



Focal Point

Growing

By Wil Gonzalez AIFD, CFD

We just saw the 50th Anniversary of AIFD come and go. A bit of fanfare and an opportunity to look back at where we started, where we've been and a chance to look forward at where we want to be as an organization. It started with a group of like minded artists and it could have just fizzled and blended into obscurity. It didn't. Turns out there were more folks just like them, just like you. Creative people full of passion that chose to organize. They did something right and were followed by others that helped this group of artists stay organized and grow. I believe that is one of the things AIFD has done right. To grow in a thoughtful, steady manner.

As an organization, I have found that AIFD finds ways for its members AND potential members to be successful. From the very precepts of the Professional Floral Designers Evaluation (PFDE), a performance evaluation, the goal being to score high enough, it all is done to favor the candidate. As an organization looking to uphold standards, it does so without the air of exclusivity. AIFD's Certified Floral Designer (CFD) program continues to grow, providing national recognition of their skills as a floral designer while they work towards AIFD accreditation. The Mentor Program furthers this messaging by giving guidelines to members to help other designers level up with consistent standards and a solid vocabulary. This messaging from members has increased the success of candidates at the evaluation session.

Continuing Education Units keep us open to learning more. This keeps us fresh and relevant as designers. As one way to earn CEU's, AIFD members are encouraged to participate at the chapter level where there is consistent, local support structure in place to continue not only growing AIFD, but to increase industry and public awareness of the education that AIFD provides to floral artists. We weren't born board members (some might beg to differ), but this gives members tools to 'have a meeting', 'set an agenda', 'develop a working budget', whether it be for a program or for an annual chapter budget, and set goals like putting on a program. This level of supportive organization gives our members a practical, applicable education in organizational structure and process. These are meaningful tools to be successful in our own business or when working with the general public in our own local community organizations.

AIFD has been able to successfully engage our members to grow as evaluators. The Certified Judge/Evaluator Program gives further value to our members. We can give back to AIFD by participating in the PDFE and we can take this recognized evaluators certificate and be evaluators or judges in our local communities with the general public as well as nationally recognized events.

Inside

New "Awaken" Details - 5 & 7

AIFD Board Report - 9

Everything You Need to Know
About Evergreens - 15

Call for Award Nominees - 17

continued on page 3....

Focal Points 1

American Institute of Floral Designers

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Joyce Mason-Monheim AIFD, CFD

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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

December 8, 2018
Holiday/Christmas Workshop
Mellano & Co. - Santa Ana, CA

February 26 - March 2, 2019
Floral Designer Certification Preparatory Class
Houston School of Flowers

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



"Some of the best opportunities I have had in our organization stem from volunteering. These opportunities have opened my heart, my mind and taught me so much about our industry. "

Why is AIFD so important to all of us? Why did we take the steps to join? These are questions that we all have in common, and many of us would agree that it might be **Opportunities for Growth**.

Growing can mean many things, but one of the best opportunities for growth happens every year during Symposium. What you might not realize is Symposium is filled with opportunities to volunteer and a chance to branch out, try something new and help the organization at the same time. Make sure you take advantage of these opportunities in Las Vegas.

What do you get in return for offering a few hours of your time? I can speak from experience that some of the best opportunities I have had in our organization stem from volunteering. These opportunities have opened my heart, my mind and taught me so much about our industry. Many of the people I have met while volunteering have become cherished lifelong friends.

Now is the perfect time to make a commitment to help in Las Vegas in some capacity. Signing up is easy to do; go to aifd.org and click on Events in the green bar. Click on 2019 Symposium and scroll down to Volunteer. Click to open the AIFD Volunteer Form. You will be given quite a few potential choices and specific opportunities on the form. Submit the form to the Symposium Chairs listed on the bottom of the form. Signing up is quick and easy, don't miss out, this is where the fun happens!

I can feel the anticipation and excitement building as plans for our 2019 Symposium "Awaken" are taking center stage. **Joyce Mason Monheim AIFD, CFD** and **Brian Vetter AIFD, CFD** are doing an awesome job creating not only a fun filled and action-packed event for us in Las Vegas but a floral "experience" that is sure to be a hit. Both Joyce and Brian are industry veterans and have carefully crafted a winning line-up of dynamic speakers, workshops and some great surprises. This event is not to be missed! Remember that Las Vegas might be hot in July, but in the comfy Paris hotel the only thing HOT will be our Symposium! Pack a sweater just in case.

Finally, make sure you check out the details for the hands-on class with the world-famous floral designer Gregor Lersch. This workshop is sponsored by the AIFD Foundation and will immediately follow Symposium on Thursday, July 11th. Gregor is in demand all over the world. He is recognized for his workshops, books and unique design style as well as his entertaining lectures. He has filled our workshops many times in the past so make sure you sign up for your space before it sells out!



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

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And finally, there is the opportunity to network with other members. Members that work in different areas of the industry and different areas in the country. For members just starting or that live in small communities, you have the chance to freelance and work at a higher level. Perhaps event work, set design, seasonal work in a high volume holiday situation, maybe work on an awards show like the Academy Awards, the Emmy's, maybe the Kentucky Derby, the Philadelphia Flower Show, White House or the Tournament of Roses Parade. Living in a rural setting myself, I've taken advantage of some of these opportunities and it has elevated how my customers and potential customers view my skill level.

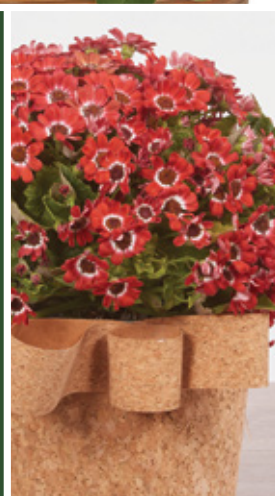
There is a saying that staying on the sidelines might give you a good view of the game, but to succeed you have to get into the game and play. I have personally found that what you put into AIFD, you get out of AIFD. I have seen AIFD successfully grow as an organization and have witnessed its ability to help me grow as a designer and as a business. As a member, I hope to continue growing as a designer and continue AIFD's successful growth well into the future.



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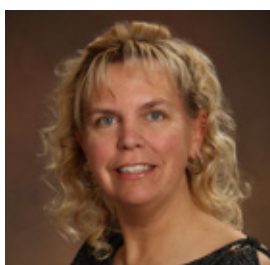
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AWAKEN

Take a look at some of the exciting presentations coming to the 2019 Symposium "Awaken." Stay tuned to future issues for more information on our designers and programs. Information can also be found on our website at <https://aifd.org/2019-symposium-awaken/>.

MAIN STAGE PRESENTATIONS - MORE TO COME!

DENISE GEHRKE AIFD, CFD, PFCI



FOREVER REMEMBERED

Let's take a moment of reflection with a celebration of lives lost. As designers we are called upon regularly by families who have lost ones, asking us to remember someone's life with flowers. Our challenge is to continue to create personalized floral tributes that are fresh and memorable. This inspirational program will "Awaken" the designer inside all of us...to look at sympathy designs in a whole new light.

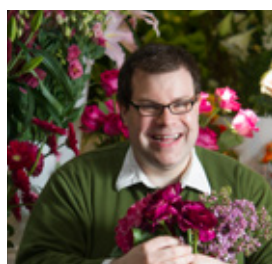
SHONDA CUNNINGHAM AIFD, CFD and GALINA MIHALEVA



BLUR

Sit back and watch as Floral Artist Shonda Cunningham and Couture Designer Galina Mihaleva conspire to "Awaken" your imagination with their unique and innovative wedding collection. Their designs feature environmentally friendly materials and fabric technology. Their inspired originals are devised to evoke strong emotions from those who choose to express themselves freely, holding nothing back! As the creations are revealed, you will experience wonder as these two blend the rules of floral and fashion, blurring the lines of two art forms into one.

MICHAEL DEROUIN AIFD, CFD, AAF, PFCI, CAFA



WEDDINGS: AN INNOVATIVE VISION

A refined approach to creating modern yet sophisticated designs that will elevate the ceremony and reception. Experience the process from concept through execution with an emphasis on mechanics. Maximize your value exponentially by providing your clients with inspired floral design that is yours exclusively.

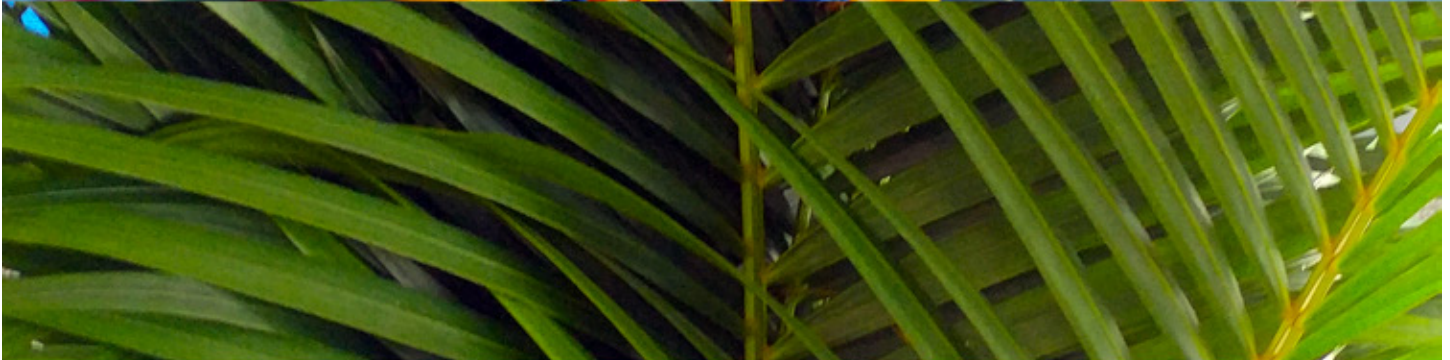
KEVIN YLVISAKER AIFD, CFD, PFCI, CAFA



BATTLE OF THE PRINCIPLES & ELEMENTS

The Battle of the Principles & Elements is like no other program ever presented at an AIFD Symposium. Filled with excitement, fun, and even audience participation. I can't give too much away but with a cast of 15, you won't want to miss the Battle!

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AWAKEN

A SAMPLING OF AVAILABLE WORKSHOPS

JULIA MARIE SCHMITT AIFD, CFD



AWAKEN YOUR INNER ARCHITECT: STRUCTURES, CONSTRUCTIONS AND ARMATURES

The Heart of good designs is the “bones” of the creative concept. AWAKEN your inner Architect and unlock the innovative possibilities to constructing creative, unique and quality Floral Art. Stimulate your artistry by building your designs on the foundations of Constructions, Structures and Armatures. This journey will inspire, motivate and AWAKEN the Engineer -designer waiting to emerge from within.

SHARRAI MORGAN-FAULKNER AIFD, CFD



FUN WITH FOLIAGE

Awaken to all the fun you can have with foliage! Get your hands in and on some fabulous foliage as you learn about manipulation mechanics and creativity engagement. You will practice the art of leaf lounging and petal play to spark your inspiration and get your creative juices flowing. You will create different manipulation techniques and then apply them towards a finished floral design composition. Please bring your basic floral tools to class.

BILL MCKINLEY AIFD, CFD, ICPF



PARTNERS IN MOTION: LINE & RHYTHM

What happens when partners combine their best traits? A dynamic potential is unleashed! Attentive use of the element of design LINE, paired with the deliberate use of the principle of design RHYTHM results in exceptional visual motion. Learn how to effectively use LINE and RHYTHM to distinguish your floral creativity as they work of a true professional in the hands-on workshop. Participants will practice their own design skills using these PARTNERS IN MOTION.

MARY PHAN



THE SKETCH BOOK SERIES

The Sketchbook Services is a collection of one-of-a-kind luxury sketching experiences for creative professionals offering a unique approach towards how creatives bring their ideas to life. By leveraging sketching as a tool, we can engage with our imaginations to deliver concepts and messages in an artistic way, as well as empower collaborations with better communication skills to bring greater impact in the work of Design. Learn to sketch and create masterful art with some of the industry's most elevated design talents and leaders. The Sketchbook Series community welcomes you! All supplies are included.



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AIFD Board Report

By Kristen Philips, CAE, Executive Director

Your AIFD National Board of Directors got to work at their fall meeting, which took place on October 8 in Chicago, at the Hilton Chicago – the site of our 2020 National Symposium!

In attendance were **Frank**

Feysa AIFD, CFD, Jackie Lacey AIFD, CFD, David Shover AIFD, CFD, Laura Parker AIFD, CFD, Sandy Schroeck AIFD, CFD, Kim Oldis AIFD, CFD, Janet Black AIFD, CFD, Ron Mulray AIFD, CFD, Pete Samek AIFD, CFD, Wil Gonzalez AIFD, CFD, BJ Dyer AIFD, CFD, Lynn Lary McLean AIFD, CFD, Kenneth Snauwaert AIFD, CFD, Jacob McCall AIFD, CFD, Todd Sweeden AIFD, CFD, Joyce Mason-Monheim AIFD, CFD, Rachelle Nyswonger-Neal AIFD, CFD, Stephanie Bruno and Kristen Philips, CAE. Also in attendance as a guest was 2020 Symposium Program Coordinator **Deborah De La Flor AIFD, CFD.**

President Feysa called the meeting to order at 8:30 a.m. and he thanked **Pete Samek AIFD, CFD** for the beautiful floral arrangements at the board table.

After approving the agenda, past board meeting minutes, and consent agenda, the meeting opened with Ms. Parker who gave her treasurer update, including details about the year-end financials from 2017-2018, and the current year's financials as of August 2018.

Mr. Feysa and Ms. Philips covered several areas under the President & Executive Director section, including AIFD's exciting participation during the FTD World Cup, which will include a dynamic educational presentation on March 2, 2019 during the Philadelphia Flower Show just prior to the FTD World Cup semi-finalists being announced. It was agreed to approve an appropriate budget for AIFD's participation in this amazing opportunity.

Ms. Philips then reminded the board that beginning in 2019, no longer would a stipend check for a set amount be given to board members for board meeting travel costs, but now a direct reimbursement for up to \$900 would be given only when the appropriate receipts and documents are received by Headquarters. This change was made on behalf of the Institute's legal counsel.

The conversation moved to Ms. Philips recent attendance at SAF and the value brought forth due to her involvement, as well as several suggestions of how she thinks AIFD and SAF could work together more for the betterment of the industry.

Ms. Philips noted the need for an ethics complaint procedure and it was agreed to form an ad hoc committee to review such a process with the guidance of legal counsel.

After ongoing communications between AIFD and the Foundation, Ms. Philips noted that legal counsel advised the Institute to have an Affiliation Agreement with the Foundation, which Ms. Philips agreed to discuss with the Foundation in addition to recommended updates to the Partnership Agreement between the Institute and the Foundation outlining the benefits given to the Foundation each year by the Institute.

Onto membership, a very important piece of business at each board meeting. Membership Chairperson Schroeck presented her report along with status updates of membership renewals and asked that the Regional Chapter Representatives to this Board contact those on the delinquent list to remind them to pay their membership dues.

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She also discussed the challenges due to lack of man-power when setting up for the PFDE, particularly on years when PFDE registration is high, and several ideas were discussed for how more man-power could be added. Mr. Feysa asked that Ms. Schroeck meet with her committee to discuss other ways to make the job of the Membership Committee less physically arduous and present to the Executive Committee for review.

In an exciting moment, and on behalf of Janet Gallagher and the Student Membership Committee, it was voted to approve a new SAIFD Student Chapter, named the "Dr. James M. Martin" Western Kentucky University be formally accepted as an AIFD SAIFD Student Chapter.

As well all know, National Symposia is the focal point for so much of what AIFD does, and a large portion of each board meeting also focuses on planning for these massive events. Ms. Mason-Monheim reported on details regarding the upcoming Symposium "Awaken" in Las Vegas, NV, as well the budget which was approved by the board. Ms. Schroeck and Ms. De La Flor revealed their logo and theme for the 2020 Chicago Symposium, which was also approved by the board. It was then voted and approved to accept

the Vice President's recommendation that **Carol Inskeep AIFD, CFD** be appointed the 2021 National Symposium Coordinator and that **Ron Mulray AIFD, CFD** be appointed the 2021 National Symposium Program Coordinator. AIFD members are in great hands with all of these wonderful leaders and their creative visions for Symposium!

Finally, a group discussion took place amongst the members of the board, who shared thoughts regarding what they thought the Institute was doing well and could continue to build on, and areas that they thought the Institute may be able to improve upon, such as technology, promoting more education, cross-promoting within the industry, etc.

Your National Board of Directors continues to work hard throughout the year to represent the AIFD membership's voice and steer the ship in the right direction for the present and the future of the Institute. If you see a board member, thank them for their time and commitment! Our next meeting will take place on March 18, once again at the Hilton Chicago, as we also bring in our Chapter President-Elects, Finance Committee, and several incoming Committee Chairs.



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Contribute



The AIFD Foundation is a 501(c)(3) public charity. The AIFD Foundation will provide a receipt that may be reviewed with your tax advisor.

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Valentine's Day Buying

By: Lisa Weddell AIFD, CFD

Looking to our very near future, it's that time of year....Valentine's Day. What's new, what's trending, how do you make it through?? I reached out to a great friend for their thoughts from a wholesale prospective.

"Of course red roses are still the number one favorite but we are seeing more colors being used. Last year, pink was a strong color, too. New varieties are harder to get at holidays because there is usually limited production until they take off or get established."

Garden roses see a little surge but that tends to be more for the high end and trendy shops. Big tip- order early - can't stress that enough, don't rely on carrying an abundance of product. I would also like to touch on why roses are so expensive during that holiday. The reason is, of course, it's the single busiest day for red roses and everyone has to have them on that single day, unlike other holidays where it's a longer time span. Also, the weather plays a factor, the sun does not shine as long this time of year and makes the growing conditions less favorable."

Thank you **Bill Hattel AIFD, CFD** for sharing your thoughts.



Look Who's Talking About AIFD

AIFD has been featured in the press recently and we wanted to share the good news with you! There have been so many we can't list them all here so take a look at the recent AIFD press clippings at <http://aifd.org/2012/01/pressclippings/>.

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AIFD Southwest Chapter Makes Impressive Showing at Los Angeles County Fair

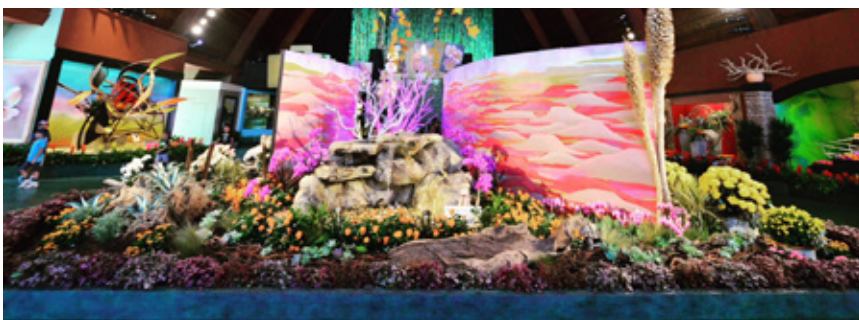
By: Katie McCormick AIFD, CFD

Members of the AIFD Southwest Chapter showed Los Angeles what they were made of by creating fabulous designs for display at the Los Angeles County Fair that took place from August 31st - September 23rd, 2018.

Thanks to the extraordinary efforts of show coordinators, **Jim Hynd AIFD, CFD** & **Jim Blythe AIFD, CFD**, who put together their ideas and an outstanding design team to showcase work representing "Flowers of the Southwest Today". The design team consisted of member **Katie McCormick AIFD, CFD**, alongside and with the wonderful designs of **Luis Calderon CFD**, and active floral designers in the industry - Debbie Deis, Richard Carmona, and Stacey Yuccas.

This year there were 4 small vignettes geared specifically to AIFD Southwest regional designers and featured the work of **Pam Null AIFD, CFD** and **Yoshi O'Connor AIFD, CFD**.

The designs were changed out to keep freshness & beauty week after week, and each time was better than the last! Thank you to all of you who devoted your time and energy to our region at the fair. A stupendous representation of AIFD.



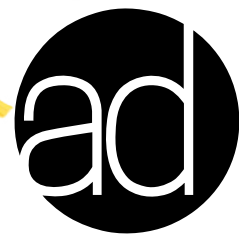
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Everything You Need to Know About ... Evergreens

By Sabine Green AIFD, CFD



'Tis the season for hot cocoa and teas, bells ringing, and beautiful scarves. This means that for the floral industry, it is time for the sticky, sappy, intensely scented evergreen parade. Post-season we will curse them as we clean the layers of sap from counters, tools, and shop decor. However, this family of products is iron clad when it comes to performance and longevity.

The list of products in the evergreen class is extensive, including pines (*Pinus* spp.), junipers (*Juniperus* spp.), fir (*Abies* spp.), cedars (*Cedrus* spp.), Arborvitae, and Australian pines (*Adenanthos* spp.). Each has a uniquely wonderful texture, form, and color to them, and most have similar post-harvest care and handling, making them easy to mix and match for the holidays. Additionally, boughs (yes, this is the proper term, rather than branches) can be ordered with the reproductive structures, such as cones, attached to them.

When working with evergreens, remember they are fairly tolerant of temperatures, and will take the ice outside of your back door, or some warmth from the showroom floor, almost equally well. Ideally, they should be stored in a dry cool place, at 34 degrees F or lower. The downside of working with these guys is that they are slightly allelopathic, meaning that they exude toxins which cause deterioration of other plant materials that share the same vase solution. The worst for this dynamic, to include the Ponderosa, Scotch, and the Western White Princess boughs.

Most evergreen producers pre-dip their products before shipping to brokers and retailers. A combination of an ethylene block and a preservative with carbohydrates is used to give a quick boost to the boughs after they have been cut from the mother plant. This elongates the storage life significantly, leaving vase life up to 4 weeks for some products. Therefore, if you are considering purchasing a cut evergreen tree to "chop up" on your own, inquire if the product has been treated in a similar manner. Performance is important, and for some products, there is a significant difference when post-harvest treatments are skipped. Know your product, ask questions, contact the growers if need be. In-shop care includes keeping them cool, spraying them with water (or just soaking them in a cold water bath). They can be dry stored, and tend to reject common cooler molds when stored in a box with a slight bit of moisture.

Basic botany with this group of products; all of them have what we commonly call "needles," which for some species are not entirely true needles. Pines have needles held in a small, papery follicle which attaches to the branch. Firs and spruce, on the other hand, attach directly to the branch without a follicle. Telling a spruce from a fir is easy, as the spruce will have round, stiff needles. The fir will have flat needles which are far more flexible than the spruce. And the juniper and cedars don't have needles at all, but something botanically known as "scales." These structures appear to be like needles, but are layered. If you carefully inspect them, they look like fish scales. My favorite of all of these is the hanging incense cedar with the golden tips, often called the Port Orford Cedar. The weeping form with the tiny pop of gold coloring makes it so wonderful to work with. (It also smells amazing, in my opinion.)

So, get your goo-gone out to clean up your tools, and settle in to the season for some wonderful scents with this wintery group of products. A happy winter to all, as you create for others, and celebrate with loved ones.



Speak-Up:

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in a Socially Connected World

with *Sharon McGukin*
AIFD, AAF, PFCI

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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

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



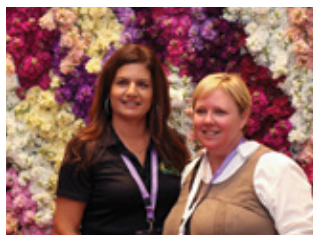
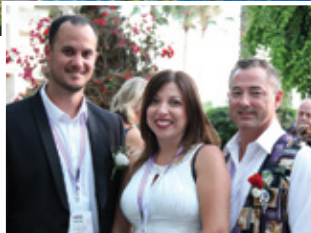
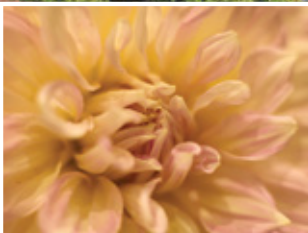
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Floral designers can attend and successfully complete the appropriate floral design education programs at an AIFD Education Partner, approved State Floral Association or SAIFD Chapter, then pass AIFD's online test, and become an AIFD Certified Floral Designer! Congratulations to the newest class of CFDs as of November 14, 2018:

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Barbara Bailey CFD
Tomas Boselawa CFD
Angela Brown CFD
Peggy Chan CFD
Rattawit Changlek CFD
Brandi Charlot CFD
Brenda Combest-Smith CFD
Heather DeLong CFD
Amy Ferguson CFD

Elisabeth Ginsburg CFD
Abel Gonzalez-Mencio CFD
Denna Gundrum CFD
Sunny Han CFD
Marat Khaslanov CFD
Mandy Lau CFD
Kyounghee Lee CFD
Gayla Low CFD
Loren Luther CFD
Lai Gor Mung CFD

Denise Pierle CFD
Deanna Praw CFD
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The CFD Scholarship is funded by the Tom Powell AIFD Endowed Fund. Mr. Powell is a Past President of AIFD. His florals graced our Nation's Capital for decades.

To increase the value of this scholarship these AIFD Education Partners will provide a Complimentary Registration for the PFDE Preparatory Class.

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The applicant must complete the PFDE Preparatory Class in 2019 and the PFDE process during the 2019 AIFD National Symposium in Las Vegas.

For complete information or to apply, visit aifdfoundation.org.



What's Going On?

AIFD Chapter Reports

North Central Chapter

President's Letter

Laurel Hollopeter AIFD, CFD

Hard to believe we are turning the holiday corner and will soon be into a new year! The key to any successful holiday is record keeping from the prior year and being prepared. Now is the time to begin thinking of the Sweetheart Holiday of Valentine's Day or Valentine's Week as we need to make it now to be even more successful in our ever changing industry.

Go over your records from the year before, what were you short on, what items did you have too many of. What were the weather conditions last year that could be a change for you this year if you are in the cold or snowy weather areas? Keep in mind what has always working for you. Will it again? Now is the time to train additional sales help, drivers and that all important design team.

Plan now for your promotional items. Are you a member of a wire service? If so, will you be doing the designs offered by that service? Most times at a holiday such as Valentine's we need to go on the old adage that less is more. The more we offer the more time it will take your team to complete everything you are planning.

As Valentine's falls on a Thursday in 2019, some lover birds might tend to make it a weekend out holiday. If so, are you teaming up with local eating establishments and hotels to have them purchase flowers from you? Whether it is single stemmed flowers or you go big and offer a discount on a dozen roses, you can afford the discount as it might not be an order you would get. It's one delivery to the location and you collect the money, or maybe it is even better and you can trade out your services for a future use for your business.

Plan now to make 2019 one of your most successful and well prepared Valentine's holidays.

South Central Chapter

President's Letter

Lisa Weddel AIFD, CFD

By the time you are reading this edition from South Central, we will be close to presenting our

first Winter Design Forum in Albuquerque, NM. The weekend kicks off on January 12 and goes into Sunday, January 13th.

Our program is headed up by Chairman, **Kari Smith AIFD**, from Denver, CO. Designers lending their time and talents are **Arthur Williams AIFD**, **Bill Hattel AIFD**, and **Callie DeWolf AIFD**. Wedding trends are the focus and they won't disappoint! The event will be held at the downtown Hyatt in Albuquerque. There is still time to jump on a plane, train or automobile to join us! So much talent in one weekend should not be missed!

We are a far reaching region and are in the hopes of spreading our "design forum love" to each of our 8 states in the next few years. Our spring design forum will be in Kansas City, MO in March. Watch social media for updates and information. The 3rd annual SC cup will be part of this event as well.

Please read the article on pg. 12 about Valentine's Day from a wholesale perspective.

I know for me, I had over 25 years of very successful Valentine Days. In my new endeavor, I teach a class on the day or two before Valentine's Day for SO's to give a dozen roses or 10 tulips to their loved ones. We had lots of fun last year and I enjoyed the actual V-Day with my husband!

I reflect back on my son's first Valentine's Day working in a shop. He called me and said, "OMG Mom!! This is crazy! Orders just keep coming! Do you want to come help, too?" I respectfully declined citing that I made it through enough in my lifetime. In my small shop in Iowa I would have to turn on the air (yes, in Feb. in Iowa) and make my entire store into a cooler and use each corner as a delivery station. Staying up all night, having interns begging us to take the phone off the hook and literally closing one year on the Monday following so we could all get rest!!

Here's to your successful Valentine's holiday at your shops...Cheers! Love the day, love the busy and love each other!

Northwest Chapter

President's Letter

Louisa Lam AIFD, CFD

It's hard to believe is all most the end of 2018. A

busy time for all of us to getting the shops, offices and homes ready for the joyous festivities. With special creative techniques and skills, we all love to make our customers, friends and families feeling happy during this holiday season!

These past few months our Chapter has been busy! At the end of September, we had another successful 2018 Christmas Gala show at United Floral Inc., BC, Canada. While I am writing this letter, another wonderful event - Ninth Moon Floral Design Showcase at Lan Su Chinese Garden is happening in Portland, Oregon. Three wonderful designers, **Greg Lum AIFD**, **Jeanne Ha AIFD** and **Lily Chan AIFD**, demonstrated to the public in a premiere evening and also throughout the weekend.

Christmas is the season of love and sharing, wishing all the fundraising workshops out there a great success! Share LOVE through our creativities!

The Annual Rose Parade is only a few days away, many members from our region and all over United States will participate in this incredible event, sharing their talents together to create their magic floats, so please remember to wake up early and watch the Parade on New Year's Day!

As we begin the New Year, we are excited for our upcoming Annual Spring Wedding Show at United Floral Inc., in March 2019. A design show featuring the talents of a group of amazing designers from our NW Chapter. Watch for more information in coming months!

I want to alert NW Chapter members, the AIFD Foundations scholarships has been opened. Please let your industry friends or employees know about this availability.

AIFD Foundation for Grants and Scholarships link as below:

https://www.aifdfoundation.org/index.php?option=com_content&view=article&id=5&Itemid=3

Scholarship link is below:

<https://form.jotform.com/AIFDFoundation/2019SymposiumScholarship>

In this joyful season, on behalf of Northwest Chapter, I send you all my best wishes for the happiest of the Christmas Holidays, a healthy New Year, and the sweetest Valentine's Day! Welcome 2019!

Southwest Chapter Report

President's Letter

Katie McCormick AIFD, CFD

What an exciting start to the year and hope

you enjoyed every bit of your holidays! May the changing of the season now fill you with positive thoughts & anticipation for the upcoming Valentine's Day. The melodies of the oh so favorite holiday music are just about to pass us!

As we start the year let me reflect on what we have accomplished thus far. We had a successful first program for the chapter in Las Vegas along with a design competition which was very successful for all involved. We are in the midst of planning our Spring programs and workshops for Spring of 2019.

Save the date for the following:

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: **Julie Reed AIFD** & **Ikuko Hashimoto AIFD**

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

We also added a new event to the calendar called "Meet the Grower" series which will begin at the end of April with our first visit to Resendiz Brothers Protea Growers: Fallbrook, CA. The series will continue into the summer of 2019 and hope to visit 3-4 growers. Registration for this will be limited so stay tuned for this educational and unique event. 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 rest of the year. Have a wonderful Valentine's Day! Work hard, have fun and make lots of money!

North East Chapter

President's Letter

Dot Chenevert AIFD, CFD

Hello to All North East Members

Valentines Day??

Also known as Valloween. Also known as the Worst holiday. Also known as the Best holiday. Every year when I would check my notes from the previous year, they would begin and end with "DON'T WORRY, BE READY, THEY WILL COME!" And yes, it was in all caps. This was always tough to believe on February 13th, when 75% of our product was still in the cooler. Somehow, "they" did come and sometimes in droves, looking for the perfect rose...or any rose! My theory on this is that the rose is the only flower most men can identify. Of course, the young man who said our roses didn't look too good when pointing to some tulips, may still be in trouble.

This is one holiday when preparation is most important but difficult. Since the rose is the most important flower for this holiday, space is always a concern. If you create more vases than wrapped, it's even more of a challenge. So, I'm going to share a tip with you that has saved us a lot of time and space. Several years ago, I was fortunate enough to attend a side program at Symposium put on by Bobbi Ecker. This was mostly about foliage and one of the techniques she demonstrated was what I have since called "Quick Bunches". These are premade bunches of whatever mixed greens you like, tied, priced and stored in waxed boxes. I know, you can now buy these from your wholesaler, but I always liked my own mix, so I could totally control the mix and cost. These boxes could then be stacked in the cooler until needed. Then when it came time to "green" our vases, 1 bunch fills the vase and our basic greening was done. Likewise, when working with a customer for cut flowers, we started with a quick bunch and went from there. We also did the same for Easter and Mother's Day.

Now, on to some Chapter news. Congratulations to **Polly Berginc AIFD**, **David Siders AIFD** and **Dan Firth AIFD** for putting on a fabulous show at the Phipps Conservatory in Pittsburg. Everyone who attended certainly got their moneys' worth in ideas. They also did very well at the auction, as did I. We hope to go back again soon.

We have the Pop-Up series ready to go and will have the first one in the spring at Hillcrest

Garden in Paramus, NJ. These hands-on classes will be \$99 per person and anyone interested in being an instructor, please contact me for the guide lines. P.S. You will be paid.

This bring us up to date for now. Here's wishing you a great holiday season. A reminder, if we don't help each other, who will??

Southern Chapter

President's Letter

Carol Inskeep AIFD, CFD

A New Year beginning and a new floral opportunities!

I am so looking forward to going to Mississippi State later this month and meeting all our SAIFD students! We are planning a three day event to include floral programs, fellowship and the student competition! We are so proud of our SAIFD students!

In March, Southern Chapter will once again participate in the Northern Carolina Museum of Art, Art in Bloom series, in Raleigh, NC. **Michael Whaley AIFD** and **Jody McLeod AIFD** have been working hard with the museum to bring a creative floral program to the public. If you are interested in participating please reach out to me! 'Til next time!

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Symposium Is a Special Time To Make Lasting Friendships

By: Janet Black AIFD, CFD | Historian 2018-2019

If it's your first or your 35th symposium it's always a time to meet new friends and embrace previous friendships. **Derrick Vasquez AIFD** inducted in 1984 has never missed one!

"My first AFD Symposium in 1982 was the year I was inducted. I didn't know a soul and felt a little lost. Tom Powell AIFD fellow (Past President 1983-1984) saw me in the hall, wrapped his arm around me and took me up to the hospitality room in the Presidential Suite. I'm sure this welcome gesture meant nothing to Tom, because it was something he just did naturally, but traveling alone.... it made a major difference to me. He introduced me and provided me with the opportunity to meet and join in with a group of fun-loving and friendly AIFD members. Without his making me feel welcome and including me, I doubt I would have returned to another Symposium".

Memory from **Patti Pottle AIFD, CFD Fellow**
Inducted 1982 - Chicago

Patti became President of the North East Regional Chapter, AIFD President in 1994-1995 and for extraordinary service to AIFD became a fellow in 1999.

Information taken from *Flowers & Friends*, **Tom Powell AIFD, CFD**
written by **David Hope AIFD Fellow**



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Related Industry News

FTD ANNOUNCES TICKET SALES AND ALL-IN PACKAGE FOR 2019 INTERNATIONAL FLORAL DESIGN COMPETITION

November 1, 2018, Downers Grove, IL— Tickets are now available for FTD World Cup 2019, the world's most prestigious event for the floral industry. The March 1 – 3 event, hosted by Florists' Transworld Delivery (FTD), is a design competition that will showcase the world's top floral designers representing 23 countries.

The international design competition is held approximately every 4 to 6 years and hosted each time in a different location across the globe. It has not been held in the United States since 1985. The competition is also the main feature of the Philadelphia Flower Show, the location of the nation's first flower show in 1829. It is also the largest and most prestigious show in the U.S., attracting more than 250,000 people each year.

Daily admission tickets are available for \$29.95 to the Flower Show and FTD World Cup competition – a savings of \$12.05 per day from the weekend box office price. Prices are available for students and children too.

- The admission ticket for Friday, March 1, includes entrance to the main floor although the Show is not yet open to the public.
- The admission ticket for Saturday, March 2, allows for entrance at 8 a.m., three hours prior to the general public.
- The admission ticket for Sunday, March 3, allows for entrance at 8 a.m.
- The FTD World Cup competition will take place on the main Flower Show floor for three days and a ticket is required daily.

Additionally, two special events taking place are exclusive ticketed experiences including the Semi-Finals Reception on March 2 at 7:30 p.m. and Finals Gala Dinner on March 3 at 5 p.m. The reception will feature a design demonstration by the AIFD and the announcement of the competition's ten semi-finalists. Tickets are \$60 and include dessert bar and coffee. The Finals Gala Dinner, will announce the five finalists who will compete on stage that evening with the winner being announced Interflora World Champion at the conclusion of the night. Tickets are \$250 and includes dinner and entertainment.

An All-In Ticket Package is also available including three daily admission tickets, one ticket to the Semi-Finals Reception and one ticket to the Finals Gala Dinner for \$375.00 – a savings of \$25.00. To purchase tickets and for detailed schedule information and preview of competitors, visit www.FTDWorldCup2019.com. For up-to-the-minute news, follow us on Facebook, Instagram and Twitter using @FTDWorldCup2019.



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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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Teleflora Scholarship Academy:

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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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Peace of Mind Nursery Inc.
www.peaceofmindnursery.com

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Random Acts of Flowers
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Aimi Floral Designers
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Anne Arundel Community College
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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
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Nobleman School of Floral Design
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Orange County Community College
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Palmer School of Floral Design/
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Phipps Conservatory and Botanical Gardens
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Pui Wa Floral Design School
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New York Botanical Garden
www.nybg.org/adulted

The School of Floral Arts LLC
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Georgia State 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



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AMERICAN INSTITUTE OF FLORAL DESIGNERS | NATIONAL SYMPOSIUM JULY 6 TO JULY 11

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*

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 AIFD, CFD
N. Lee Cantley AIFD, CFD
Robert Gordon AIFD, CFD
Frank Grau AIFD, CFD, AAF
Anthonie Jansen AIFD, CFD
Louinda Jones AIFD, CFD
Wayne Jones AIFD, CFD, AAF
Gary Wells 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

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



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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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