium

- Joseph Hewitt – Akiko's Floral Arts in Wellsboro, PA
- Robbyn Repp – Petal to the Metal Flowers in North Bend, OR
- Kaitlyn Schaut – Secret Garden Florist & Gift Shop in Montgomery, NY

SAF Convention

- Carly Anechiarico – Blossom Flower Shops in Yonkers, NY
- Rebekah Casey – Ballard Blossom in Seattle, WA
- Becky Rathbone – Rathbone's Flair Flowers in Jenks, OK

In addition to the scholarships, FTD University offers a year-round calendar of continuing education opportunities, including webinars, how-to videos and more. Learn more about FTD's education programs at www.FTDi.com/FTDUniversity.



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/>.

Kish Floral Design Hosts Artist In Residence

By: Laura Chiavini



The Kishwaukee College Floral Design department hosted a guest designer as part of the Artist In Residence (AIR) program offered through the American Institute of Floral Designers (AIFD) on Wednesday, February 28 at the College. Students in Janet Gallagher's Floral Design class watched a demonstration by **John Windisch AIFD, CFD**, in the morning and then created table top pieces with him during the afternoon for a hands-on experience.

John Windisch has over 40 years of experience in the floral industry, after starting a small shop in Sandwich, IL in 1976. He is an alumnus of the Kishwaukee College Horticulture program from 1978 - 79. He was accepted into the American Institute

of Floral Designers in 2004. Windisch won the 2004 Land of Lincoln Cup design competition and receive the first Bill Bythe Award for continuing education in the floral industry. He speaks at floral events across northern Illinois and currently works as a freelance designer and for Floral Wonders in Geneva, IL.

While at Kish, Windisch presented and then worked with the students to create unique tablescapes. The students' works were constructed and displayed in a lounge area at the College for a week, allowing students and staff to enjoy the clever and beautiful designs.

The AIR program is offered through the AIFD to bring together industry professionals and floral design students at colleges and universities that have Student AIFD chapters. Kishwaukee College is one of only 14 colleges in the nation with an SAIFD chapter.

For more information on the Floral Design Program at Kishwaukee College, contact Janet Gallagher at 815-825-9504 or at jgallagher@kish.edu.

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Floriology Institute is an official AIFD Education Partner, providing CFD national certification courses.

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AIFD Thanks Its Partners

Industry Partners

Accent Decor, Inc.

www.accentdecor.com

Alaska Peony Broker, a company of
FLOYD.ultd, LLC

www.alaskapeonybroker.com

Alexandra Farms

www.alexandrafarms.com

Alpha Fern Company

www.alphafern.net

Baisch & Skinner

www.baischandskinner.com

Biz One, Inc.

www.ohanamarket.com

BloomNet

<http://mybloomnet.net>

CalFlowers

www.cafigs.org

California Cut Flower Commission

www.ccfc.org

Candle Artisans, Inc.

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

Details Flowers Software

www.detailsflowers.com

DVFlora

<http://www.dvflora.com/>

DWF Wholesale Flowers

www.dwfwholesale.com

Elite Flower Services, Inc.

www.eliteflower.com

Eufhoria Flowers

www.eufhoriaflowers.com/home.html

Fitz Design, Inc.

www.creationsbyfitzdesign.com

Fitz Plus

www.fitzplus.com

Florabundance, Inc.

www.florabundance.com

FloraCraft

www.floracraft.com

Floral Greens Farmers of Florida

floralgreensfarmersofflora.com

Floral Strategies

www.floralstrategies.com

Floral Supply Syndicate

www.fss.com

Floralink

www.floralink.com

Floranext

www.floranext.com

Florescence

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

Greenleaf Wholesale Florist

www.greenleafwholesale.com

JAPAN FLOWERS AND PLANTS
EXPORT ASSOCIATION

www.jfpea.jp

Jardines Distribution Inc.

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

Potomac 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

TeamFloral

www.teamfloral.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

AIFD Thanks Its Partners

continued from previous page

United Wholesale Flowers
www.unitedwholesaleflowers.com

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

Hana Link Designers
<http://hanalink.net>

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.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 State Florists
Association
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
Michael Merritt AIFD, CFD
Alan Parkhurst AIFD, PFCI
Richard Salvaggio AIFD, PFCI, CFD
Tom Simmons AIFD, CFD
Dean White AIFD, PFCI, CFD*

*Recognized posthumously

Say it Socially

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

Our USA friends at AIFD American Institute of Floral Designers sure know how to put on a show.

Mentioned on Facebook by The Florist Magazine

Thank you AIFD American Institute of Floral Designers South Central Chapter and Baisch and Skinner for a wonderful spring forum! Floral.todayFloral.today took 2nd place in the AIFD South Central Cup also!! Mentioned on Facebook by Floral.today

AIFD and Social Media



http://Instagram/AIFD_Official



www.facebook.com/AIFD.CFD



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



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



www.youtube.com/user/AIFDHqtrs



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For more information, visit www.FTDWorldCup2019.com

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