



Focal Point

Gather This Season

By Gina Thresher AIFD, CFD

It has barely cooled off yet, but as florists we think ahead of the game. Of course, you're probably cringing at the thought of people that complain whilst you put up holiday decor in October, but again, we have to be ahead. It is a busy time of year, and if you aren't on top of things you'll have missed a lot. What else can you do besides push the holiday decor and designs? Let's chat.

What do I mean by gather this season? Well, what are we not offering as much of? An experience. Is there a way you could bring people together? Yes, I recently tried this.

I am a studio based florist, so in all fairness I don't have a great place to gather people. I decided to partner with a local wine bar and offer a design and wine event. It was a hit. I was able to oversell actually. I managed to get a flyer done, event posted on facebook and market it over social media and sell out in less than two weeks. Basically, I brought the flowers and vase, did a small demo and let their creativity flow.

Reasons why these types of events are so popular (and great for your bottom line)? Well for one, they're social. They are an excuse for people to plan and gather and chat and have fun. They can be hosted privately or in combination with a venue. The venues usually love it because they get new customers brought in to them.

Also, you can do literally any design you want. Make wreaths, make a cube vase arrangement. Manage to hit a sale on a particular vase? Do a cute design and get them out of storage! Throw in some of those dried materials and odd things you've been dying to get out of the closet. The possibilities are really endless.

Three, it's social. This one is really for your benefit. Have them tag you, make a video, put it on social media. Friends of their friends are going to see this and want to come to the next one! It's all about that FOMO (fear of missing out).

Finally, they can be done after hours AND you can give the attendees a special shopping hour! I really could go on and on as to why this is a great missed opportunity for many in the business.

Give it a try. Gather your customers. Give them a great experience, togetherness, and memories to share this season.

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American Institute of Floral Designers

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AIFD Mission Statement

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

Upcoming Events

October 6, 2018
Party and Event Flowers
Anne Arundel Community College

October 9 - 10, 2018
Sympathy Design & Celebration of Life
Floral Design Institute

October 10 - 12, 2018
Special Events/Decor Designer
Mellano & Co.

October 14, 2018
Flower Identification A-Z
Anne Arundel Community College

October 16 - 23, 2018
Floriculture 1: Lab
Anne Arundel Community College

October 20, 2018
Wedding Flower Boot Camp
Floral Design Institute

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



"Fall is kicking into gear, the kids go back to school, and we look forward as the end of the year slowly unwinds."

CULTIVATE!

Don't you just love this time of year? Fall is kicking into gear, the kids go back to school, and we look forward as the end of the year slowly unwinds. It was a great summer and Symposium "Discover" gave us a chance to recharge our batteries. Those of you who were able to attend experienced a Symposium full of education, friendship and exciting industry innovation. Symposium chairs **Suzie Kostick AIFD** and **John Kittinger AIFD** offered us some new directions that we have not experienced before. Hats off to both for taking a leap of faith.

Symposium is the lifeblood of our organization and it takes an immense amount of time and effort to make it happen. Over time, we have grown and our needs to execute Symposium have also multiplied. Currently we require a massive amount of work room space for testing, design construction and a large ballroom space to accommodate a production company. The number of pallets we receive is huge and the space needed to receive and store them is great. Did you know that many cities around the country, even some of the larger ones, do not have the hotels that fit our needs in any capacity? Therefore, as you can imagine, locations for Symposium are complicated.

The Executive Director, Symposium Committee and Board of Directors have worked hard over the years to explore options that not only fill our needs but keep the cost as manageable as possible. Your symposium surveys are very helpful! As you may know, we are currently working on a three-city rotation that has helped eliminate costly site visits, time spent on hotel and wholesaler logistics, and production costs. We are returning to Las Vegas next year for "Awaken" as the three-city rotation is about to cycle through once again. We are already familiar with the room layouts, the wholesaler logistics and therefore can continue to explore additional ways we can make our 2019 Symposium the very best it can be. This is true for Chicago which follows Las Vegas, as well as Washington, D.C. that will happen the following year. Once we experience

the rotation several times we will truly have an idea of how well the locations are working.

During the Annual Members Meeting in Washington, retiring National Treasurer **Tom Simmons AIFD** gave us his last Annual Treasurer's Report. One of the items covered in Tom's report was the need to implement a small increase to the membership dues for a specific reason in 2019. In the past, the Foundation was managed by volunteers and has since grown to the extent that professional management and investment advice have become legally required. Simply stated, funds cannot be taken from the established and endowed funds to cover the cost of operations. An in-depth review was analyzed and discussed by the AIFD Finance Committee, AIFD National Board of Directors and the AIFD Foundation Board of Trustees before the decision to increase the membership dues was approved unanimously and with full support. Therefore, AIFD is implementing a small increase of just \$25.00. Spread over the last four years since the last membership dues increase, that is just a 2% increase per year, well below the industry average. This increase will assist in supporting the operations of the AIFD Foundation. While your membership dues cannot be written off as a charitable contribution, they can be considered a business expense, however we always recommend consulting your tax professional. Thank you, Tom Simmons, for all your hard work and efforts on our behalf as National Treasurer.

Have a great Fall season!

A handwritten signature in black ink that reads "Frank Feysa AIFD". The signature is fluid and cursive, with the last name "Feysa" being the most prominent part.

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



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Treat yourself or request as a gift! Visit aifdfoundation.org to register early and save!

Gregor Lersch, known as the Master of all Master Florists, has been awarded numerous national and international awards. Renowned across the globe in the field of international floristry, Lersch has presented in thirty two countries. His floral concept to combine styles, architecture, social components, design trends and the personality of the artist continues to be successful throughout the world. Having authored thirty floral design books he believes that floristry must be suitable for forming a part of our lives, and should be in line with the diversity of environment. Whether you are a novice or a seasoned designer you will not want to miss this opportunity to “Awaken the Possibilities Within You” when Gregor Lersch instructs this world-class experience.

- Thursday, July 11, 2019
- 9:00 a.m. – 4:00 p.m.
- Paris Hotel Las Vegas
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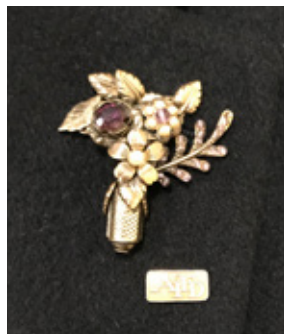
By Janet Black AIFD, CFD | AIFD National Historian

The North Central Region made history this year at Symposium. I "Discovered" that they introduced a new pin, the Past Presidents pin. I wonder how many other regions will follow suit and create this tradition?

The annual symposium pin has become very collectable. I believe the first one was started in 2000. I'd love a picture of them all for our archives. Two years ago, there were two other pins introduced, CFD (Certified Floral Designer) and the YP (Young Professional). During the 50th Anniversary celebration a pin was established.

It is important to know how we should wear our AIFD pins. We have worked hard to achieve the certification, let's wear them proudly. Never cover up your pin with foliage or gems. In my mind it should be worn on the left side of your lapel or dress, regional pin below, and all other organizational pins below this.

It is important to wear your pins at all floral functions. Be a show off, wear your AIFD pins proudly.



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/>.



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Bits and Pieces

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

- Congratulations to the following AIFD members that made the Florists' Review "35 Under 35" list: **Kelsey Christenson AIFD, Nicholas St. Clair AIFD, Shawn Michael Foley AIFD, Renee Tucci AIFD, Stacey Carlton AIFD, Svetlana (Lana) Chernyavsky AIFD**. To see the full list visit: <http://www.floristsreview.com/florists-reviews-35-under-35-for-2018/>.
- Congratulations to **Rey Rodriguez AIFD** on his Grand Prize Win of SAF's Sylvia Cup Design Competition.
- Congratulations to **Deborah De La Flor AIFD, CFD**, recipient of SAF's Tommy Bright Award
- Congratulations to our members that have been inducted into the Professional Floral Communicators - International:
Adam Havrilla AIFD, ICPF, PFCI, of Artistic Blooms LLC, in Chicago;
Kathy Jones AIFD, PFCI, SDCF, of Spring Creek Designs LLC, in Gillette, Wyoming;
Louisa Lam AIFD, CFPD, PFCI, of Langara College in Coquitlam, British Columbia, Canada;
Klair McDermott AIFD, PFCI, of Sunshine Bouquet Company in Miami;
Carolyn Minutillo AIFD, EMC, PFCI, of Lavender Hill LLC, in Jeffersonville, Indiana;
Renee Tucci AIFD, CFD, PFCI, in Chalfont, Pennsylvania.
- 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.



"Discover" Volunteer Experience

By: Kat Castagnoli AIFD, CFD

Attendees are often awestruck with delight and amazement at the uber-creative floral installations seen throughout an AIFD Symposium. However, few truly understand the inner workings of what goes on behind the scenes to make it all happen. Those who were part of the new Volunteer Experience during this year's AIFD Symposium in Washington D.C. embarked on an unforgettable adventure in education, inspiration and friendship, all while bringing our favorite annual event to life.

"The logistics for putting on an AIFD Symposium have to run like a symphony, and that takes an army to accomplish,"

said **Renee Tucci, AIFD, CFD**, who co-chaired the program this year alongside **Marisa Guerrero, AIFD, CFD**.

"I knew going into it that there were many moving parts but this really showed me how things run behind the scenes."



There were 32 volunteer participants from 7 countries, ranging from Costa Rica to China. Each attended a special orientation and training session and committed to working a total of 6 hours each day from June 28th through July 5th. In return, volunteers received discounted Symposium registration with VIP access and time to attend educational events, as well as a special volunteer gift bag and certificate for their portfolio.

But the true reward came in making new friends and working alongside some of the industry's most creative and gifted floral designers. Even when faced with challenges like the layout of the hotel or the movement of all of the fresh product and hard goods needed throughout the week, volunteers bonded with one another and remained enthusiastic, according to Tucci.

"Throughout the experience, I'd say the overarching theme was friendship," she said. "We watched as this group of people grew to really respect each other, help one another and form friendships that will last for years to come."

For Irma Ivette Vargas, a first time attendee who works at Debbie's Bloomers in El Paso, TX., her time could be summed up in a single word: Awesome. "I learned so much from my volunteer friends and designers," she said. "I brought back a ton of new and innovative ideas to my flower shop. I would definitely volunteer again in a heartbeat."

Marat Khasianov, who came all the way from Russia to attend and volunteer at this year's Symposium, agreed.

"It was an amazing experience," he said. "It surpassed any of the floral events I've attended in the last decade."

Khasianov said he was most surprised at the variety and quantity of flowers, plants and foliage they were able to work with. "In one day, I handled about a thousand David Austin garden roses," he said.

AIFD Symposium Chairperson **Suzie Kostick AIFD, CFD** said she chose to give this year's Volunteer program a facelift because she discovered that while people love to volunteer they felt they were missing out on Symposium programs

and educational opportunities because of their volunteer commitments.

"I also wanted a way for non-members to feel like they had an opportunity to get involved and experience first-hand what AIFD is all about," said Kostick.

And this new relationship between AIFD and these participants is blossoming. "Many were first-time attendees who said they never want to miss another Symposium," said Kostick. "We even have quite a few who've decided to take the steps to test for AIFD membership."

Tucci, who was asked to co-chair the Volunteer Experience on the evening of her induction in 2016, said the task was a much bigger job than she anticipated. However, "I'm so thankful to have had Marisa (Guerrero) guiding myself and our team. Her work ethic and ability to give strong direction is the reason we were so successful."

Both Tucci and Guerrero received excellent input from this year's event on how to build an even better experience for Awaken 2019 volunteers. Tucci, who has been selected as Volunteer Chairperson for the Las Vegas Experience, said, "I can't wait to see what next year's team brings!"

For more information on how you can become part of the Awaken 2019 Volunteer Experience, please visit <https://aifd.org/call-for-2019-symposium-programs-volunteers/>.



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The Silver Lining

By Sabine Green AIFD, CFD

Subdued colors, flat finishes, and muted tones continue to be popular in fashion and home decor, ushering the floral industry in the same direction. Grey is the master of fashion still, with more shades than 50, better vase life, and less melodrama. (See what I did there?) We have made this fascination with neutrality into a marketable silver lining in the floral community.

Foliage still seems to be queen, even with the rising popularity of delicate specialty crops such as lysemachia and astilbe clamoring to capture the spotlight. And it's the muted toned foliage that seems to stay at the top of the popularity game. Grey, silver, platinum, and pewter continue to take center stage in the color wheel party, refusing to be labeled as the color for the emotionally depressed and distraught like they are in psychology. Instead, these neutrals have carved out a space in our design palettes as essentials for eliciting a feeling of elegance and exclusivity. Now THAT'S something to get excited about!

Acacias march in as one of the newer members of this game, with the hardy Knife Blade acacia (*Acacia cultriformis*) foliage as a staunch linear foliage that is hardy and pleasant to utilize. Alternately, the four-leaf species, *Acacia baileyana*, is soft, delicate, and grows in a branched, haphazardly fashion giving a non-conformist feel when utilized in designs. Their muted grey-green tones (and sometimes purples for the fern leaf) recede into compositions, making it easy to use them for background items with richer hues.

Once you started reading this, you HAD to know that Dusty Miller (*Jacobaea maritime*) would have to be included...and so it is. Although there are several varieties produced for cut foliage, the basic terminology is wide-leafed versus lacey-leafed. There are even more varieties for bedding plant and dish garden production. Like most members of the Asteraceae family, these guys can easily become weeds once established in your garden area. In temperate climates, they overwinter well, and bring a touch of neutrality to plantings with their silvery-white foliage. They do the same for designs. However, they don't stop there with what they offer, as it is often their textural component that solicits requests from clients.

Offering a similar type of textural experience is Lamb's Ear (*Stachys byzantine*). A long time favorite as a border plant in gardens, it is a luxuriant tactile experience to work with both in garden and design. You just HAVE to touch it! The color and shape is similar to that of the wide-leafed dusty miller. It also has the propensity to be a garden escapee, making it sharable and harvestable for designers.

The last silver lining is the gigantic eucalyptus family, with so many fun shapes, forms, and hues in the market. Seeded eucalyptus is likely the most popular still, and the baby blue (*E. cinerea*) is the heirloom foliage that has "scented" florist and hobby stores for decades. *Eucalyptus gunnei* is gaining in this race, as well as silver dollar eucalyptus (*E. polyanthemos*). Don't worry about starving koala bears, as these beauties are all hardy, prolific, and mass produced.

I would be remiss if I did not mention a smattering of other greys, such as Salvia (Garden Sage and Clary Sage), lavender, Blue Spruce, and Artemisia. The *Artemisia schmidtiana* (Silver Mount) is a "touch garden" partner to the lamb's ear, and one of my all time favorite low growing shrubs with a heavenly scent.

Explore the world from cadet, to slate, to mercury. May the simplicity of these neural colored foliages bring you some stillness in the colorful world we live and work in daily.





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AIFD Awards Committee Seeks Nominations

While plans are unfolding for the 2019 Symposium "Awaken," it's time to start thinking about the 2019 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

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Los Angeles, CA 90064

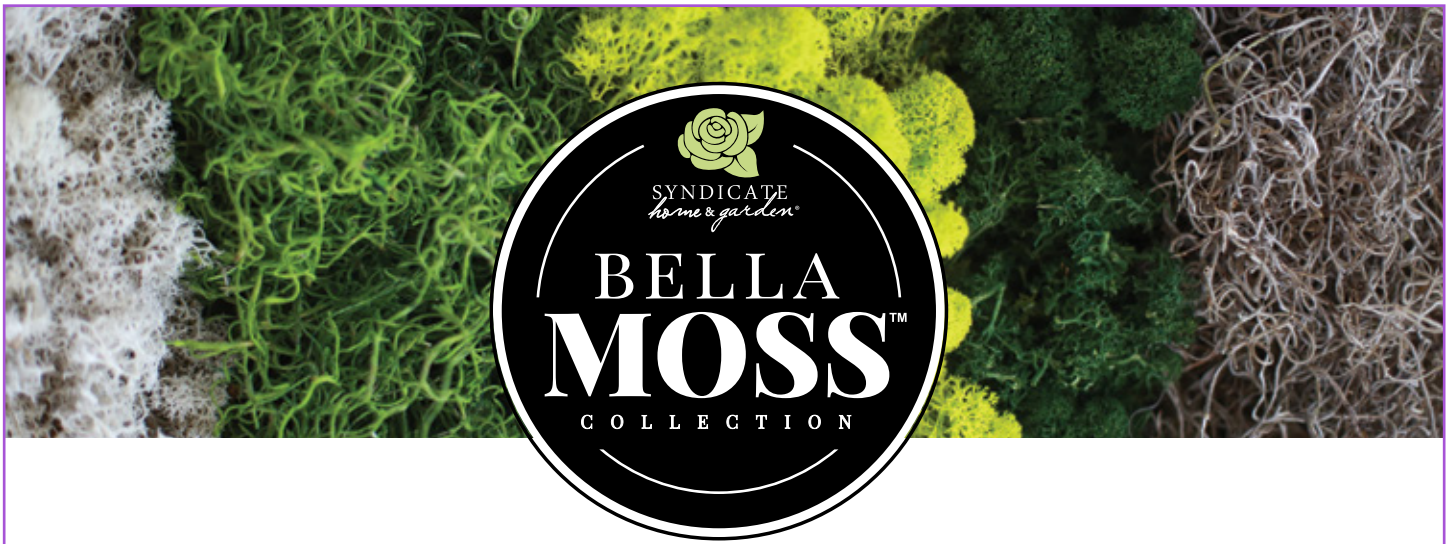
E-mail: rsalvaggio@teleflora.com

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 <https://aifd.org/2019-award-nominations/>.





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Floral designers can attend and successfully complete the appropriate floral design education programs at an AIFD Education Partner, approved State Floral Association or SAIFD Chapter, then pass AIFD's online test, and become an AIFD Certified Floral Designer! Congratulations to the newest class of CFDs as of August 17, 2018:

Loren Luther CFD

Peggy Chan CFD

Sandy Bacon CFD

Rattawit Changlek CFD

Hannah Zander CFD

Pamela Ang CFD

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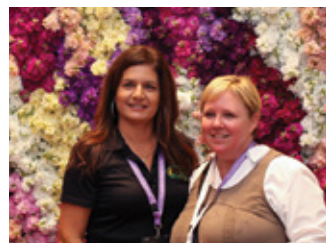
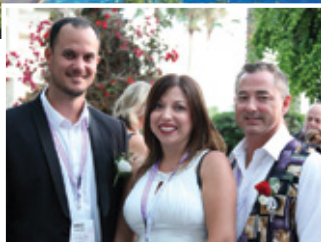
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What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Laurel Hollopeter AIFD, CFD

Hard to believe the holiday season is upon us. What new trends, tricks and tips have you picked up from summer and fall shows to set you apart from the rest?

The holidays are a time where you set yourself apart from others. Go big and bold in your holiday displays. Be proud of what you do for your customers, brag about it on social media, you just might pick up another client looking for something similar or even more stunning!

Don't let the big box stores steal your poinsettia and other holiday sales. Show spectacular upgrades of poinsettias, fresh wreaths and more. You know your customers' needs and wants, put it out on display for others to purchase and enjoy.

Holiday items are out in many stores already. Are yours on display or in the back room in boxes waiting for "some day" to be displayed? Start small and "tease" your customers with a little at a time. Before you know it, the product is all out on display and you lessen the chance you might have to reduce it in price as the holiday season comes to an end. Start small, go big and watch the sales begin! Our customers see it earlier each year in other stores, it's time we capture these sales for our industry. Besides you lessen your stress level as the actual season comes and goes.

What will set you apart from the rest this season? Plan and execute a perfect holiday season now. Happy Holidays to everyone!

South Central Chapter

President's Letter

Lisa Weddel AIFD, CFD

The weather is FINALLY changing here in beautiful Colorado and I welcome the cooler weather, Aspens turning golden and Homecoming, Halloween, Thanksgiving and Christmas following quickly.

South Central is busy making plans for our annual Design Forum. We are looking forward to revealing our location and the super, fantastic designers that will showcase their talents for us. Once again, we will host the SC Cup. This year's winner will be in store for an ultimate prize---general registration to Symposium.

By print time, **Arthur Williams AIFD, EMC** will have organized a star studded, entertainment filled program at the Denver Art Museum in Denver, Colorado. Featured designers from throughout our region include: **Bill Hattel AIFD, Kari Smith AIFD, Stacey Carlton AIFD, Cindy Anderson AIFD, Sheryl Timmermann AIFD, Cherry Silverman AIFD** and of course, **Arthur Williams AIFD**. What a talented group of artists in one location!! Proud of all of you.

Meanwhile in Missouri, **Lesleigh Cravens AIFD** and the Mizzou student chapter received approval for a study abroad program to Holland. Two University of Missouri students also received AFE (American Floral Endowment) scholarships/internships. University of Missouri has much to cheer about.

Looking forward to cornucopias and Christmas trees; this is my favorite time of year. I'm hoping that our SC members will continue to prosper this holiday season and I look forward to seeing many of you at our Annual Design Forum in the spring.

Northwest Chapter

President's Letter

Louisa Lam AIFD, CFD

Autumn in the North West region is spectacular! Fall is my favorite season of the year! Temperatures are cooling down and all the trees turn into a beautiful array of colors.

What a better way to kick off the season with an amazing Annual Gala Show on September 30th at United Floral Inc, located in Burnaby BC, Canada. A team of three Canadian designers, **Paul Jaras AIFD, Alexis Macleod AIFD, and Louisa Lam AIFD, PFCI**, partnered with Porjo Koppi from Helsinki, Finland, and **Bert Ford AIFD, PFCI**, from Salem, New Hampshire. This group of talented designers got together to present an all day design show and hands-on workshop to a big crowd. An awareness both had been set up at UFI during the gala event, members of our region were on scene to help with promoting AIFD to the show attendees.

Moving into November, to celebrate the beauty of chrysanthemums and recognize the floral art and creative talent of the floral designers in the Pacific Northwest, we have the Ninth Moon Floral Design Showcase at Lan Su Chinese Garden, in Portland, Oregon, from Nov 2nd to 4th.

During the event, designers are invited to compete with their entry including chrysanthemums as part of their designs. This year, the garden will be featuring three wonderful designers, **Greg Lum AIFD**, **Jeanne Ha AIFD**, and **Lily Chan AIFD**. They will be demonstrating to the public in a premiere evening and also throughout the whole weekend.

In our Northwest region, we have a big group of hardworking members, we are offering our valuable time together to make a difference, and our goal is to provide education to the industry and also to the region that we are all proud of.

Enjoy the fall season and the beauty it brings! Thanksgiving and Christmas are the most wonderful times of the year, I am sure many of you will agree.

On behalf of Northwest Chapter, I wish you all a successful, happy and safe Holiday Season!

Southwest Chapter Report

President's Letter

Katie McCormick AIFD, CFD

What an exciting year we have planned for the Southwest Region. May the changing of the season fill you with positive thoughts & anticipation for the upcoming holidays. Having grown up in the Mid-west, my favorite season is fall. I always begin migrating towards fall colors around this time as it reminds me of the trees changing colors of red, yellow, & orange. I hope this message finds all of you doing well as we enter into our fall and winter seasons. The melodies of the oh-so-favorite holiday music are just around the corner!

We are in the midst of planning our first workshop for the chapter followed by two more workshop/programs for the spring of 2019. Our first event for the chapter was creating and keeping the flower displays looking fresh and beautiful in the heat of September at the Los Angeles County Fair. The overseeing and leadership of **Jim Hynd AIFD** and **Jim Blythe AIFD** was outstanding and also featured work of a couple of our regional designers including: myself, **Pam Null AIFD** and **Yoshi O'Connor AIFD**. The Flower & Garden Pavilion showed outstanding work representing "Flowers of the Southwest Today".

As I mentioned, we are in the midst of planning out our events. Save the date for the following: October 23rd, 2018 – Las Vegas –Location: Floral Supply Syndicate – Planner: **Kenneth Snauwaert AIFD**

March 24th, 2019 – Irwindale –Location: Fiesta

Parade Floats featuring 2 amazing designers –**Ania Norwood AIFD** & Shawna Yamamoto of Brea, California.

Planners: **Yoshi O'Connor AIFD** & **Nicholas St. Clair AIFD**

April 6/7th– Phoenix, Arizona –Location: Askren & Sons – Designers (TBD)

Planners: **Debbie Kenney AIFD** & **Shonda Cunningham AIFD**

Stay tuned for more updates on these events as we work out the details! You don't want to miss out on them! Thank you to the hard work already put in by regional members to make these events successful.

We are always continuing to look for future board, committee and volunteer members to participate at events and the upcoming symposium held in Las Vegas. This will be a perfect time for members to join in and get involved. Don't hesitate to email and let me know if you would like to be involved!

Our PR and Marketing committee is always looking to feature your work in our Design in Line e-magazine so don't be shy if you have a wonderful event- just take pictures and send them in to us in JPEG format. I would love to hear from our Southwest members with how we can grow and address the needs of the changing industry.

I'm looking forward to an exciting and rewarding 2018-19 experience for all. Let's ignite the passion and inspiration as we welcome ALL to our region for "Awaken" Symposium 2019 in Las Vegas.

North East Chapter

President's Letter

Dot Chenevert AIFD, CFD

Hello to North East Members

The Importance of Sitting in the Front of the Bus
Several years ago, my family and I went white water rafting on a fast running river in Colorado. I had the good fortune to sit in the front of the bus on the way to the site. They gave instructions on what to do if you tip over, which is not going to happen, and what to do if you find yourself in the water, which is not going to happen. But if it does, which it won't, they instructed you to not try to swim or stand but float and head in the direction the water is flowing.

As it turned out, I did end up in the water, which I was told would not happen, and rushed down about 200 yards in this wild river before I was rescued. Quite a ride!

So, what does this have to do with us in the flower business? To be honest, not much. However, how many times have you sat in the front row at a design

show so as not to miss anything? How may time have you sat in the front row of a non-floral presentation and received a gift for sitting in the front row? Our desire to know what is going on and how to do it is one of the things that sets us flower folk apart. Hopefully, this ability will also prepare us to withstand the improbable from sending us under.

The holidays are coming and then starts the mad rush until Mother's Day. Being prepared, listening and learning from those who came before us becomes critical on whether we are successful. There is no need to reinvent the preverbal wheel when someone has already done it. Taking that wheel to the next level is what is fun and necessary for our creative survival. So, get ready however you can. Check videos on youtube, get out those magazines you have been meaning to read, or call your local shops to see what they are doing to get ready. They are not your competition and if your help each other, you will all be stronger.

The Pop-Up Series has been started and we are looking at holding our first one in January, 2019. Then we plan on 3 more for that year. The goal is to get around to each state in our US chapter and eventually further. These first few will be in conjunction with a wholesale house. We will give you plenty of notice since they will be fully hands on classes with amazing designers.

Southern Chapter

President's Letter

Carol Inskeep AIFD, CFD

Hi All- News for Southern Chapter!

Our fall started with a fabulous event following our board meeting, in Bethesda, MD. "Celebrate Local - A Feast for the Senses" was a collaboration with the local floral association IFDA and Southern Chapter AIFD. Open to the public, the evening consisted of local flowers growers, local wineries paired with floral designers who interpreted the wines using the local grown flowers! There was floral, food, fellowship and of course wine! Good time was had by all with a little consumer awareness thrown in!

Many thanks to the growers: Rose Bud, Plant Masters, Hidden Hills, Wollam Gardens, Dilly Dally and Friends and Potomac Wholesale for their participation.

Wineries: Elk Run and Knob Hill and Bradley Food and Beverage and Snyder's.

Designers: **Michael Whaley AIFD, Jeanne Ha AIFD, Jennifer Litterest AIFD, David Shover AIFD**, Michelle Rhodes, Anne Bucher and Kristen Lousie.

Co- Chairs: **Terry Godfrey AIFD** and **Ellen Seagraves AIFD**.

Also this fall, Southern Chapter had a representation at the National FFA Floriculture CDE in Indiana. Southern is very proud to be a part of this organization and to share our knowledge of floral design to the next generation! Thank you **Randy Wooten AIFD** for heading this up and to all who participated.

Looking forward to our winter schedule that will include a program and student competition at our own Mississippi State!

From Southern Chapter, wishing everyone a very Happy Holiday season!

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TERRE HAUTE, INDIANA FLORIST WINS SEVENTH ANNUAL FTD MAKEOVER MAGIC CONTEST

August 14, 2018, Downers Grove, IL – FTD proudly announces that Maggie & Moe's Poplar Flowers & Decor in Terre Haute, IN, has been selected as the winner of the seventh annual Makeover Magic contest. This family-run shop will receive a complimentary visual merchandising makeover spearheaded by FTD Education Consultant and design expert **J. Keith White AIFD**.

After reviewing more than 100 entries, Poplar Flowers & Decor stood out to the selection panel for new owner Molly Barrett's enthusiasm to make updates to the shop's sales and design areas. The shop has been in the same location since the 1960s with very few updates. Barrett is also going to leverage the makeover as an opportunity to attract new customers to their location. "As new owners, our goal is to drive more traffic into the flower shop by creating a warm and inviting showroom which showcases all of our flowers and gifts," Barrett wrote in her application. "Currently, we only display a handful of arrangements in the cooler. I would love to see a way to display fresh cut flowers in buckets to drive additional sales."

Barrett and her team are now working closely with White to develop a plan for revitalizing and refining the shop's merchandising to help them meet their goal of driving more traffic into the flower shop. "We've worked so hard over the last seven months to give the shop a new look, but there is so much more to be done. Everyone at the shop is so very excited that FTD is going to help us take our business to the next level."

The makeover took place in September and was documented on FTD's Facebook page, www.Facebook.com/MercuryNetwork.



Photo Credit: FTD Facebook page www.Facebook.com/MercuryNetwork

TOURNAMENT OF ROSES® ANNOUNCES 2019 FLOAT JUDGES

PASADENA, Calif. (September 18, 2018) – The Tournament of Roses has selected Preston Bailey, Michael E. Berry, and Kimberly Oldis AIFD to be float judges for the 130th Rose Parade® presented by Honda. The judges will grant awards based on many criteria including creative design, floral craftsmanship, artistic merit, computerized animation, thematic interpretation, floral and color presentation and dramatic impact.

The 2019 Tournament of Roses President Gerald Freeny will announce the award-winning floats the morning of January 1, 2019, on the front steps of Tournament House.



Kimberly Oldis AIFD has been involved in the floral industry for over 44 years, including 21 years as a member of The American Institute of Floral Designers. Kim serves as the Past President for the AIFD National Board. She previously held many elected offices in the North Central and North West Regional Chapters of AIFD. In 2008, Kim was the AIFD

Symposium Chairman in Chicago. Volunteering for the Institute is her contribution to the floral industry.

Kim was involved with the Rose Parade from 2005 – 2010 as a Rose Parade float designer with Charisma Floats. Most recently she had volunteered as a designer with Cal Poly. Through Charisma, she had the privilege to be on the floral design team at the Academy Awards® for four years. Kim had the honor to design for the 2004 Presidential Inauguration in Washington, D.C. and was invited to design in 2015 at the White House.

Currently Kim is a free-lance and event designer. For 16 years she owned Kimberly's Flower Shop in Glen Ellyn, IL. From 2001 – 2007, she was the Assistant Director of the Chicago Flower and Garden Show. Engage, Educate and Enlighten is the mantra that drives Kim's floral mission; floristry is her passion.

XO Group, Inc. to Become Privately Held Company and Merge With WeddingWire, Accelerating Growth Within Global Wedding Industry

New York, NY - September 25, 2018 -- XO Group Inc, the operator of The Knot, a leading digital marketplace connecting engaged couples with wedding professionals, announced that it has signed a definitive agreement whereby XO Group will become a privately held company and merge with WeddingWire, Inc. in a transaction valued at \$933 million.

The combined company will maintain both brands, The Knot and WeddingWire, as separate consumer products so that couples can continue to enjoy both offerings, while delivering enhanced value to wedding professionals and partners across the globe. Following closing, XO Group CEO Mike Steib and WeddingWire CEO Tim Chi will serve as co-CEOs of the combined company.

"Eleven years ago, we started WeddingWire with a deep commitment to help engaged couples plan the most important day of their lives," said Tim Chi, co-founder and CEO, WeddingWire. "This is a tremendous opportunity to further our commitment by accelerating innovation and creating the best wedding planning experience - benefitting engaged couples, wedding professionals, our employees and the global wedding industry."

2nd Annual Flower Love Video Contest Launches October 1

Sponsored by Floral Marketing Research Fund (FMRF) and American Floral Endowment (AFE), the contest aims to inspire creative videos from anyone and everyone who loves flowers, and promotes the use and giving of fresh flowers.

Submissions should be 30-60 second videos that may be skits, animation, surprise moments, musicals, testimonials, or other types of videos, as long as they feature and promote fresh flowers. The top 10 video finalists chosen by a selection committee will be eligible for the \$4,000 grand prize and two honorable mentions of \$500 each. The contest website goes live Oct. 1 and the submissions will begin to be accepted the same day. The deadline for submissions will be Dec. 2. Finalists will be announced and public voting will begin on Dec. 12. The official winners will be announced in late January.

New Web-Based Marketplace for the Floral and Event Industry Launched



Florastaff.com is a new, web-based marketplace where freelance designers working in the floral and event industry can connect with floral and event companies who have staffing needs.

Renee Tucci, AIFD, PFCI leads the startup and was compelled to start the business to answer the burning question "Why isn't a

service connecting talented and passionate folks with busy and driven companies available?" Renee's philosophy is that those who are talented and those that are hiring should have a place where one can Get That Gig! There is so much creativity and business blooming out there, there's no reason that either side of the equation should have to struggle and wonder.

Launched in September 2018, FloraStaff was developed as a platform that allows freelance floral staff to establish a detailed web-based profile to post to the FloraStaff Database. That's where floral and event companies can find them. In addition, floral and event companies can post upcoming job opportunities that will be available for all FloraStaff members to see.

Florastaff does not try their hand at match-making, they strictly provide the service where each side of the equation can find the other. Renee has received overwhelming positive feedback from all areas of the floral and event industry nationwide with this concept. FloraStaff's goal is to bridge the gap between those looking for work and those hiring floral and event staff. As a successful manager of a busy floral shop and a keen observer of the floral industry, Renee knows what it is like to have a desperate need to fill a skilled floral position for a big event.

Please be sure to visit FloraStaff.com for more information or send an email to Renee at renee@florastaff.com.

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www.ohanamarket.com

BloomNet
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www.cafgs.org

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www.cffc.org

Candle Artisans, Inc.
www.candleartisans.com/pages01/main.html

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www.connieduglinlinen.com/

CSS Industries, Inc. (Lion Ribbon, Berwick Offray, Hampshire Paper)
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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
floralgreensfarmersofflorida.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

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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

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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

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continued from previous page

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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

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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

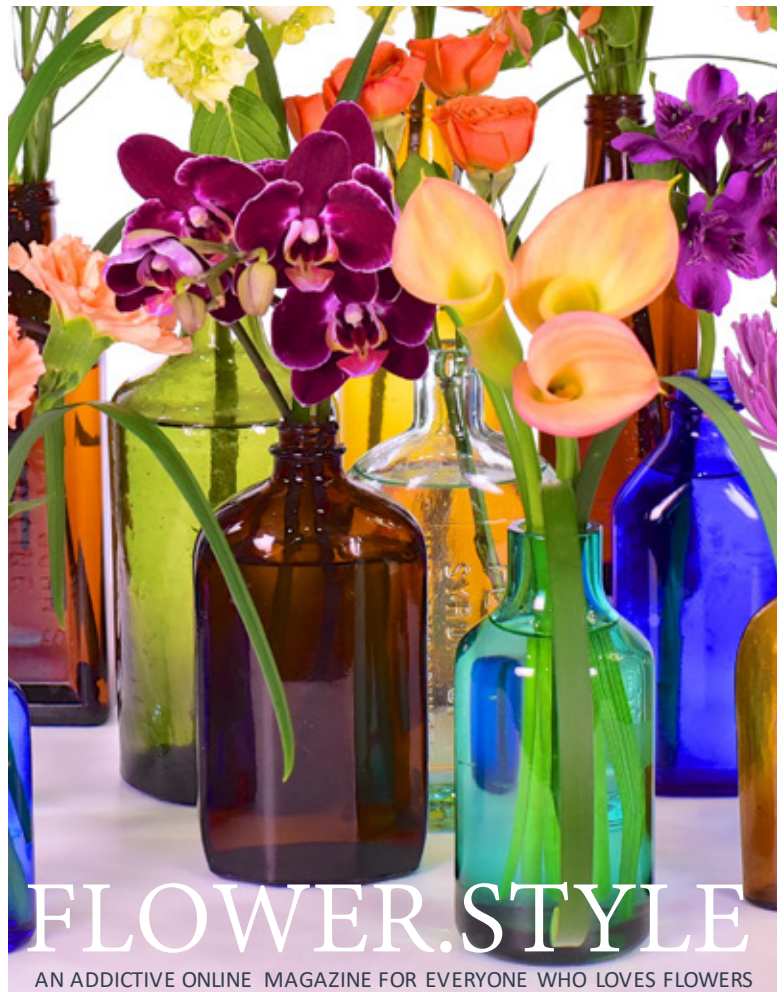
Teleflora Scholarship Acad.
www.myteleflora.com/scholarship_academy.aspx

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>

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Florida State Florists Workshop and Testing (FSMD)
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Georgia Master Florist
www.georgiastateflorist.com

Illinois State Florist Association, Illinois Certified Professional Florist
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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

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www.sdfiorists.org

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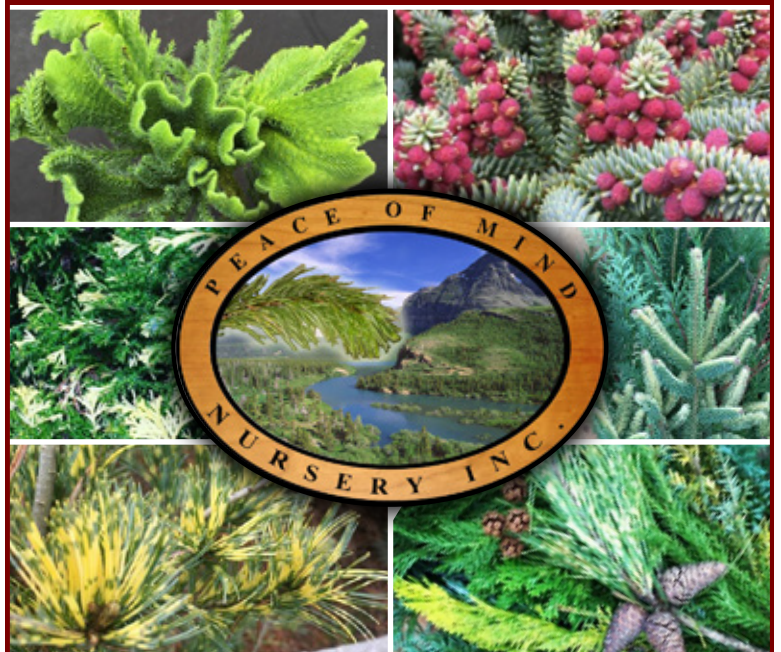
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AIFD News & Notes

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.

2018-2019 Life Contributors

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

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Alan Parkhurst AIFD, PFCI, CFD

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Cumulative Recognition

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

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

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

*Recognized posthumously

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.

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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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:

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





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