



Focal Point

What Did You "Discover" in Washington, D.C.?

AIFD's Symposium "Discover" was held in Washington, D.C. June 30 - July 4. It was a week full of education, networking, amazing stage presentations, intense competition, testing, celebration, food and fun. If you have never attended a Symposium it is almost impossible to describe what you are missing. You see old friends greeting each other like family, you see new members being mentored by Life members, you see friendships in the beginning stages, friendships that have stood the test of time and a group of amazing, talented designers celebrating each other's talents.

This year offered even more education sessions than before thanks to the Main Stage Presentations, Innovate Hands-On Workshops, Inspire Creative Sessions and Impact Business Sessions. There was also a welcoming reception, three celebratory meals, a student competition, and our ever popular Partners' Expo. Coordinated under the direction of **Suzie Kostick AIFD, CFD** of Smithers-Oasis in Rio Rancho, N.M. and **John Kittinger AIFD, CFD** of The Best of Flowers in Lexington, Ky., AIFD's 2018 Symposium was about connecting and engaging the entire floral industry. Retail florists, mass market floral retailers, wedding and event florists and farmer florists enjoyed educational opportunities that served a diverse cross section of the industry.

Frank Feysa AIFD, CFD of Garden Gate in Aurora, Ohio, was installed as President of AIFD®. He succeeds **Kim Oldis AIFD, CFD** of Details...it's all about the flowers in LaConnor, Wash. as the volunteer leader of the floral industry's leading organization in design education. Installed as AIFD's President-Elect was **Jackie Lacey AIFD, CFD** of Floriology Institute in Jacksonville, Fla. **David Shover AIFD, CFD** of Karin's Florist in Vienna, Va. will serve as Vice President. **Janet Black AIFD, CFD** of Designs by Janet Black AIFD in Bethel, Maine was chosen as Secretary and **Laura Parker AIFD, CFD** of Fresh Start Floral in Holly, Mich. was chosen to serve as treasurer. **Joyce Mason-Monheim AIFD, CFD** of Tucson, Ariz. will take on the role as AIFD's 2018 Symposium Coordinator for "Awaken" taking place July 6 - July 11, 2019 in Las Vegas, Nev. **Brian Vetter AIFD, CFD** of Phoenix, Ariz. will be the Symposium Program Coordinator.

Inside

AIFD Board Report - 7

Anti-Trust Policy - 13

Wedding Bliss - 15

Blooms Over D.C. - 29

Flip to page 10 for more details and to view photos!

American Institute of Floral Designers

9 Newport Drive, Suite 200
Forest Hill, MD 21050
Phone 443-966-3850 / Fax 443-640-1031
info@aifd.org / aifd.org

Executive Officers

President: Frank Feysa AIFD, CFD
President-Elect: Jackie Lacey AIFD, PFCI, CFD
Vice President: David Shover AIFD, CFD
Secretary: Janet Black AIFD, CFD, PFCI
Treasurer: Laura Parker AIFD, CFD
Past President: Kim Oldis AIFD, CFD

Board of Directors & Chapter Reps

Janet Black AIFD, CFD
BJ Dyer AIFD, CFD
Wil Gonzalez AIFD, CFD (Northwest Chapter)
John Hosek AIFD, CFD
Jacob McCall AIFD, CFD
Katie McCormick AIFD, CFD
Ron Mulray AIFD, CFD (North East Chapter)
Rachelle Nyswonger Neal AIFD, CFD
Pete Samek AIFD, CFD (North Central Chapter)
Kenneth Snauwaert AIFD, CFD (Southwest Chapter)
Todd Sweeden AIFD, CFD (South Central Chapter)
Randy Wooten AIFD, CFD (Southern Chapter)

Membership Chair

Sandy Schroeck AIFD, CFD

2019 Symposium Coordinator

Joyce Mason-Monheim AIFD, CFD

2019 Symposium Program Coordinator

Brian Vetter AIFD, CFD

AIFD Staff

Executive Director: Kristen Philips, CAE
Associate Director: Stephanie Bruno
Financial Manager: Mary Skudzinskas
Director of Communications and Marketing: Amie Goscinski
Communications Coordinator: Lisa Erisman
Communications Coordinator: Jessica Kiser
Membership Coordinator: Dawn Wolferman
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

August 18, 2018

**Asian Inspired Floral Design
Anne Arundel Community College**

August 23, 2018

**Exquisite Bows for Floral Design and More
Anne Arundel Community College**

August 26, 2018

**Floral Events & Weddings
Houston School of Flowers**

September 5, 2018

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

September 24 - 28, 2018

**Floral Design Certification Class Houston
School of Flowers**

October 1, 2018

**Advanced Floral Designer
Mellano & Co.**

July 6 - 11, 2019

**Symposium "Awaken"
Paris Las Vegas Hotel and Casino**

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



"Take a minute and look for ways that you can not only cultivate yourself but help cultivate those around you to help build a stronger organization."

CULTIVATE!

It is an honor and privilege to serve as AIFD President for the upcoming year, I am excited and humbled, and I look forward to working with people that inspire and teach me every day. For those of you lucky enough to experience DISCOVER in Washington D.C., it was a great opportunity to rejuvenate, recharge, and strengthen our connection and commitment to our industry. As all of you know, there are many challenges and changes in the floral industry and we must face them head on. DISCOVER gave us countless opportunities to reconnect with friends, learn, participate, and experience what our industry has to offer and solutions for some of those challenges. All our main stage programs, creative sessions and business sessions held important messages for all of us; we need opportunities to learn, to experience and to grow. Thank you **Suzie Kostick AIFD** and **John Kittinger AIFD** for offering us a great experience in Washington. Looking ahead, now all eyes are focused on AWAKEN in Las Vegas. **Joyce Mason-Monheim AIFD** and **Brian Vetter AIFD**, I can only imagine what you have in store for us next year!

I would like to take this opportunity to recognize our Past President **Kim Oldis AIFD** for her dedication and hard work over the past year. Kim has done such a fantastic job bringing to the forefront new endeavors such as our involvement with FFA and our new Young Professionals group. Both are vital to our mission and goals and will fit nicely into our dynamic organization as we continue with our involvement in the future. Thank you to all the retiring board members and committee members that worked so hard on our behalf. As all of you know, we have a strong National Board that consists of a diverse group of people that are so dedicated to our organization. They work together with our members to advance our goals, solve our problems and keep an eye on the ball. We also have a strong group of about 17 committees lead by a chair and representatives of our membership that help the board and our organization evolve and function efficiently. The newest of these committees is the

Young Professionals Committee which as of this past Symposium met for the first time, chaired by **Marisa Guerrero AIFD**. Also, I am excited to see the 6 regions represented by powerful leaders who will keep their members in the forefront of everything happening not only in each individual region but on a national level as well.

Something for all of us to contemplate for a moment, think about the word CULTIVATE. This word can be a powerful tool to each one of us and our organization. Take a minute and look for ways that you can not only cultivate yourself but help cultivate those around you to help build a stronger organization. This could be something as simple as striking up a conversation with a designer you do not know or lending support to a potential new member. Talk to everyone you can about AIFD. If we don't cultivate our organization, no one else will. The rewards are not over when you place AIFD after your name, the best rewards are the continued learning, friendships and evolution that come with AIFD.



Frank Feysa AIFD, CFD PFCI
AIFD National President 2018-2019



LESS IS MORE

Maximum Impact Minimal Coverage

Design bolder with less coverage using
Oasis® Midnight Floral Foam.

Be ready,
Inspiration strikes with **Midnight.**

DEBUTING FALL 2018

#countdowntomidnight

For design ideas and tips, visit us at
www.oasisfloralproducts.com

 **oasis** 
SMITHERS • OASIS FLORAL PRODUCTS
NORTH AMERICA • U.S.A. 800-321-6286



Going to the Chapel



Inspired to Succeed



The Flower Shop of the Future



Less Is More



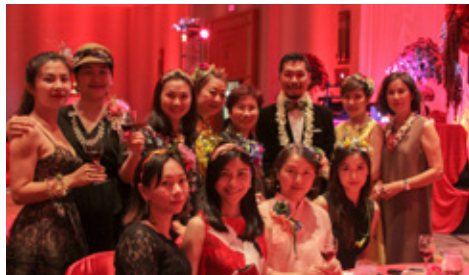
Trend Archetypes: Unconscious Motivations



Discovering the Art of Leadership



A Passion for Parties



Thank You to the 2018-2019 Elite Partners



More photos can be found on the Symposium Facebook page: <https://www.facebook.com/AIFD.Symposium/>



The AIFD National Board met on June 29 in Washington, D.C. just prior to the start of the exciting “Discover” National Symposium. It cannot go without saying how much time and energy your elected volunteer leaders commit to the Institute. Most volunteer leaders arrive to Symposium several days prior to the start of Symposium to serve as Symposium volunteers before putting on their “Board Member” volunteer cap. AIFD’s National Symposium would cease to exist if not for the countless hours of hard work each of them put into making the event dynamic, entertaining, educational and fun for every single attendee!

Present at the board meeting were **Kim Oldis AIFD, Frank Feysa AIFD, Jackie Lacey AIFD, Tom Simmons AIFD, David Shover AIFD, Anthony Vigliotta AIFD, Sandy Schroeck AIFD, Sharrai Morgan AIFD, Katie McCormick AIFD, BJ Dyer AIFD, Rachelle Nyswonger Neal AIFD, Janet Black AIFD, John Hosek AIFD, Loann Burke AIFD, Debbie Gordy AIFD, Kenneth Snauwaert AIFD, Ron Mulray AIFD, Wil Gonzalez AIFD, Suzie Kostick AIFD, and Lynn Lary McLean AIFD.**

Also present were: Incoming Director at Large **Jacob McCall AIFD**, Incoming Regional Representatives **Pete Samek AIFD** and **Todd Sweeden AIFD**, Incoming Symposium Coordinator **Joyce Mason-Monheim AIFD**, Incoming Treasurer **Laura Parker AIFD**, SMG President Fred Stringfellow, and the Institute’s General Counsel Michael Deese, Esq.

After approving the agenda, the prior meeting meetings and consent reports, the board jumped right into an extremely informative Legal Orientation, hosted by the Mr. Deese. It was agreed that several of the items Mr. Deese touched on would be discussed at the upcoming Exec Committee Meeting in August, including board travel reimbursements.

Treasurer Simmons reviewed the April 30, 2018 financial statements and gave his last report as the Institute’s Treasurer. The entire board congratulated and thanked Mr. Simmons on his many years as Treasurer for the Institute.

Mr. Stringfellow made a presentation regarding the need for additional staff due to the growth the organization has sustained over the last several years. After the presentation, the board discussed the proposal, which included an increase in management fee. After discussion, it was moved and seconded to accept the recommended management fee increase for additional staff support. The motion passed unanimously.

Ms. Philips reported on the recommendation of the Institute’s general counsel to adopt an anti-trust policy. It was moved and seconded to accept the anti-trust policy as presented. The motion passed unanimously. It was agreed that the policy be added to Symposium Designer packets, distributed to each Regional Chapter Presidents to review with their board and return with signature, and added to this issue of Focal Points (found on page 13) and possibly even the Symposium registration packets to notify the membership.

Then it was time to discuss the status of Membership. Membership Chairman Sandy Schroeck presented her report, which included a list of new Laureates since the previous Symposium, as well as a review of the status of membership renewals for both the 2017-2018 and 2018-2019 membership years. She then presented the list of members who, as a result of not having paid 2017-2018 membership fees, were subject to being dropped from membership as stipulated in the Institute Bylaws and policies.

Ms. Schroeck then reviewed the list of those members and CFDs who have not renewed their 2017 CEUs due June 15, 2017 who will unfortunately be dropped from AIFD membership, as well as those members who have not renewed their 2018 CEUs due June 15, 2018 and therefore placed on suspended status. We urge you to contact AIFD Headquarters if you receive a membership drop notice for either your membership dues or CEUs so that we can explore possible options for you to remain a member in good standing!

Ms. Philips and Ms. McLean reported on the ongoing efforts to update the partnership agreement between AIFD and the AIFD Foundation. After reviewing the updated agreement as presented, concerns were voiced about the new verbiage regarding how the procurement of product should be handled for the Foundation Workshop that takes place immediately following Symposium. It was agreed to table the motion so that Ms. Philips may have the Institute’s general counsel review the agreement, and then allow the Executive Committee to consider alternatives to the procurement verbiage. AIFD and the AIFD Foundation continue to work together to provide the best and highest level education and outstanding education support through scholarships to the floral industry.

Ms. Kostick, Ms. Mason-Monheim and Ms. Schroeck reviewed plans for the 2018, 2019 and 2020 Symposia, respectively. The 2019 Symposium, taking place in Las Vegas, has very exciting plans in the works with nearly all presenters in place and other surprises we will soon divulge! The 2020 Symposium in Chicago will feature our enhanced “action packed” schedule, which we will share more about soon as well.

All of us at AIFD want to thank you once again for coming to see us at “Discover” in Washington, D.C. To the attendees, volunteers, mentors, students, leadership, and staff, this unique event cannot be matched and we owe it to all of you! See you in Las Vegas at “Awaken!”



DV F L O R ATM

We Deliver Freshness

-  One of the Largest Floral Import and Distribution Companies in the U.S.
-  Experienced in Sales and Logistics Solutions to help your business with Nationwide distribution!
-  Our DV Grower Direct Platform connects you to over 50 of the finest Farms and Growers in the world.
-  Special Order, Wedding and Event Experts.

For more information, find us at dvflora.com or
contact info@dvflora.com

800.676.1212 • dvflora.com |    



2018 PFDE Results

There were 143 professionals evaluated at the Professional Floral Design Evaluation (PFDE) during Symposium "Discover" in Washington, D.C. During the PFDE, candidates must create five designs in four hours – product and categories are not announced until the PFDE begins. Designs are then evaluated based on ten points of professional floral design including mechanics, balance, color, theme, line, creativity and mechanics.

New CFD designers include:

**Invited to become an Accredited Member of AIFD*

Choi Kam Au CFD
Allen R. Baney CFD*
Marion Broody CFD*
Josh Brower CFD
Juan David Bustamante Velez CFD
Jennifer Butcher CFD
Shuk Ning Surah Chan CFD
Hui Xian Sandy Chen CFD*
Shaoling Chen CFD
YingCong Chen CFD*
Sabena Wai Ki Cheong CFD
Keith Kam Chung Cheung CFD
Sik Fung Summer Cheung CFD
Etta Chiang CFD
Jeongrak Choi CFD
Ching Man Cindy Chu CFD
Calvin Lee Collis III, CFD
Heather Cooper CFD
Anita Kit Yee Fung CFD
Hui Kam Fung CFD*
Sharon Galloway CFD
Betty Ann Galway CFD*
Jaclyn Gough CFD
Xuan Guo CFD
Junghwa Han CFD*
Victoria D. Harris CFD*
Cheuk Fan Ho CFD*
Kaman Ho CFD
Teresa Sau Ha Ho CFD
Chae-hee Hong CFD
Hui Yan Huang CFD*
Adele Peterson Huculak CFD
Tin Wing Peggy Hung CFD*
Fumiko Inomata CFD
Minghua Jiang CFD*

Jiang Jing CFD
Bridget Bridges Joslin CFD*
Eunha Ally Jung CFD
Alanna Kaiser CFD*
Kyung Hee Kim CFD*
Mijin Kim CFD*
Armas Koehler CFD*
Myounghee Kwon CFD*
Sau Ha Annie Lam CFD
Fion Lau CFD
Kenda Layne CFD
Su Min Lee CFD
Chin Hou Leong CFD*
Iek Ian Leong CFD
Vanda PuiWa Leong CFD
Elis Ho Yee Leung CFD
Jasmine Chau Yu Leung CFD
Qiwen Lynette Li CFD
Xiao Jun Berry Li CFD*
Jia Hong Liang CFD*
Hsien Han Afina Liao CFD*
Christopher Lin CFD
Suiting Ling CFD
Christine Liu CFD
Li Li Liu CFD
Ting Ting Liu CFD
Wing Yee Winnie Liu CFD*
Brandi Lynch CFD*
Wanqi Mai CFD
Melissa Mega CFD
Dawn Mones CFD*
Hallie Morrison CFD*
Mi Jeong Na CFD
Thunga Nguyen CFD
Heung Kyoung Oh CFD*

Jason Parent CFD*
Matt Phillips CFD
Randall Powell CFD*
Francisca Lupita Quintana CFD*
J Ross Railey CFD
Jeremy Rettger CFD*
Bre Schindler CFD*
Eunjung Emily Seok CFD*
Debra Sherwood CFD
Yukari Shinohara CFD*
Antionette Smith Jones CFD*
Hanna Souther CFD*
Andrea Strachan CFD*
Kwan Hing Tang CFD*
Mary Cathy Thomas CFD
Sandy Suk Fun Ting CFD
Courtney Turner CFD*
Rebecca Valencia CFD
Zhi Wei Zoey Wan CFD
Mina Weng CFD
Kenneth Mike Whittle CFD*
Connie Wai King Wong CFD*
Tracey I. Wood CFD*
Ying Ada Xu CFD
Bao Yi Xuan CFD
Xiaoyi Yan CFD*
Wan Ling Ye CFD
Chin Ha Yu CFD*
Rong Yan Rita Yu CFD
Su Si Yuan CFD
Guanzhi Zhang CFD*
Xiajie Jane Zhang CFD
Xiao Ying Zhang CFD
Zhi Ye Jina Zhang CFD*

Maintained CFD designers include:

**Invited to become an Accredited Member of AIFD*

Melissa Bohl CFD
Madelin Capote CFD
Irasema Carranza CFD
Christina Cheng CFD
Yeonjae Choi CFD
Jordan Clare CFD
Joan Marie Driscoll CFD
Heather Duggins CFD
Kate Freter CFD*
Ailen Fulla CFD
Adam Gladue CFD*
Anahit Hakobyan CFD*
Bora Han CFD
Ami Harbig CFD*
Allison Hassard CFD*
John J. Ingram CFD*
Seon Hee Kim CFD
Christina Wan Mooi Law CFD
Rainbow Yuen Wah Li CFD
Lindyawati Limbono CFD*
Melissa Maas CFD*
Valerie McLaughlin CFD*
Martha Michel CFD
Niloofer Parvas CFD

Magdalena Perlowin CFD
Joyce Petty CFD*
Russell D. Plowman CFD*
Michelle Red CFD*
April Ridge CFD*
Yohely Andreina Salcedo CFD
Esteban Steven Santos CFD*
Michael Trogon CFD*
Aisha Veasley CFD
Melba West CFD
Tricia Won CFD
Renee' Younger CFD

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:

Cristopher Arreola CFD

Elena Ka Pui Tin Au CFD

Kevin Cagle CFD

Tammy Tin Mei Cheung CFD

Eummie Tin Chik CFD

Heidi Cremelle CFD

Cella Diaz CFD

Donna Drake CFD

Martha Elizondo CFD

Katherine Bordages Freter CFD

Guadalupe Fuentes CFD

Evelia Godínez CFD

Paola Gomez CFD

Meg Grant CFD

Anahit Hakobyan CFD

Teresa Herrera CFD

Debra Hodge CFD

Jian Wen Huang CFD

America Jimenez CFD

Zachary Jones CFD

Hui Sz Jess Liu CFD

Hollie Mair CFD

Leticia Maldonado-Garza CFD

Laura Martinez CFD

Maria Del Carmen Martinez-Romo
CFD

Karina Mata CFD

Robin Mitchell CFD

Adriana Montelongo CFD

Adele Peterson-Huculak CFD

Tammy Rice CFD

Monica Rodriguez CFD

Yohely Andreina Salcedo CFD

Karen Kai Lun Tai CFD

Erika Torres CFD

Michael Trogon CFD

Cindy Yee Kwan Tse CFD

Courtney Turner CFD

Aisha Veasley CFD

Joyce Suk Ching Yip CFD



Celebrating 20 Years of Excellence

providing exquisite flowers & supplies
inspiring florists across USA

www.flowerwholesale.com

Toll Free: (800) 770-8353 Fax: (301) 589-4992 info@flowerwholesale.com
2403 Linden Ln, Silver Spring, MD 20910





DAVID AUSTIN®
INSPIRED BY BEAUTY



Juliet™ (Ausjameson) and Purity™ (Ausoblige)

CHARM *and* GRACE

The breathtaking beauty, the charming colors and the alluring scent.

In the hands of the creative florist, David Austin roses are truly works of art.

AVAILABLE ALL YEAR ROUND FROM
WHOLESALERS NATIONWIDE

www.davidaustin.com



Bits and Pieces

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

- Congratulations to **Katharina Stuart AIFD, CFD** for winning the 2018 FTD America's Cup!
- AIFD North Central Chapter is pleased to announce that the winner of their annual Bobbi Ecker-Blatchford AIFD and is open to any member of the North Central Chapter of AIFD.
- Know your newsletter themes! Themes for each issue of Focal Points have been assigned. Please reference these when submitting articles, pictures, etc. for the newsletter. We would love to have feature articles, accolades and other interesting submissions for every issue.

December/January issue: Valentine's Day
February/March issue: Mother's Day/Prom
April/May issue: Weddings/Special Events
June/July issue: Pre-Symposium
August/September issue: Fall, Symposium Recap
October/November issue: Christmas

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

when the flowers you have
need a little push



Color Shift

blossoms with DESIGN MASTER Sprays

- White cymbidiums are sprayed Osiana Peach to bridge sharp contrast.
- Purple allium is blended to violet-red with Purple Pansy and Black Cherry.



THE COLOR DESIGN
RESOURCE
dmcOLOR.com

©2018 DESIGN MASTER color tool, inc.

Antitrust Policy

American Institute of Floral Designers

Effective 7/1/2018

Antitrust Statutes

The principal federal antitrust and competition laws are the Sherman Act, the Clayton Act, the Robinson-Patman Act and the Federal Trade Commission Act.

- The Sherman Act prohibits “every contract, combination . . . or conspiracy” which unreasonably restrains trade, as well as monopolizing, attempting to monopolize, or conspiring to monopolize any part of trade or commerce.
- The Clayton Act prohibits exclusive dealing and “tying” arrangements, as well as corporate mergers or acquisitions which may tend substantially to lessen competition.
- The Robinson-Patman Act prohibits a seller of goods from discriminating in price between different buyers when the discrimination adversely affects competition. It also prohibits purchasers of goods from soliciting and receiving discriminatory prices from suppliers. This statute applies only to sales of commodities; it does not cover sales of services or intangibles.
- The Federal Trade Commission Act prohibits “unfair methods of competition” and “unfair or deceptive acts or practices” in or affecting commerce.

Policy

The antitrust laws of the United States and various states prohibit agreements, combinations and conspiracies in restraint of trade. The American Institute of Floral Designers is a not-for-profit organization. The activities of the Association unavoidably bring together members who are competitors. The interaction between competitors which necessarily takes place in the context of trade association activities is strictly regulated by the antitrust laws of the United States which have as their principal purpose the fostering of competition in the marketplace. The Association may not play any role in the competitive decisions of its members, nor in any way restrict competition among members or potential members. Rather it serves as a forum for a free and open discussion of diverse opinions without in any way attempting to encourage or sanction any particular business practice.

The Association provides a forum for exchange of ideas in a variety of settings including its annual conference, educational programs, committee meetings, and Board meetings. This statement supports the policy of competition served by the antitrust laws and to communicate the Association's uncompromising policy to comply strictly in all respects with those laws.

To ensure that the Association and its members comply with antitrust laws, the following subjects should never be discussed at meetings of the Association's members, directors or committees:

1. Past, present or future prices.
2. Fair, desirable or target profit or sales levels.
3. Industry or individual pricing policies, changes or standardization.
4. Credit, discount or warranty terms.
5. Allocation of customers or markets.
6. Whether a competitor's prices constitute unfair competition.
7. Wage rates.
8. Collective refusal to deal with any party because of pricing, distribution or competitive practices.
9. Discouraging entry of any party into or competition in any segment of the marketplace.
10. Restricting advertising or solicitation that is not false/misleading or directly competitive with Association products or services.

Meetings will follow a written agenda. Minutes will be prepared after the meeting to provide a concise summary of important matters discussed and actions taken or conclusions reached. Any written materials to be distributed at Association meetings must be reviewed and approved in advance.

At informal discussions at the site of any Association meeting, all participants are expected to observe the same standards of personal conduct as are required of the Association in its compliance.

Violations of the antitrust laws can have very serious consequences for the Association, its members and their employees, including criminal and civil penalties.



WORLD CUP 2019

FTD • INTERFLORA • FLEUROP

THE BEST IN THE WORLD TOGETHER IN PHILADELPHIA

Floral artists from around the globe will come together at FTD World Cup 2019 to flex their creative muscles and vie for the coveted title of Interflora World Cup Champion.

Mark your calendar for March 1-3, 2019—you don't want to miss this!

For more information, visit www.FTDWorldCup2019.com

Follow the event
@ftdworldcup2019



#ftdworldcup



Wedding Bliss

By Katie McCormick AIFD, CFD

What an honor it was to attend and be amongst family, friends & designers for the wedding of AIFD member Cindy Pham to Leopoldo Gomez, CAF. Cindy & Leo met at 2016 AIFD Symposium in Anaheim, California. This is where their love for each other began. Many will never forget this moment, including myself!

"Love is the Flower of Life and Blossoms unexpectedly and without law, and must be plucked from wherever it is found" - DH Lawrence.

Leo & Cindy together portrayed their perfect floral vision in a beautiful ceremony & reception at Hacienda De Sayavedra outside of Mexico City. Their team consisted of friends from Mexico & from the US, as well as AIFD designers, Philip Rice, Susan Ishkanian, Ania Norwood, and myself. Leo also had wonderful students from his school, Centro de Arte Floral, assist in making it all happen! In addition, many family and friends in and out of the floral industry were present and enhanced this amazing day for Cindy & Leopoldo. My mini, Madelyn, was thrilled to be asked to be one of her flower girls. The overall excitement was unreal!

When I first got the call that they were engaged, I wasn't sure what to expect from this outstanding couple. But I was more than blown away by the design concepts, ideas, and beauty throughout the entire day.

First off, the array of colors used in all the flowers – reds, oranges, purples, yellows, & more- made for quite the vision. The Hacienda de Sayavedra itself had a rustic-unique charm. Then, the inside and out were transformed into a floral vision- it was outstanding! Designs consisting of long

masterpieces in water trough tables, unique & structured trees, lush floral all around, and even floral art that looked as it was a part of the walls.



The icing on the cake had to be the stunning tree which the two were wed in front of, by two dear friends, with both languages involved. The tree itself was on a small hillside with the breeze flowing, umbrellas to block the sun, and a rain shower that came

after the ceremony concluded. Flanking the aisle & tree were amazing creations of vases & floating tubes strung with white flowers. It set a beautiful tone and elegance that can't be truly portrayed or explained.

Leo created a stunning cascading bouquet for his bride to carry down the aisle and spent countless hours on the detailed wire work, but the true beauty was Cindy herself. Their vows to each other brought moments of loss of words and tears of joy.

Every single detail was on point from the food, flowers, incorporated traditions, entertainment & more. Cindy's request to finish off the night was to have piñatas strung over the dance floor for some extra fun- and it was certainly that! A huge hit, hilarious, fun & over the top for kids & adults alike.

Overall, it was a beautiful day and wedding! What an honor to be a small part of my dear friends' wedding along with family & friends! I know many near and far were thinking about Cindy & Leo on this day and as they continue their journey together. Congratulations Cindy and Leopoldo!



Let us help you recharge your business!

With:

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

Look for us online!

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

www.myteleflora.com/uploadedFiles/Contents/Design_Education/unit-program-schedule.pdf

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

www.myteleflora.com/scholarship_academy.aspx

Or find us on Facebook:

Teleflora Industry Relations:

www.facebook.com/TelefloraIndustryRelations

Teleflora Scholarship Academy:

www.facebook.com/TelefloraScholarshipAcademy1

David Powers AIFD and Jenny Thomasson AIFD, PFCI, EMC are the two newest members of Teleflora's Education Specialist team.



What is the AIFD Foundation?

To **one** it is a scholarship to attend AIFD National Symposium that added to an education that led to representation of the United States at the World Cup.

To **two** it is a grant to complete a doctoral program that went on to provide personal resources and industry research.

To **three** it is the leadership received when at a very young age an invitation was extended to serve alongside those held in the highest regard. Joining the Board of Trustees the three went on to serve AIFD at the highest level of leadership as well as other industry organizations still today.

To **over 100** it is a symposium scholarship opening the world of floral design and the opportunity to meet countless individuals involved in this industry in countless ways.

To **over 200** it is a student scholarship that opened the doors to attend a University to expand the knowledge of floral design.

To **100s** it is the funding provided through grants for the benefit of design education at a state wide level.

To **1000s** it is the financial support contributed to AIFD in order to bring the absolute best in educational programming to the AIFD National Symposium.

The AIFD Foundation, like a kaleidoscope, expands an artful vision providing opportunities ten fold because of the generosity of many. Established in 1979, the AIFD Foundation is a collection of endowed funds. Continued donor support strengthens the principal. Grants and Scholarships are funded from the interest and dividends ensuring the perpetuity of the educational opportunities provided by the Foundation. Visit aifdfoundation.org to learn more about the opportunities provided by the AIFD Foundation and to donate to continue these efforts.

The Endowed Funds of the AIFD Foundation

AIFD Foundation Fund

Allen Shackelford AIFD Fund

Bobbi Ecker Blatchford AIFD Fund

Michi Burrell AIFD Fund

James Moretz AIFD Fund

Eulalah Overmeyer AIFD Fund

Kirk Pamper AIFD Fund

Rocky Pollitz AIFD Fund

Tom Powell AIFD Fund

Don Stothart AIFD Fund

The 50th Club Fund

Jim Treadaway AIFD Fund

Chong Ullom AIFD Fund

Florida Florist Fund

North Central Regional Chapter Fund

North East Regional Chapter Fund

Northwest Regional Chapter Fund

South Central Regional Chapter Fund

Southern Regional Chapter Fund

Contribute to the AIFD Foundation to Endow these Funds

Jim Johnson AIFD Fund

Phil Rulloda AIFD Fund

Richard Seaboldt AIFD

Frankie Shelton AIFD Fund

Joe Smith AIFD Fund

Dee Yeager AIFD Fund

Southwest Regional Chapter Fund

To Contribute visit aifdfoundation.org



AIFD FOUNDATION 2018

Highlights of the Year

AIFD Members Joined Together to Achieve these Accomplishments:

- The United States recently experienced hurricanes of untold proportion. Over \$72,000.00 in catastrophic relief was awarded by the AIFD Foundation. The generosity of industry and individuals truly reflected the willingness to assist those in need. The AIFD Foundation is grateful for the support of the funds designated for this purpose.
- Chong Ullom AIFD established and endowed the Chong Ullom AIFD Endowed Fund.
- Life long friends established the Phil Rulloda AIFD Fund and the Jim Johnson AIFD Fund. With a collaborative effort these funds will be endowed through contributions from family, industry companies and AIFD friends.
- A new opportunity, in development in 2018, will be funded in 2019 through the Michi Burrell AIFD Endowed Fund and the Bobbi Ecker Blatchford AIFD Endowed Fund.
- The AIFD Foundation continues to receive donations to endow funds to honor Frankie Shelton AIFD, Richard Seaboldt AIFD, Joe Smith AIFD and Dee Yeager AIFD.
- Over \$53,000 was awarded in Grants and Scholarships in 2018, generated from The Endowed Funds of the AIFD Foundation, to benefit floral design education.
- Those attending Symposium in 2018 discovered the Innovate Hands-on Workshops. Those most fortunate studied with World Class Champion Alex Choi AIFD. These events were made possible through the underwriting provided by the AIFD Foundation.
- An Evening with Author and former White House Florist Laura Dowling, at the home of David Hope AIFD, celebrated lifelong friendships and newly made acquaintances.
- AIFD members were invited to Innovate and Inspire with contributions to Impact the World during the Silent Auction!
- Auctioning of Las Vegas experiences took center stage during the Live Auction with opportunities to #AWAKEN in 2019!
- A Trip for Two to FTD World Cup 2019 was one of the most exciting auction items ever to be offered at Symposium. This competition will be featured during the Philadelphia Flower Show in March 2019. This experience was generously donated by FTD.

The AIFD Foundation Board of Trustees encourages those active in the industry to take this Opportunity to Mentor qualified applicants. Encourage each to visit aifdfoundation.org to review the opportunities, the specifics and the deadline to complete the appropriate application.

To Contribute visit aifdfoundation.org



AIFD Awards Committee Seeks Nominations

While plans are unfolding for the 2018 Symposium "Discover," it's time to start thinking about the 2018 AIFD Awards! Nominations are now being accepted through **February 23, 2019** for the six awards that AIFD can bestow:

Award of Merit – Non-Industry

This award is presented to individuals outside the floral industry who are selected because of their personal or professional use of fresh flowers in such a manner as to be a credit to the floral profession. In what manner does the nominee use flowers in a public way? Has what the nominee done with flowers brought about a greater awareness of flowers and or floral design? Does the awareness this nominee promotes come about through education?

Award of Merit – Industry

This award is presented to members of the floral industry who are NOT members of AIFD but who are involved in the floral industry. This award can be given to an individual, group or company. Has the nominee provided support or contributions to AIFD and if so, in what manner? What specific contribution has the nominee made to the advancement of the floral industry as a whole?

Award of Design Influence

The Award of Design Influence recognizes floral design visionaries whose creative body of work has national influence and constitutes a legacy of innovation. Has the nominee supported or contributed to AIFD in any way? What impact has the nominee made on the American style of design? How does this person share their design talents? Does this person have the ability or intention to continue to influence American design?

Award of Distinguished Service to the Floral Industry

This award is presented to AIFD members who have made a significant contribution to the floral industry. Has the nominee been a member of AIFD in good standing? How has the nominee served AIFD on a National and Regional level? Has the nominee played an active role in other allied or trade organization? Has the nominee been a leader in industry education, research or product development? Has the nominee been a leader in the promotion of the floral industry and AIFD at the industry and consumer levels?

Award of Distinguished Service to AIFD

This award is given to longstanding members of AIFD in grateful recognition of extraordinary service to the Institute, upholding its goals and supporting its activities. Recipients shall be known as 'Fellows of AIFD' and are granted Life Membership. Has the nominee been a member of AIFD in good standing? How has the nominee served AIFD on a National and Regional level? Has the nominee held office for

AIFD at a National and Regional level? What AIFD committees has the nominee served on? What has the nominee done to promote and further AIFD? Has the nominee represented AIFD for or served on other allied or trade organization committees and events?

AIFD Special Award of Recognition

This recipient of this award is chosen by the National Board of AIFD. If you know of someone who might qualify for this award, please contact a member of the National Board with your suggestion. Presented by the Board of Directors in recognition of meritorious and dedicated services to AIFD. The National Board may choose to select a person based on many qualities, some being: What specifically has the has a person

done in service to AIFD or the Industry? Has this service impacted AIFD, its members or its mission?

If you would like to nominate someone please send a letter that includes the following:

- The individual or company nominated
- The award you are nominating them for
- Why you are nominating them for the award

Please direct your letters to:

Rich Salvaggio AIFD, CFD, PFCI
c/o Teleflora

11444 West Olympic Boulevard, 4th floor
Los Angeles, CA 90064

E-mail: rsalvaggio@teleflora.com

Fax: 310-966-3610

Please note only the following AIFD members are allowed to nominate: Active (AIFD), Fellows, Life, Retired and Industry Partner members.

Details can be found on the AIFD website at <http://aifd.org/2018-award-nominations/>.





Lush Garden Textures & Creative Natural Accents

AS SEEN AT AIFD SYMPOSIUM

[View the Collection](#)



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Laurel Hollopeter AIFD, CFD

Fall: Washington DC was full of things to Discover, from all the wonderful and educational stage presentations, hands on workshops, getting involved with our future hence the FFA students and who can forget the tense but exciting down to the last second of the FTD AMERICAS CUP!

The wonderful time in our Nation's Capital with other Floral Artists from around the country was a refreshing time spent. It's opportunities like this that make us all better at what we do as floral artists.

It's now time to focus on the fall season and back to school, some of us too very well could be involved in going back. We are never too old or young to further out knowledge for our industry. Stay on top of your floral game.

It was a pleasure meeting new "Flower Friends" from across the world during our time in Washington DC. I look forward to meeting more in the coming year.

South Central Chapter

President's Letter

Lisa Weddel AIFD, CFD

First and foremost, thank you to our South Central members for allowing me to lead as your President this year. I'm looking forward to working with the SC Board of Directors and the wonderful committees we have set.

Symposium is our recharge station for the year and my hope is everyone got their gas tanks full!! It's not only the time to get rejuvenated with new ideas but also a time to be with our friends, our floral family, those that we need in the world when our everyday families sometimes "don't get us"!

I want to welcome our new AIFD SC inductees once again; **Lesleigh Cravens AIFD**, **Amanda Crisman-Voss AIFD**, **Jade Wu AIFD**, **Bronwyn Douglas AIFD**, and **Matt Douglas AIFD**. Welcome new CFD certified SC members, **Russell Plowman CFD**, and **Karen Shain CFD**. I am awaiting to hear about our upcoming regional accomplishments from this year's evaluations. We will welcome you with open arms this year!

We had such great representation for our region in DC and want to boast on them. **Frankie Peltier AIFD** and **Jenny Thomasson AIFD** knocked it out with their grand mini-programs. Thank you for representing South Central in such professional and educational manner.

Cindy Anderson AIFD and **Maggie Binet AIFD** also represented our region in the FTD America's Cup. Way to go gals! I have the utmost admiration for both of you and I know all of our region watched on as you designed your hearts out. Thank you for jobs well done!

Around our region, Oklahoma has been busy. The Oklahoma State Floral Association recently provided bridal bouquets for a runway show that partnered with OKBride. Their annual conference is set for July 21 -22nd with the talented designers **John Hosek AIFD**, **Ian Prosser AIFD**, and our own **Beth O'Reilly AIFD**. A big show is coming up on July 26th at Valley Wholesale in Wichita, KS featuring **Kim Morril AIFD**, and our own **Kerry Sallabedra AIFD**, designing. And by the time this comes out we'll have a new Mid-America's Cup winner crowned! August 17-19th is the Arkansas Floral Association's Aloha Arkansas 66th Annual convention and I'm looking forward to seeing some great photos from that weekend. One last event, DWF Albuquerque is hosting an open house Aug. 25 featuring **Loann Burke AIFD**.

I hope to strengthen our committees and make each one of our Board members feel as if they helped to accomplish a task this year. Our fundraising committee, **Kari Smith AIFD**, **Ace Berry AIFD**, and **Alan Masters AIFD**, along with their chosen team, have some great ideas in the works. I hope that all of you might have the chance to attend one of their upcoming adventures in floral design. With our members, we will continue to grow and be a strong, well represented region!

Northwest Chapter

President's Letter

Louisa Lam AIFD, CFD

Hello from the Northwest Region. I'm so delighted to be President of this great region. I appreciate being here to express my immense gratitude for the support and trust given by the Northwest Regional Chapter. Thanks to each and every member in this chapter that has reached out to welcome and help

continued from previous page

me as I step into this position. Without your support I would not be here today.

Big thanks to our former Chapter Presidents: **Sharrai Morgan AIFD, CFD**, and **Erik Witcraft AIFD, CFD**. Thanks for all your kind assistance and valuable suggestion. Both of you are incredible mentors. Also, **Wil Gonzalez AIFD, CFD**, thanks for your selfless support, giving us guidelines and teaching us how to solve problems whenever we face difficulties. I would also like to extend a warm thank you to all the previous and current board members who have devoted themselves to our chapter, thanks for all your hard work for the past years. Our region is financially in excellent shape and membership is on the rise! It took many hands and hearts to make a success and I am so grateful for my AIFD Northwest Flower Family. Thank you all so much!

During our Annual Symposium that was held in Washington DC, our chapter installed its new set of officers and board.

Past President - **Erik Witcraft AIFD, CFD**
President - **Louisa Lam AIFD, CFD**
President Elect - **Robin Phillips AIFD, CFD**
Vice President - **Nita Robertson AIFD, CFD**
Secretary - **Gina Thresher AIFD, CFD**
Treasure - **Linda Marshall Robbins AIFD, CFD**
Regional Rep to National - **Wil Gonzalez AIFD, CFD**

Directors 2019
Reginald Merritt AIFD, CFD, Constance Oakson AIFD, CFD, Brian Smith AIFD, CFD

Directors 2020
Brenna Quan AIFD, CFD, Juliana Blanks AIFD, CFD, Lindsey Peterson AIFD, CFD

Directors 2021
Susanne Law AIFD, CFD, Frank Blanchard AIFD, CFD, Yukari Mitsui AIFD, CFD

This year we welcome 16 incredible members into our region, and hope with their participation, our chapter will shine even brighter and get stronger! Congratulations to our newly inducted class of 2018 in Washington, DC; **Shamay Andrich AIFD, CFD, Judy Barrett AIFD, CFD, Kyla Renee Beutler AIFD, CFD, Jonna Sue Blakesley AIFD, CFD, Rebekah Casey AIFD, CFD, Victor Castillo AIFD, CFD, Annie Chen AIFD, CFD, Jeanne Davis AIFD, CFD, Michelle Dummer AIFD, CFD, So-Yeon Kim AIFD, CFD, Courtney Kroymann AIFD, CFD, Denise Lancaster AIFD, CFD, Cindy L. Lesmeister AIFD, CFD, Dawn R. Newkirk AIFD, CFD, Lyndell Peterson AIFD, CFD, Mercedes Pilgrim AIFD, CFD.**

It is my great honor to be your president and thanks for trusting in me to continue to carry on the traditions and education that are a high standard for our members. With your trust, it will allow me to have the ability to encourage further educational opportunities within our region, expand on the public awareness events and serve on a regional board that will developed into a positive, optimistic and wonderful environment in which to volunteer. Also, I would like to ask for the support from all of you because I am sure that our chapter cannot run without any one of you.

We cannot thrive without the kind and generous support from our various wholesalers, supply companies, service organizations, and industry growers, thanks for their support and for all their contributions.

Being the NW Regional Chapter President in coming year, I promise to work hard, to bring all of us together to make another successful year for our wonderful chapter!

Southwest Chapter Report

President's Letter

Katie McCormick AIFD, CFD

I am absolutely honored to begin this journey as president of the Southwest Chapter. I am humbled by all the love and support from members. This has certainly been a journey I will never forget. We just got back from 2018 Symposium, Washington, D.C. and what an incredible experience as well as a great chance to recharge, reconnect and Discover greatness all around.

Southwest was well represented during stage programs in Washington, D.C. with a wonderful and inspirational program from Derrick Vasquez AIFD, CFD.

Congratulations to our newly inducted Class of 2018 in Washington D.C.:

Marie Gregory AIFD, CFD
Shu Guo AIFD, CFD
Wen Aki Li AIFD, CFD
Sam Prom-Chiem AIFD, CFD
Doriswati Suradilaya AIFD, CFD

We are so proud of your accomplishments and looking forward to seeing you all this year and utilizing your many talents! I encourage you to get involved!

I also would like to welcome new Board members, **Nicholas St. Clair AIFD, CFD, Yoshi O'Connor AIFD, CFD**, and **Marie Gregory AIFD, CFD**. They join **Shonda Cunningham AIFD, CFD** (President-Elect), **Susan Bean AIFD, CFD** (Vice President), **Deborah Kenney AIFD, CFD** (Secretary), **Cathy Hickman-Frost AIFD, CFD**

continued on next page

(Treasurer), and **Susan Ayala AIFD, CFD** (Past President). Also included in the team, are the Board of Directors, **Martin Flores AIFD, CFD**, **Pam Null AIFD, CFD**, **Julie Reed AIFD, CFD**, **Conni Jo Harris, AIFD, CFD**, **Jan Wilder AIFD, CFD**, and **Tee Dryer Torres AIFD, CFD**. Our representative to the National Board is **Kenneth Snauwaert AIFD, CFD**. I look forward to working with everyone in the upcoming year.

This past year was a wonderful experience, learning from one of my mentors, **Susan Ayala AIFD, CFD**. Her presidential character, leadership, and passion for AIFD and the region is contagious. She accomplished so many great things and has been very inspiring to me. In addition, **Susan Ayala AIFD, CFD**, has been recognized with the Award of Distinguished Service to AIFD. She was presented this award in Washington, D.C. and is now a 'Fellow of AIFD'. Congrats Susie, you are amazing and I'm honored to call you my mentor and friend.

In the coming year we have some exciting and educational events in the workings. Some of the plans include the Los Angeles County Fair, a public awareness event, which is overseen by creators **Jim Hynd AIFD, CFD** and **Jim Blythe AIFD, CFD** and features designers such as myself, **Yoshi O'Connor AIFD, CFD**, and **Pam Null AIFD, CFD**. In addition we plan on having educational workshops in Las Vegas, Arizona, and Irwindale. Stay tuned for blasts and social media regarding these events and make sure to save the dates so you can join us!

We are very excited to announce that we have contributed a significant amount toward our Southwest Regional Foundation Fund and my goal is to continue upon this success in the coming year!

Congratulations to all and together I know we can make great things happen! Thank you for this opportunity to serve as Southwest President. Wishing everyone a successful fall season!

North East Chapter

President's Letter

Dot Chenevert AIFD, CFD

Hello All,

So...this is my first letter to you and I've been thinking about it since coming home from Washington. Here is where I should probably put in a disclaimer...as those of you who know me, I tend to be informal...both in how I talk, write and hold meetings. Those who don't know me, you'll find out. I do, however, get the job done.

First I want to thank you for voting me in to be your next president of the Northeast Chapter of AIFD. It's

an honor and I look forward to working with you all. I had a wonderful time at Symposium "Discover" in Washington, D.C. It was somewhat a departure from past Symposiums with a great new format focusing on Education....both in design and business. The smaller free classes were really helpful and the hands on classes were worth every penny...small as that penny was. Of course, the main stage presentations, though fewer in number, were fantabulous and met all expectations. All in all...a good direction for AIFD...(in my opinion). Congratulations to **Katharina Stuart AIFD, CFD, CCF** for winning the FTD Americas Cup. She will go on to represent the USA at the World Cup in March at the Philadelphia Flower Show. Now this is going to be great, but more about it in future letters.

As for this coming year, I really need your help. We want to continue with education and are designing a series of "Pop-Up" sessions. Our goal is to bring at least one session to each state in our region over the next 2 to 3 years. These "Pop-Ups" will be on all levels of size and expertise. What I need from you is someone in each state to step forward to work with us. You know your area best for what and where is a suitable place to hold a "Pop-Up". It can be as simple as a care and handling session in someone's shop, a larger design show, or a 2 day retreat. If you have an association, let's partner to bring this idea to your members. I know this is ambitious however, it's something many of us have been thinking about for a long time. This is for everyone in our floral community...if we don't help each other....who will!!! I think this covers what I have to say....for now. Let me know who among you want to work with us to bring floral education to your area. I can be easily reached most days either by email or by phone directly.....check your directory. Thanks for listening (reading)

Southern Chapter

President's Letter

Carol Inskeep AIFD, CFD

Greetings for Southern Chapter! It was great seeing old and new friends at Symposium in D.C.! What an amazing time had by all!

This year's board is hitting the ground running with the planning of events and educational opportunities for 2018 through 2020!

Our next get together is a take on the tarn-to-vase concept. We have partnered with a local floral association to jointly host and evening with local flower growers and local wineries. We have designers making arrangements depicting the flavor of wine through flowers. This will take place September 11 in Bethesda, MD and expecting between 100 and 150 people.

Also in October, Southern will be involved on the national level with FFA, with volunteers from our board and membership going to Indiana State Fairgrounds to participate and educate.

Looking forward to a great year!



AS SEEN AT AIFD SYMPOSIUM

Holly Heider Chapple
exclusively for
SYNDICATE

An exclusive line of design mechanics and luxe quality compotes

[View the Collection](#)

[Meet Holly Chapple](#)



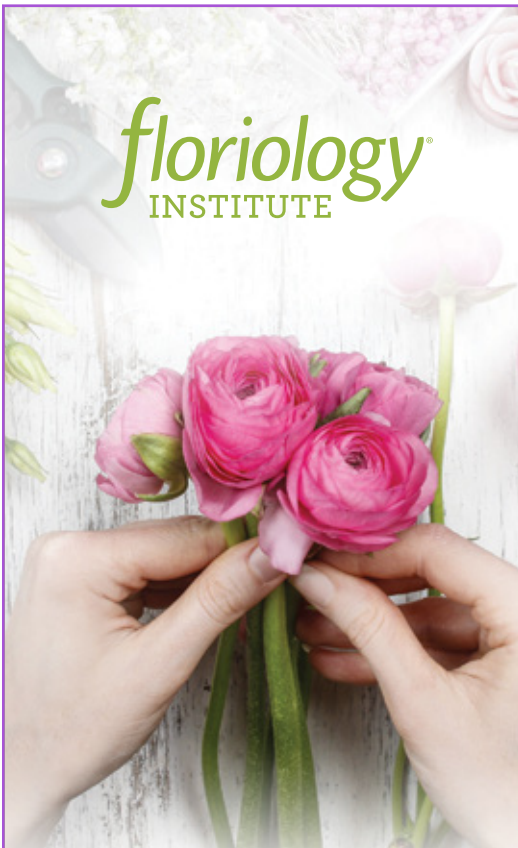
PRACTICE MAKES PERFECT

By Rene Van Rems AIFD

Award of Design Influence 2016

Thinking about the first year in AIFD, I realized that sets the standard in professionalism and design knowledge. Once a designer gets more advanced, skill becomes second nature. The education and training I received in the Netherlands made me aware of nomenclature, plant physiology, design elements, principles and merchandising. During traditional schooling I was honored to intern in Amsterdam with the likes of Johan Weisz and long-time mentor and friend, Abel Verhejen.

In 1978 I was invited to come to Encinitas, California as a yearlong horticulture exchange student. This was the beginning of a most amazing and rewarding time in our fabulous and ever-changing industry. As I explain to my introductory students in our industry, "practice makes perfect." Working alongside well known talented designers will expedite this process. Only then are skills mastered and honed. Then, one creates a personal style and signature. I feel humbled and blessed to have been among so many loving and giving industry notables through my many years of AIFD membership.



floriology
INSTITUTE

QUALITY EDUCATION: A COMMUNITY COMMITMENT

UPCOMING COURSE SCHEDULE

Oct 14-16, 2018 **"Speak Up" How Your Brand Can Be Heard in a Socially Connected World**

Jackie Lacey AIFD, CFD, PFCI;

Sharon McGukin AIFD, CFD, AAF, PFCI

Oct 21-25, 2018 **Celebrating Life Everyday**

Jackie Lacey AIFD, CFD, PFCI

Jan 21-25, 2019 **Principles & Elements of Design**

Jackie Lacey AIFD, CFD, PFCI;

Stacey Carlton AIFD, CFD

March 10-12, 2019 **Flowers to Wear**

Anthony Swick AIFD, CFD, PFCI

April 7-9, 2019 **Wedding Bliss**

Sandy Schroeck AIFD, CFD, PFCI

Special Events Challenge

Jackie Lacey AIFD, CFD, PFCI

ACT NOW! To sign up or for more information about the Floriology Institute
call: (904) 737-8500 x258 visit: www.floriologyinstitute.com/register



inspire

a romantic backdrop



This is not your typical cake table arrangement. Creating a lovely, draping floral backdrop is actually a piece of cake when you use OASIS® RAQUETTES® holder to give the arrangement structure and nourishment. And this was the perfect “out of the box” design solution for the hot, dry climate where the wedding was set. It makes a beautiful statement that adds to the romantic sentiment and ceremony surrounding the cake.

Let our featured designers inspire you at
oasisfloralproducts.com/inspire



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



ADRIANNA DURAN-LEON AIFD
THE FLOWER COMPANY
Albuquerque, NM
MOST INSPIRATIONAL
FLORAL DESIGN:
Wedding

**You too can be featured in the
Inspire Design Showcase!**

Follow us on Facebook for the
upcoming themes.





Related Industry News

Changes at Koehler & Dramm Institute of Floristry

After 58 years of service in the floral industry, 28 of which have been spent at the Koehler & Dramm Institute of Floristry, **Ardith Beveridge AIFD, PFCI, AAF, CAFA** has announced her retirement. Everyone at Koehler & Dramm are saddened to be saying goodbye to such vibrant and wonderful talent, and are grateful for everything she has brought to the organization.

Ardith has spent over half of her career in the floral industry dedicated to educating the next generation of designers. She is a member of many professional organizations and has served internationally as a floral designer, competition judge, consultant,

commentator, and panel designer. Her many years in the industry and her influence in floral artistry and design education have been impactful beyond measure.

In her stead, Koehler & Dramm welcomes several new instructors to the team: Shelli Erck, owner of Hudson Flower Shop; Diane Enge, lead fresh floral designer for Bachman's; **Tiffany Hammond AIFD**, who previously served as the director of the floral design program at Hennepin Technical College; Jenn Hovland PFD, owner of Fleur de Louise Flower Studio; and Reba Berge, owner of A Precious Petals Florist. Together, this talented new team brings over 100 years' collective experience this new chapter in KDIOF's 28-year history. Visit www.kdfloralinstitute.com for more information.



Focal Points Needs You!

Want to help update your fellow members on important news and entertaining events?

Sign up to be a content contributor for the newsletter!

We are looking for reporters to provide articles for the newsletter. 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.

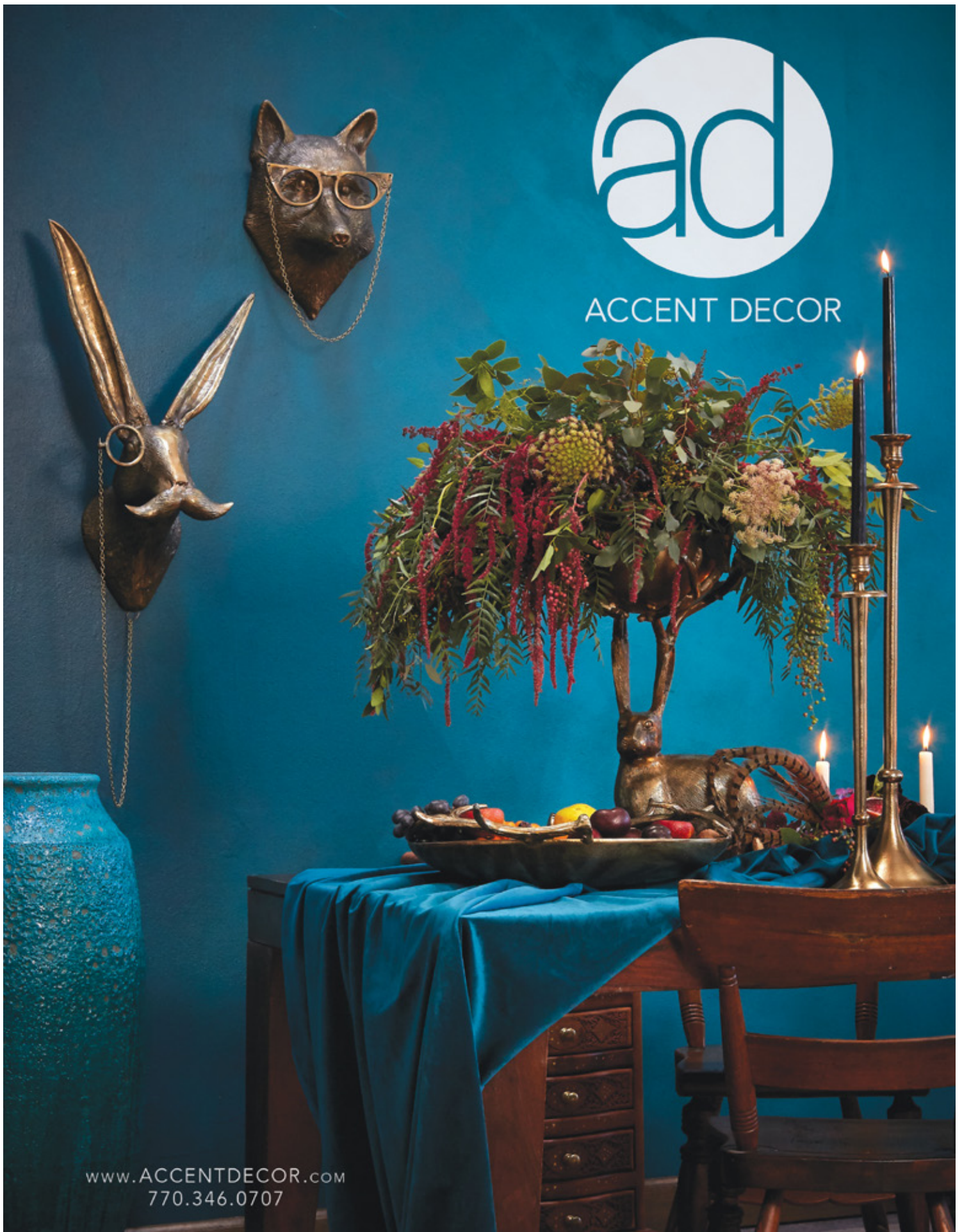


Year-Round
FREESIA

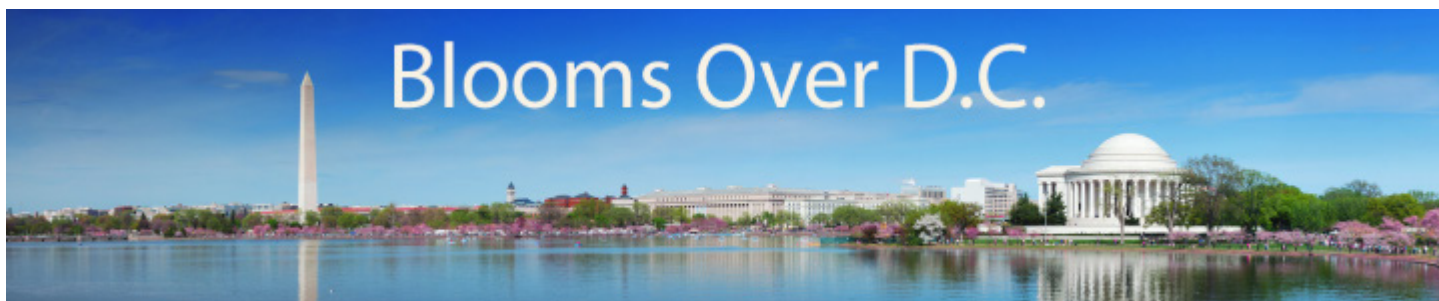
 **SunValley**
Creating a World of Color
SUSTAINABLY GROWN
800.747.0396 www.svg.com



ACCENT DECOR



www.ACCENTDECOR.COM
770.346.0707



Each summer during the AIFD National Symposium volunteers create amazing fresh floral creations and share them with residents of the city we are in. This year, Washington, D.C. was the recipient of AIFD's generosity as we partnered with Petal Share to get even more bouquets distributed. Over 1000 bouquets were delivered to places ranging from the Ronald McDonald House, to Community Hospice, to Southeast Veterans Service Center.

The "Blooms Over" Program was started by **Kirk Pamper AIFD** in 1993. Kirk wanted to see the flowers used in the Symposium programs have a second life and brighten the day of people in need. Assisted by **Michael O'Neil AIFD** and **Lynn Lary McLean AIFD**, Kirk oversaw the delivery of Symposium floral designs to local AIDS hospices and hospitals. Additional flowers were given to a local Meals On Wheels program in which bouquets were delivered with meals to shut-ins and the elderly. The "Blooms Over" Program was born!

Each year since 1993 the "Blooms Over Program" has been a part of the AIFD National Symposium. While the program is unique each year in its organization, designs and recipients, "Blooms Over" still achieves the original purpose "to give flowers a second life and brighten the day for people in need."

Volunteers are always needed. Please contact AIFD at info@aifd.org to find out how you can help at next year's Symposium in Las Vegas!





CALFLOWERS

*Dedicated to More Americans,
Enjoying More Flowers, More Often!*

**Most comprehensive shipping programs
in the floral industry! Save with:**



- Up to **69%** off FedEx Priority Overnight® and FedEx Standard Overnight® services
- Up to **34%** off FedEx Ground® services



- More than **70%** off standard shipping rates



- Over **70%** off standard shipping rates

Learn how CalFlowers can help your business!

Join one of the nation's leading floral associations and harness the power of 700+ members in 48 states.

For more information, contact: Chris Johnson,
(760) 533-5580 or chris@cafgs.org



CAL  FLOWERS™

California Association of
Flower Growers & Shippers

1500 41st Avenue, Suite 240
Capitola, CA 95010

Tel: (831) 479-4912 | Fax: (831) 479-4914

www.cafgs.org

Images courtesy of www.uBloom.com.

AIFD Thanks Its Partners

Industry Partners

Accent Decor, Inc.
www.accentdecor.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.cafgs.org

California Cut Flower Commission
www.cffc.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

Eufloria Flowers
www.eufloriaflowers.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

Floranext
www.floranext.com

Florescence

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

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

Fox Point Farms / Dramm & Echter
<https://foxpointfarms.com/>

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

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

Passion Growers
<http://www.passiongrowers.com/web/home.asp>

Peace of Mind Nursery Inc.
www.peaceofmindnursery.com

Phoenix Decorating Co.
www.phoenixdeco.com

Potomac Floral Wholesale
www.floralwholesale.com

Random Acts of Flowers
www.randomactsofflowers.org

Rosaprima
www.rosaprima.com

Slow Flowers
www.slowflowers.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.
www.syndicatesales.com

Teleflora
www.teleflora.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

Unlimited Containers, Inc.
www.unlimitedcontainers.com

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

Vasesource
vasesource.com

AIFD Thanks Its Partners

continued from previous page

Virgin Farms Inc.
www.virginfarms.com

WGV International
www.WholesaleGlassVasesint.com

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

Education Partners

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

Fine Florist Academy
www.fineflorist.modoo.at

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 Plantel
Monterrey
www.imtf.com.mx

J-Florist School
www.jflos.com

Judith Blacklock Flower School
www.judithblacklock.com

LaRose Flower School
www.larose.co.kr/

Les Anges Floral Design
www.e-lesanges.com

Nobleman School of
Floral Design
www.noblemanschool.com

Palmer School of Floral Design/Palmer Flowers
www.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

**We offer over 120 rare conifer selections to
enhance your creative floral aspirations!**



Dave Grotz (Owner) **503-949-4944**

dave@peaceofmindnursery.com
 @peaceofmindnursery
www.peaceofmindnursery.com

**ORDER
TODAY!**

AIFD Thanks Its Partners

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.sdfloists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

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).



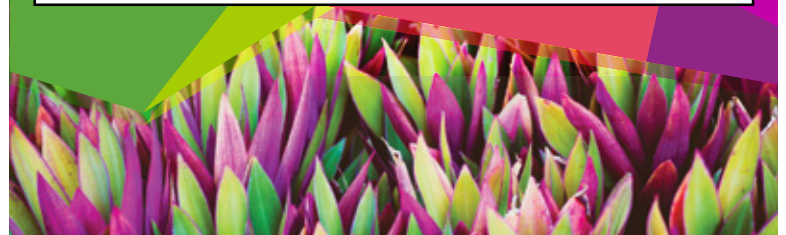
<http://twitter.com/#!/AIFDHqtrs>



www.youtube.com/user/AIFDHqtrs

TPIE INTERNATIONAL EXPO '19

JAN 16-18 FT LAUDERDALE. ARE YOU IN?



CONNECTING PEOPLE, PRODUCTS, IDEAS.

TPIE offers wholesale buyers the widest array of resources for foliage and tropical plants in North America. Connect with growers and vendors in person and discover a whole new world of green. WWW.TPIE.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)

Alan Parkhurst AIFD, PFCI, CFD

Rose (\$250-\$499)

Ken Senter AIFD, CFD
William C. Plummer AIFD, CFD, AAF

Tulip (\$100-\$249)

Dian Brown AIFD, AAF
Donald Burdette
N. Lee Cantley AIFD, CFD
Robert Gordon AIFD, CFD
Frank Grau AIFD, CFD, AAF
Anthonie Jansen AIFD, CFD
Wayne Jones AIFD, CFD, AAF
Louinda Jones 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

The 2018 meeting of floral designers was held in DC this year. The event included floral competitions, talks, demonstrations, exhibit, and networking. #DiscoverAIFD2018 #gardenDC #flowers #floraldesign #florist (Next year it will be in Las Vegas.) @AIFDHqtrs Mentioned on Facebook by Washington Gardner @WDCGardener

We applaud AIFD's "Blooms Over" program, which redistributes the thousands of leftover flowers from their Symposia to people in need at hospitals, aging centers, veteran centers, and more throughout the D.C. area. Thanks for caring @AIFDHqtrs and @petalshare. #sharingflowers Mentioned on Facebook by AHS at River Farm @AHS_RiverFarm

Call For Presenters

Would you like to present a program at the 2020 AIFD National Symposium taking place July 2 – July 7 in Chicago, Ill.? We are looking for fresh ideas with educational content and your ability as a presenter to deliver the information effectively. To consider your proposal we need as much information as possible. For the best consideration complete all questions on the application with as much detail as you can. We request a detailed outline of your program, including what principles or elements you plan to cover, sketches or pictures and/or a video clip. Don't wait, the deadline to submit your proposal is November 15, 2018.

To download a proposal form visit
<https://aifd.org/call-for-2020-symposium-programs/>.



Relive the Memories of the AIFD 2018 National Symposium...

Order Your DVDs and Online Videos Now!



DVDs

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

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

Full Set of 10 DVDs: \$100*

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

Full Set Eligible for 10 AIFD CEUs

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

Online Videos Through Vimeo™

Single Program Video: \$9.99

Full Set of 10 Program Videos: \$49.99

Full Set Eligible for 10 AIFD CEUs

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

Qty.	Program Title
	"Going to the Chapel" Featuring Holly Heider Chapple
	"Inspired to Succeed" Featuring Hitomi Gilliam AIFD, CFD, Tomas de Bruyne, Agna Maerten EMC, Julia Schmitt AIFD, CFD, EMC and Monica De La Torre EMC
	"The Flower Shop of the Future" Featuring Vonda LaFever AIFD, CFD, PFCI
	"Less is More" Featuring Alex Choi AIFD, CFD
	"Trend Archetypes: Unconscious Motivations" Featuring Talmage McLaurin AIFD, CFD

Qty.	Program Title
	"Discovering the Art of Leadership" Featuring Jody McLeod AIFD, CFD
	"A Passion for Parties" Featuring Derrick Vasquez AIFD, CFD
	"FTD America's Cup" The 2018 FTD America's Cup national floral design competition
	Awards and Induction Ceremony
	Symposium Highlights
	Full Set of 10 DVD's

Full Name: _____

Address (Sorry No P.O. Boxes): _____

City, State, Zip: _____

Country: _____

Telephone: _____ Fax: _____

E-mail Address: _____

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

Credit Card Number: _____

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

Signature: _____

To place your order please complete the order form, print it out, and send it via mail, fax, or e-mail to AIFD Headquarters:

American Institute of Floral Designers

Attn: 2018 Symposium DVDs

9 Newport Dr., Suite 200, Forest Hill, MD 21050

Fax (443) 640-1031 info@aifd.org

Order online at www.aifd.org



Awaken your opportunity to grow

Awaken the hunger for more

Awaken the possibilities to learn

Awaken your inner soul

SAVE THE DATE