



2019

AWAKEN

AMERICAN INSTITUTE OF FLORAL DESIGNERS | NATIONAL SYMPOSIUM

AIFD
LAS VEGAS
JULY 6 TO JULY 11



WELCOME TO LAS VEGAS!

AIFD National Symposium is thrilled to be here. Our host hotel, Paris Las Vegas Hotel, is right in the heart of the Las Vegas Strip, giving you unparalleled access to world class dining, shopping, entertainment, and innovative design. It is an inspiring location for the brightest and best designers who want to Awaken their creativity and continue their growth as a professional floral artist. It's an awakening experience that you won't want to miss!

AIFD SALUTES ITS 2019 ELITE PARTNERS

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Follow all of the excitement, see the latest information and share your Symposium experience with **#awakenaifd2019**

FOLLOW AIFD ON

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AIFD American Institute of Floral Designers



DOWNLOAD THE APP!

AIFD is excited to introduce an event app for this year's Symposium. Keep an eye out for your invitation email to download the app, where you will gain access to event details and resources at the tip of your fingers!



THURSDAY, JULY 4

7:00 A.M.

Volunteer Desk Opens

10:00 A.M. - 1:00 P.M.

PFDE Registration (*PFDE Candidates & Monitors Only*)

1:00 P.M.

PFDE Orientation*

3:00 P.M.

PFDE Session*

4:00 P.M.

Certified Floral Evaluator / Judge Workshop*

6:30 P.M.

Awaken Ambassador Orientation*

9:00 P.M.

Local Fireworks at Various Locations

FRIDAY, JULY 5

7:00 A.M.

PFDE Evaluations*

8:00 A.M. - 5:00 P.M.

Registration Desk Open / Volunteer Desk Open

8:00 A.M.

AIFD National Board Orientation*

9:00 A.M.

AIFD National Board Meeting*

12:00 P.M.

AIFD Board of Directors Luncheon*

1:00 P.M.

AIFD Foundation Investment Advisory Committee*

2:00 P.M.

“Awaken Your Design Success”

featuring: Jody McLeod AIFD, CFD

Sponsored by the AIFD Education Committee

Open to all! Design success is created on a solid foundation of the principles and elements of design. Awaken your success as a floral artist with this innovative program. We will explore and learn how to soar into an amazing future with this enhanced design program. Are you ready to spread your wings far and wide and have your designs soar to a new level?



3:30 P.M.

AIFD Foundation Board of Trustees Meeting*

4:00 P.M.

SAIFD Student Chapter Advisors Meeting*

6:00 P.M.

Student Competition Orientation*

6:30 P.M.

PFDE Private Reception*

7:00 P.M.

PFDE Reception (*Open to All; Cash Bar*)

Enjoy a casual time to see and photograph all the creative designs offered by this year's PFDE candidates.

8:30 P.M. - MIDNIGHT

PFDE Candidates After-Party*

SATURDAY, JULY 6

8:00 A.M. - 6:00 P.M.

Registration Desk Open / Volunteer Desk Open

8:00 A.M.

Student Design Competition*

8:00 - 9:30 A.M.

AIFD National Committee Meetings*

8:00 A.M.

FFA Registration

10:00 A.M.

FFA Orientation & Private Tour*

10:00 - 11:30 A.M.

AIFD National Committee Meetings*

1:00 - 3:00 P.M.

AIFD Regional Chapter Board Meetings

1:30 P.M.

FFA Workshops*

3:00 - 4:30 P.M.

AIFD Regional Chapter Membership Meetings

5:00 P.M.

First Timers' Orientation and Tour

A great opportunity for you to get acquainted with fellow first timers and be introduced to some of the Institute's most enthusiastic members. We will answer all of your Symposium questions, give you an overview of what to expect and take you on an exclusive behind-the-scenes tour of all the key Symposium activities. Open to anyone attending Symposium for the first time!

6:00 - 10:00 P.M.

Awaken Opening Reception: View the Student Competition Designs, Experience “Wabi Sabi” and Hospitality

presented by Stacey Carlton AIFD, CFD, EMC (cash bar)

Sponsored by Platinum Elite Partner Design Master color tool, inc.

Welcome to Las Vegas! It's time to kick back and relax with your floral family, vote for your favorite Student Competition designs, and immerse yourself in the Japanese aesthetic of Wabi Sabi. Join Stacey and a team of talented international artists in a revolutionary floral art gallery soiree that focuses on fresh concepts in design and eye opening techniques accented by the conversation revolving around the impermanence of our art, the beauty of the acceptance of nature in its given state, and how we as artists live in a constant state of evolution. Awaken your senses with incredible design demonstrations, cocktails, and a live DJ!



SUNDAY, JULY 7

7:30 A.M. - 5:00 P.M.

Registration Desk Open / Volunteer Desk Open

8:00 A.M.

Certified Floral Evaluator / Judge Final Requirement*

Attend this session to complete the last phase of the Certified Floral Evaluator/Judge certification. Interested AIFD members must have completed the following requirements: Participate and complete all three required online courses and pass the online test. Visit www.aifd.org for more details about this great program.

SUNDAY, JULY 7 CONTINUED

8:00 - 10:00 A.M.

AIFD Hands-On Education Sessions
Underwritten by Premier Elite Partner Smithers-Oasis and Gold Elite Partners Green Point Nurseries, Hawaiian Tropical Flower Council, and Floral Supply Syndicate

**Separate registration required. Four (4) classes offered and repeated three (3) times. (see page 10 for full details)

Class instructors include nationally recognized and award-winning designers Sharrai Morgan-Faulkner AIFD, CFD, Bill McKinley AIFD, CFD, Sharon McGukin AIFD, CFD, and Wendy Andrade AIFD, CFD



9:00 A.M.

FFA Workshops*

10:00 A.M.

Steps to Membership: Becoming A CFD® or an Accredited Member of AIFD

Learn the steps to earning an acclaimed professional designation as a CFD® (Certified Floral Designer) or as an Accredited Member of AIFD.

12:30 P.M.

AIFD Annual Members Meeting

1:30 - 5:30 P.M.

Partners' Showcase & Book Fair

Step into round one of the colorful and exciting AIFD Partners' Showcase and Book Fair Marketplace and learn the latest products and services that are available to help you succeed as a professional floral designer. Couldn't see everyone in one day? Come back tomorrow morning for round two!

1:30 - 5:30 P.M.

AIFD Silent Auction will Awaken in Las Vegas! (see page 8 for details)

Net proceeds to benefit the AIFD Foundation. AIFD Silent Auction will close for the day at 5:00 p.m. All closed out items will need to be paid for and picked up from the Silent Auction area by 5:00 p.m.

1:30 - 5:30 P.M.

SAF's Outstanding Varieties

Dozens of growers and breeders from across the country and around the world participate in the Outstanding Varieties Competition at the Society of American Florists' Annual Convention. They exhibit their finest cut flowers, greens, potted flowering plants, bedding plants and foliage. Here is your exclusive chance to see, touch and smell some of the varieties that won top honors in the last competition!

2:00 P.M.

FFA Workshops*

4:00 P.M.

Induction Rehearsal*

5:15 P.M.

PFCI: You Be the Judge!

Jenny Behlings AIFD, CFD, PFCI, Teresa Colucci AIFD, CFD, PFCI, Damon Samuels AIFD, CFD, PFCI, Jenny Thomasson AIFD, CFD, PFCI, and Robin Yelverton AIFD, CFD, PFCI

Are you hooked on "American Idol" and "The Voice"? Do you love talking about flowers



and floral design? Watch your peers audition for membership in Professional Floral Communicators-International and weigh in as a judge. You'll evaluate the auditions' opening and closings, stage presence, audience engagement, and more! Whether you're applying for PFCI membership or looking to improve your stage or online presentations, this is your chance to assist in the vetting process – and have a little fun in the process. *Space is limited. Guarantee your spot by contacting PFCI at the Society of American Florists at 703-838-5216; PFCI@safnow.org or visit safnow.org/pfciaifd. This program is not included with Symposium Registration. Program fee: \$50 before June 21; \$75 after. PFCI member fee: Complimentary.*

6:30 - 7:00 P.M.

PFCI Reception*

7:00 P.M.

Young Professionals, FFA & SAIFD Chill & Chat

Are you a floral designer under the age of 40 and looking to connect with like-minded florists? Then join your fellow YPs, SAIFD students, and FFA participants as they gather to share ideas, brainstorm, and develop new concepts.

8:00 P.M.

Elite Partner Reception*

MONDAY, JULY 8

7:00 A.M. - 5:00 P.M.

Registration Desk Open / Volunteer Desk Open

7:00 A.M. - 4:00 P.M.

Floral Gallery Opens / Book Store Opens / Outstanding Varieties Opens

7:00 - 9:00 A.M.

AIFD Hands-On Education Sessions

Underwritten by Premier Elite Partner Smithers-Oasis and Gold Elite Partners Green Point Nurseries, Hawaiian Tropical Flower Council, and Floral Supply Syndicate

** Separate registration required. Four (4) classes offered and repeated three (3) times. (see page 10 for full details)

7:00 - 9:00 A.M.

Awaken Bright and Early Sessions

Exclusive to Awaken, these classroom sessions are open to all attendees. Some will fill up quickly, get there early, because they each only happen once! No additional registration required.

Presentation Option #1:

"Color Shifting"

Presented by Gretchen Sells

Sponsored by Platinum Elite Partner Design Master color tool, inc.

Take color into your own talented hands. Master color shifting with your friends and learn color solutions for when you need blossom color to be just a little deeper, a little more 'blue-ish' or even smoky. We'll demonstrate techniques, tips and tools used to push the direction of color in your design palettes. Discover the possibilities of that can in your hand.

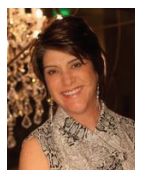


Presentation Option #2:

"Go Social With Your Floral Business"

Presented by Jeannie Ward

Get your creative business noticed through social media. This session will show you how to create strategies to get your work noticed through the most current social media platforms. You'll learn how to use social media to effectively create a content calendar to ensure you're reaching your target market. We'll break down the basics and show you how to use each platform with ease like a pro. From hashtags to Insta Stories, you'll leave this session with the tools to be a social media superstar.



SCHEDULE

Presentation Option #3:

"Wire Brooch to Wear Beyond Your Dreams... Awaken Your Potential"

Presented by Varito Vasquez AIFD, CFD

Thinking outside of the box, this hands-on class will let you create a unique and modern floral boutonniere brooch beyond any artistic mind. The artisanal simple techniques and intricate wire jewelry applied to the traditional floral boutonniere will let you create the most beautiful and stunning piece of art to wear. Let the wire and the flowers do the magic together. *Please note, the first 50 attendees to arrive to this workshop will be given a ticket, granting them access to the hands-on design instruction. After the first 50, additional attendees will be able to observe the presentation.*



7:00 A.M. - 4:00 P.M.

AIFD Silent Auction will Awaken in Las Vegas! (see page 8 for details)

Net proceeds to benefit the AIFD Foundation. AIFD Silent Auction will close for the day at 3:30 p.m. All closed out items will need to be paid for and picked up from the Silent Auction area by 4:00 p.m.

8:30 A.M. - 12:00 P.M.

Partners' Showcase Re-opens (with continental breakfast)

10:00 - 11:00 A.M.

"Battle of the Principles & Elements"

Featuring Kevin Ylvisaker AIFD, CFD, PFCI, CAFA Underwritten by Premier Elite Partner Smithers-Oasis

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. We can't give too much away but with a cast of 15, you will not want to miss the Battle!



11:00 A.M. - 12:00 P.M.

Pop-up Store

11:00 A.M. - 12:30 P.M.

Lunch on Your Own

Venture out to enjoy a lunch in one of the many nearby restaurants.

12:30 - 1:30 P.M.

"Winter Fantasia"

Featuring Lana Chernyavsky AIFD, CFD

Underwritten by the AIFD Foundation

Powerful contrast is created by the use of new, modern, and eclectic floral designs featuring the details of pine



needles. Lana presents the harmonious use of rustic and elegance. Adding more natural elements to her creative art pieces, she uses cones, bark and dried floral materials that transform into distinctive shapes, colors, textures, and proportions. By applying enhancements with cinnamon, wax and flowers, your senses will envelop you and transform you back to the magic of the season.

1:30 - 2:30 P.M.

Pop-up Store

2:30 - 3:30 P.M.

"Forever Remembered"

Featuring Denise Gehrke AIFD, CFD, PFCI

Underwritten by Diamond Elite Partner Syndicate Sales

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



3:30 - 4:30 P.M.

Pop-up Store

4:00 - 8:00 P.M.

Las Vegas Market Experience: Ice and Fire

Featuring Natalia Zhizhko

Underwritten by Diamond Elite Partner Las Vegas Market

The emotional contrast in any creative work is what attracts attention and causes various impressions. The beauty of flowers, so fragile and delicate, near transparent ice makes the design unique. How to combine this!? Explore the properties of ice and how to combine ice figures with flower frames and learn how this unique art form combines organic forms of vases with the freedom and naturalness of flower lines. See Natalia's gallery showing at the Las Vegas Market, a world-class experience that brings designers and sellers the opportunity to connect on a state-of-the-art complex, offering brands both familiar and unexpected. Market Vendors will be open and transportation will be provided to and from the hotel to the Market beginning at 4 p.m. and refreshments will be available on site!



TUESDAY, JULY 9

7:00 A.M. - 5:00 P.M.

Registration Desk Open / Volunteer Desk Open

7:00 A.M. - 4:00 P.M.

Floral Gallery Opens / Book Store Opens / Outstanding Varieties Opens

7:00 A.M. - 4:00 P.M.

The Empty Vase

CFDs showcase their style during this fundraising event where you can browse vintage and handmade vases available for purchase. Proceeds will benefit SAIFD providing opportunities for students to study hands-on during AIFD Symposium workshops while adding to the recently established SAIFD Fund held within the AIFD Foundation. *Net Proceeds to benefit the AIFD Foundation SAIFD Fund.*

7:00 - 9:00 A.M.

AIFD Hands-On Education Sessions

Underwritten by Premier Elite Partner Smithers-Oasis and Gold Elite Partners Green Point Nurseries, Hawaiian Tropical Flower Council, and Floral Supply Syndicate

*separate registration tuition required. Four (4) classes offered and repeated three (3) times. (see page 10 for full details)



TUESDAY, JULY 9 CONTINUED

7:00 - 9:00 A.M.

Awaken Bright and Early Sessions

Underwritten by Premier Elite Partner Smithers-Oasis and Gold Elite Partners Green Point Nurseries, Hawaiian Tropical Flower Council, and Floral Supply Syndicate

Exclusive to "Awaken," these classroom sessions are open to all attendees. Some will fill up quickly, get there early, because they each only happen once! No additional registration required.

Presentation Option #1:

"How to Petal It Forward: Building Visibility for Your Business"

Presented by Jenny Scala

Conducting a successful public relations and social media campaign involves a lot more than sharing pretty posts. Join Jenny Scala, SAF's director of marketing and communications, and a panel of florists for an in-depth look at the award-winning #petalitforward campaign, its impact on the industry and consumers, and how easy it is to implement a program that generates results.



Presentation Option #2:

"Your Brand – In a Socially Connected World"

Presented by Jackie Lacey AIFD, CFD and Renato Cruz Sogueco

Today, we are in a socially connected world and that world is our marketplace. If you are not socially savvy with how, why, and what you post, or use the best practices in creating great video, it will show in your bottom line. Join us for the details on creating great media, creating great promotions, and how to create a great YouTube channel. Connect with the marketplace before you get disconnected by it.



Presentation Option #3:

"Awaken Your Inner Architect: Structures, Constructions, and Armatures"

Presented by Julia Marie Schmitt AIFD, CFD, EMC

The heart of good designs are the "bones" of the creative concept. "Awaken" your inner architect and unlock the innovative possibilities to constructing unique and quality floral art. Stimulate your artistry by building your designs on the foundations of construction, structures, and armatures. This journey will inspire, motivate, and "Awaken" the engineer-designers waiting to emerge from within. *Please note, the first 50 attendees to arrive to this workshop will be given a ticket, granting them access to the hands-on design instruction. After the first 50, additional attendees will be able to observe the presentation.*



10:00 - 11:00 A.M.

"WTF! What the Flower!"

Featuring Harijanto Setiawan

Underwritten by Premier Elite Partner Smithers-Oasis

Prepare yourself for a floral explosion of contemporary designs and drama. Harijanto's signature style is influenced by his architectural background and exuberant personality. Indulge yourself in a magical journey of fusion, creativity and changing perspective, with a twist to wedding and event floral design, creating a vision of artistry.



11:00 A.M. - 12:00 P.M.

Pop-up Store

11:00 A.M. - 12:30 P.M.

Lunch on Your Own

Venture out to enjoy a lunch in one of the many nearby restaurants.

12:00 - 4:00 P.M.

Corsage Bar

Need flowers and supplies to make your body flower masterpiece for tonight or tomorrow night? Here is your opportunity to purchase an assortment of flowers, foliage, and all the necessary materials to create! Don't have time? Place your order with the Corsage Bar Committee and they will have it ready at your request.

12:30 - 1:30 P.M.

"Weddings: An Innovative Vision"

Featuring Michael Derouin AIFD, CFD, AAF, PFCI, CAFA

Underwritten by Diamond Elite Partner Accent Décor

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 designs that are exclusively yours.



1:30 - 2:30 P.M.

Pop-up Store

2:30 - 3:30 P.M.

"BLUR"

Featuring Shonda Cunningham

AIFD, CFD and Galina Mihaleva

Co-sponsored by Diamond Elite

Partner Floriology Institute and

Platinum Elite Partner CalFlowers

Sit back and watch as floral artist Shonda and couture designer Galina collaborate to "Awaken" your imagination with their unique and innovative wedding collections. 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.



3:30 - 4:30 P.M.

Pop-up Store

4:30 P.M.

Private Reception for New Inductees*

5:00 P.M.

Awards & Induction Cocktail Reception (cash bar)

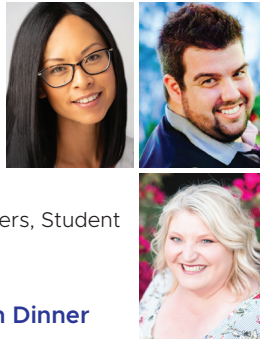
SCHEDULE

6:00 P.M.

Awards & Induction Ceremony

Floral Décor by Yoshi O'Connor AIFD, CFD, Nicholas St. Clair AIFD, CFD, & Kathleen Castagnoli AIFD, CFD
Sponsored by Gold Elite Partner Vasesource

Join AIFD as we honor the 2019 Award Winners, Student Competition Winners and Inductees.



8:30 P.M. - MIDNIGHT

Get Your Glow On - Awards & Induction Dinner and Dance (Cash bar)

Floral Décor by Yoshi O'Connor AIFD, CFD, Nicholas St. Clair AIFD, CFD, & Kathleen Castagnoli AIFD, CFD
Sponsored by Gold Elite Partner Vasesource

Get Your Glow On as we dine, dance, and celebrate during an illuminating reception spotlighting family, friendship, and of course, the amazing Award Winners, Student Competition Winners and the 2019 Class of AIFD Inductees!

IMPORTANT: Assigned seating is required and restricted to tables of ten (10) only. For details, see "Dinner Seating" information on page 9.

WEDNESDAY, JULY 10

7:00 A.M. - 12:00 P.M.

Registration Desk Open / Volunteer Desk Open

7:00 A.M. - 4:00 P.M.

Floral Gallery Opens / Book Store Opens / Outstanding Varieties Opens

7:00 - 10:00 A.M.

Awaken Bright and Early Session

Underwritten by Smithers-Oasis, Green Point Nurseries & Hawaiian Tropical Flower Council, and Floral Supply Syndicate

Exclusive to "Awaken," these classroom sessions are open to all attendees. Some will fill up quickly, get there early, because they each only happen once! No additional registration required.

"BBB: Bling Bling Bouquet"

Presented by Harijanto Setiawan

Bringing a taste of Asian Weddings with glitz, fabric and drama in an explosion of fusion, Harijanto will amaze, creating a completely new dimension of perspective to commercial bridal bouquets and corsages, sharing many adaptable techniques. This session is a must for the creative individual.



7:00 - 10:00 A.M.

Awaken Enhanced Education Sessions

(additional tuition required. See page 10 for details.)

Very Mary Inspired Sketching

Sketchbook Series

Presented by Mary Phan

The Sketchbook Series 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.



Awaken the Visionary Within You

Presented by Natalia Zhizhko

Underwritten by AIFD Foundation

Awaken the visionary within you with hands-on instruction from one of the world's finest. Internationally renowned Natalia Zhizhko is a multi-awarded florist, teacher and demonstrator, and is the CEO, Creative Director Tridvornova Art-Bureau. Although Natalia is based in Russia, she was born and raised in Estonia and now works all over the world teaching and demonstrating the absolute best in floral design. Net proceeds to benefit the AIFD Foundation.



Additional tuition of \$149 (on/before May 15) or \$179 (after May 15) is required. Limited registration is accepted for this class. Important: Please bring your tools.

9:00 A.M. - 4:00 P.M.

Corsage Bar

10:30 - 11:30 A.M.

"A Wake To Remember"

Featuring David Powers AIFD, CFD

Underwritten by Platinum Elite Partner

Teleflora

Historically, generations of loved ones have created customs and traditions in remembrance of lives lived. Throughout this presentation, you will be enlightened by a multitude of sympathy tributes of days gone by. In addition, we will realize the reasons why the tributes were, and are, still important to so many. You will be inspired and motivated to keep our memorial traditions alive through floral artistry.



11:30 A.M. - 12:30 P.M.

Pop-up Store

11:30 A.M. - 1:30 P.M.

Lunch on your own

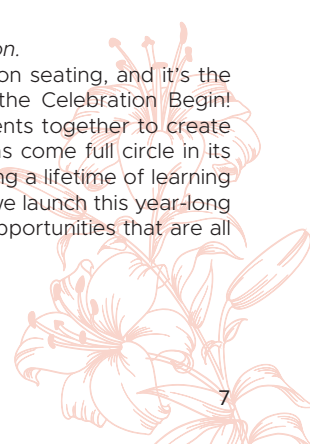
Venture out to enjoy a lunch in one of the many nearby restaurants.

1:30 - 2:30 P.M.

Main Stage – Foundation Live Auction

Net proceeds to benefit the AIFD Foundation.

Doors open for Gregor Lersch's presentation seating, and it's the AIFD Foundation's 40th Anniversary! Let the Celebration Begin! Just as a kaleidoscope spins colorful elements together to create a vision of artistry, the AIFD Foundation has come full circle in its 40 years to expand an artful vision, providing a lifetime of learning through the generosity of many. Join in as we launch this year-long celebration with a Live Auction filled with opportunities that are all about Gregor!



WEDNESDAY, JULY 10 CONTINUED

2:30 - 3:30 P.M.

"Displacements...Creating Asymmetrical"

Featuring Gregor Lersch

Underwritten by Platinum Elite Partner FTD

Displacements – "the act to push items away from and to the creative eye, it is often applied towards symmetrical visible designs." The difference between the initial position and the latter position is clearly demonstrated and explained through Gregor's presentation. Prepare yourself to be "displaced" and definitely astounded!



3:30 P.M.

2020 Symposium Teaser... and a Farewell from Las Vegas!

4:00 - 5:00 P.M.

Pop-up Store

6:30 P.M.

Gala Cocktail Reception

7:30 - 11:30 P.M.

Leadership Gala: "Awaken Your World of Pure Imagination"

Featuring the floral creations of Erik Witcraft AIFD, CFD and Frank Blanchard AIFD, CFD

Floral product provided by Gold Elite Partner The Queen's Flowers



As our week of wonder comes to a close, and we revel in the incredible imaginations of our design colleagues, it's important to reflect. To be an artist, a designer, an engineer of the floral world, there has to be an element of play. When we allow ourselves to play, we Awaken our pure imagination! Only then can we use the knowledge we've gained with techniques and core design values to demonstrate our passion in unexpected, magical ways. Join us as we honor our leadership, past and future, and let's celebrate the imagination we all share. **AWAKEN!**

IMPORTANT: Assigned seating is required and restricted to tables of ten (10) only. For details, see "Dinner Seating" information on page 9.



THURSDAY, JULY 11

9:00 A.M. - 4:00 P.M.

World Class Design Experience

Awaken the Possibilities Within You

Gregor Lersch

Net proceeds to benefit the AIFD Foundation

Awarded numerous National and International Awards, he is known as the Master of all Master Florists. Renowned across the globe in the field of international floristry, Gregor 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 the 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.

An additional tuition of \$349.00 by May 15 and \$399.00 after May 15 is required. Lunch will be on your own.

Limited registration is accepted for this World Class Design Experience. *Important: Please bring your tools.



AIFD SILENT AUCTION "AWAKEN IN LAS VEGAS"

AIFD Foundation Celebrates 40 Years!

AIFD will Awaken to the AIFD Silent Auction with net proceeds to be contributed to the AIFD Foundation! We invite all who attend to stop by and view the abundance of items and circle a bid in support of education!

Chair Todd Sweeden AIFD, CFD invites the members of AIFD and the AIFD Partners to contribute to the success of this event. Please help us all "Awaken in Las Vegas" by bringing the auction items directly to Symposium or ship to the noted address to receive no later than June 15th, 2019. Denise Gehrke AIFD will receive the items and requests email notification when items are shipped: denisegehrkeaid@gmail.com

Shipping Information:

Denise Gehrke AIFD c/o AIFD Silent Auction
Destinations by Design Floral Studio
7608 W. Teco Ave.
Las Vegas, NV 89113

Sunday, July 7
1:30 - 5:30 P.M.

Monday, July 8
7:00 A.M. - 4:00 P.M.



ADDITIONAL SYMPOSIUM INFORMATION

ADVANCE AND ON-SITE REGISTRATION

The programs lined up for AIFD's "Awaken" are truly sensational and an early registration sell-out is possible. Be sure to register early! Advance registrations will close June 15 and must be received with proper payment in the AIFD office by that date.

On-site registrations (*if available*) will open at 8:00 a.m. on Saturday, July 6 in the Paris Las Vegas Hotel. No checks will be accepted for on-site registrations; cash or credit cards only.

Priority for meal function registrations will be given to those with Premium or General Registrations.

SPECIAL REGISTRATION OPTIONS

AIFD highly recommends the Premium Registration as it is the greatest value. This includes all programs, seminars (except for those indicated otherwise such as the Hands-On workshops), and two dinner functions. However, there are other options designed to fit everyone's budget and time restrictions. A General Registration includes all 7/8 to 7/10 sessions, the opening reception, Las Vegas Market Trip, and Partners' Expo. Or, you may opt for a Single Day Registration and view only the programs and activities of the day(s) of your choice (meals excluded).

HOTEL RESERVATIONS

The AIFD 2019 National Symposium "Awaken" will take place at the Paris Las Vegas Hotel, touted for its central location on the world famous Las Vegas Strip and access to world class dining, entertainment, and shopping. AIFD has a limited number of rooms awaiting you at special rates available on an exclusive basis: \$149 for single/double occupancy plus tax. You can book your reservations in the following ways (Be sure to reference AIFD):

Website - <https://book.passkey.com/go/SPAIF9>

Paris Las Vegas Hotel Toll Free: 877-603-4389 (reference: SPAIF9)

Reservations must be made by June 9, 2019

WHAT TO WEAR

Proper attire for most Symposium programs is "business casual." There are several events where other clothing is more appropriate. Suggested attire for the Awards and Induction Ceremony/Dinner is cocktail and suggested attire for the Leadership Gala is black-tie formal.

Volunteers: plan on sporty casual attire and comfortable non-slip shoes.

*Note – The hotel will be air-conditioned, it's advised that you bring a sweater.

DINNER SEATING

To assist you in being able to sit with your friends, table seating for the AIFD Awards and Induction Dinner and Leadership Gala is coordinated through an assignment of seats prior to each event.

Upon check-in with the AIFD Symposium Registration Desk, guests who registered for one or both of these meal functions will receive a ticket to the event to which they have registered. Turn in your ticket to the table-seating coordinator at the AIFD Registration desk to be assigned your table number.

If you know you'd like to sit with certain friends or family at either event, be sure to coordinate the collection of tickets in advance. Tickets turned in together will be seated together. Tables cannot be held without tickets.

*For the Awards and Induction Dinner and Leadership Gala: All tickets MUST be returned for table assignment by Noon the day of the dinner. Otherwise AIFD cannot guarantee a seat for you, even if you have purchased a ticket. NO REFUNDS WILL BE GIVEN.

Tickets WILL BE collected at meal functions.

HOW TO GET THERE

Airport: McCarran International Airport (LAS)

Paris Las Vegas Hotel is a short 15-minute \$20 cab/Uber drive from the airport.

WANT TO VOLUNTEER?

Symposium is a major event that would be impossible to stage without the help of hundreds of volunteers. For many attendees, the time spent working as a volunteer is one of the most rewarding parts of their Symposium experience. If you'd like to volunteer, we'd love to have you. You must be registered as a Premium or General attendee of Symposium in order to volunteer. If you are interested in volunteering, please contact Sherine Iskander AIFD, CFD at sherineisk@yahoo.com.

BECOME AN AWAKEN AMBASSADOR!

Be a part of an exclusive Symposium experience – serve as an Awaken Ambassador! 35 spaces are available and provide the opportunity to work behind-the-scenes at Symposium with world-class designers, make new friends and connections and gain new experiences.

Commitment:

- » Availability starting 6:00 p.m. July 4 through Noon, July 11
- » Attend a special orientation and training session
- » Willing to actively participate in Symposium assignments for a minimum of six (6) hours a day (Assignment hours may be split)

Opportunities:

- » Work side-by-side with the industry's most creative and inspiring people
- » Time to attend educational events
- » Discounted registration rate (equivalent of a General Registration and a ticket to the Leadership Gala)
- » Special VIP credentials gives you access to all areas of Symposium
- » Special volunteer gift bag for each participant
- » Official certificate for portfolio
- » Be a part of the team who makes Symposium happen
- » Meet new friends and get connected

Prerequisites:

- » Pre-approved Ambassador Form
- » Ability to listen attentively and interact with attendees
- » Standing, walking, sitting, lifting, and carrying
- » A sincere desire to get involved, a friendly disposition and a can-do attitude
- » Must be at least 18 years old
- » Credit card only will be accepted for payment.

Eligibility:

- » Open to the first 35 registrants
- » AIFD National or Regional Board Members, National or Regional Committee Members and PFDE Candidates are not eligible due to scheduling commitments.
- » Standard cancellation policy applies. However, if you arrive and decide you're unable to fulfill your commitment, you will be charged the full General Registration fee. See Registration options for details.
- » **If interested, please contact Renee Tucci AIFD, CFD at AIFDambassadors@gmail.com**



Each Hands-On Class earns 2 CEUs for AIFD/CFD

AIFD HANDS-ON EDUCATION SESSIONS

The AIFD National Symposium in Las Vegas again brings you amazing hands-on learning experiences. Designed for everyone, these interactive sessions are especially great for those seeking to gain more experience or perhaps looking to become CFD® or AIFD®.

About these AIFD Classes

- » These dynamic 2 hour classes are a combination of lecture/demonstration and hands-on application.
- » Pre-registration encouraged, and you must select classes, dates, and times.
- » Participants receive a certificate upon completion of each course.
- » Flowers and materials are included in the cost of the class. Bring your own tools (knife, scissors, wire cutters, needle nose pliers, etc.).
- » The classes do not overlap the main stage programs of Symposium. You can attend the classes and attend Symposium.
- » Each of the 4 design subjects will be repeated 3 times. Dates offered are: Sun., July 7 - 8:00 - 10:00 A.M., Mon., July 8, and Tues., July 9 - 7:00 - 9:00 A.M.
- » Seating is very limited to ensure a quality experience.
- » Cost to attend one class is \$69 for Symposium registered attendees, and \$89 for on-site registration if space is still available.

AIFD HANDS-ON DESIGN CLASS #100

TITLE: Fun with Foliage

Instructor: Sharrai Morgan-Faulkner AIFD, CFD

“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.



AIFD HANDS-ON DESIGN CLASS #200

TITLE: Partners in Motion: Line & Rhythm

Instructor: Bill McKinley AIFD, CFD, ICPF

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 you work with a true professional in this hands-on workshop. Participants will practice their own design skills using these PARTNERS IN MOTION.



AIFD HANDS-ON DESIGN CLASS #300

TITLE: Design a Trendsetting Bridal Bouquet in Floral Mesh

Instructor: Sharon McGukin AIFD, CFD, PFCI

Finding it hard to maintain a light and airy look when constructing trendy garden style bouquets? Floral mesh is the answer! Learn to construct a floral mechanic that is more decorative than chicken wire but strong enough to provide structural support. Then, design a lush bouquet your brides will fall in love with!



AIFD HANDS-ON DESIGN CLASS #400

TITLE: Unique Techniques With Wire

Instructor: Wendy Andrade AIFD, CFD

Back by popular demand...Wendy and her amazing “wearable art.” As a qualified teacher and author of the bestselling teaching books *Fresh Floral Jewelry* and newly released *Floral Accessories*, Wendy will share her meticulous designs and inspiring ideas with flowers, plant materials and wire. Wendy is a real advocate of education and as a world renowned speaker, international teacher and presenter, this is a workshop you will not want to miss.

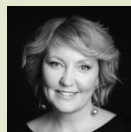


Each Class earns 3 CEUs for AIFD/CFD

AWAKEN ENHANCED EDUCATION SESSIONS (see page 7 for full details)



Very Mary Inspired Sketching – \$149/\$179
Sketchbook Series
 Presented by Mary Phan



Awaken the Visionary Within You – \$149/\$179
 Presented by Natalia Zhizhko
 Sponsored by AIFD Foundation

REGISTRATION OPTIONS	Premium Registration		General Registration		Single Day Education Only 7/8, 7/9, 7/10		Partners' Showcase Only	Awaken Ambassador
	AIFD/ CFD Member	Non- Member	AIFD/ CFD Member	Non- Member	AIFD/ CFD Member	Non- Member		Pre-Registration required See page 9 for details
Register On/Before May 15	\$829	\$899	\$629	\$699	\$279	\$299	\$25	\$399
Register After May 15	\$879	\$899	\$679	\$699	\$279	\$299	\$25	\$399
Principles and Elements Program	◆	◆	◆	◆				◆
Awaken Main Stage Programs	◆	◆	◆	◆	◆	◆		◆
Awaken Bright and Early Sessions	◆	◆	◆	◆	◆	◆		◆
Las Vegas Market Trip	◆	◆	◆	◆	7/8 only	7/8 only		◆
Partners Showcase & Continental Breakfast	◆	◆	◆	◆			◆	◆
Opening Reception	◆	◆	◆	◆				◆
Awards/Induction Celebration	◆	◆	◆	◆				◆
Awards Induction Dinner	◆	◆						
Leadership Gala Dinner	◆	◆						◆
PFDE Reception	◆	◆	◆	◆				◆
Main Stage Program Pop-up Stores	◆	◆	◆	◆	◆	◆		◆

AIFD

LAS VEGAS

Registration, attendance, or participation in any Symposium meetings or activities constitutes an agreement by the registrant to the use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities by AIFD and other third parties, including but not limited to the association, the venue, the host city, etc.

Your contact information may be provided to the Premier and Diamond Partners as part of their Elite Benefit. If you wish to opt out, please check here ☐

Direct all inquiries and registrations to:

AIFD
9 Newport Drive, Suite 200
Forest Hill, MD 21050

PHONE: 443-966-3850

FAX: 443-640-1031

E-MAIL: info@aifd.org

REGISTER ONLINE - www.aifd.org

Code of Conduct:

By registering for this event you are agreeing to abide by AIFD's Code of Conduct as outlined on www.aifd.org

Cancellation Policy:

Full refund if cancelled by May 15. A \$100 charge will be applied to any cancellations between May 16 and June 15. There will be no refunds made after June 15.

FULL NAME _____

FIRST NAME FOR BADGE _____

BUSINESS NAME _____

PHONE _____

E-MAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMERGENCY CONTACT _____

PHONE _____

First AIFD Symposium Attended? ☐ YES ☐ NO

DIETARY RESTRICTIONS *(will address special dietary concerns to the best of our ability)*

☐ Vegetarian ☐ Gluten Friendly ☐ Diabetic

☐ Specific Food Allergies _____

PLEASE REGISTER ME FOR

☐ GENERAL REGISTRATION \$ _____

☐ PREMIUM REGISTRATION \$ _____

☐ AWAKEN AMBASSADOR
(MUST HAVE PRIOR APPROVAL - SEE PAGE 9) \$ _____

☐ SINGLE DAY EDUCATION

☐ MONDAY, JULY 8 \$ _____

☐ TUESDAY, JULY 9 \$ _____

☐ WEDNESDAY, JULY 10 \$ _____

☐ INDIVIDUAL MEALS (INCLUDED IN PREMIUM REGISTRATION) \$150/EACH

☐ TUESDAY, JULY 9 INDUCTION DINNER/DANCE* \$ _____

☐ WEDNESDAY, JULY 10 LEADERSHIP GALA DINNER* \$ _____

☐ PARTNERS' SHOWCASE ONLY \$ _____

CLASSES AND ADDITIONAL PROGRAMS

AIFD HANDS-ON EDUCATION SESSIONS

Select course and time: (Only select one workshop per day/three (3) course maximum)
\$69 advance / \$89 on-site (if available)

HANDS-ON CLASS #100 - "Fun with Foliage"

☐ SUN. JULY 7, 8:00 A.M. ☐ MON. JULY 8, 7:00 A.M. ☐ TUES. JULY 9, 7:00 A.M.

\$ _____

HANDS-ON CLASS #200 - "Partners in Motion: Line & Rhythm"

☐ SUN. JULY 7, 8:00 A.M. ☐ MON. JULY 8, 7:00 A.M. ☐ TUES. JULY 9, 7:00 A.M.

\$ _____

HANDS-ON CLASS #300 - "Design a Trendsetting Bridal Bouquet in Floral Mesh"

☐ SUN. JULY 7, 8:00 A.M. ☐ MON. JULY 8, 7:00 A.M. ☐ TUES. JULY 9, 7:00 A.M.

\$ _____

HANDS-ON CLASS #400 - "Unique Techniques With Wire"

☐ SUN. JULY 7, 8:00 A.M. ☐ MON. JULY 8, 7:00 A.M. ☐ TUES. JULY 9, 7:00 A.M.

\$ _____

AWAKEN ENHANCED EDUCATION SESSION SERIES (Wed., July 10, 7:00 A.M.)

Only Select One (\$149 on/before May 15 and \$179 after May 15)

☐ THE SKETCHBOOK SERIES \$ _____

☐ AWAKEN THE VISIONARY WITHIN YOU \$ _____

☐ AIFD FOUNDATION WORLD CLASS DESIGN EXPERIENCE (Thurs., July 11, 9:00 A.M.)

\$349 - on/before May 15 \$399 - after May 15

\$ _____

TOTAL \$ _____

☐ CHECK IS ENCLOSED

☐ NEW: PAYMENT PLAN - pay your Symposium registration in three installments. 1/3 of installment will be run upon receipt of registration, second charge on April 1, and third charge on May 1.

PLEASE CHARGE MY: ☐ VISA ☐ MASTERCARD ☐ AMEX

CARDHOLDER _____

CARD NUMBER _____

EXPIRATION DATE _____ SECURITY CODE _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

SIGNATURE _____

AIFD LAS VEGAS

9 Newport Drive, Suite 200
Forest Hill, MD 21050

