

By Kim Oldis AIFD, CFD, AIFD Past President

The Tournament of Roses is one of the most spectacular floral events in the world, witnessed by 700,000 guests and 70+ million national and international viewers via TV and media. There is nothing else like it! For me, The Tournament of Roses Parade (and the Rose Bowl Football Game) is a family tradition as far back as I can remember. I love New Year's Day because of it!

My first experience with the Rose Parade in 2005 fulfilled my original goal, just to be able to "work" as a volunteer! For the next 6 years – gaining float design experience, confidence in designing for the Judges and TV cameras, and ultimately knowing that at the end of the day, regardless of the freezing cold, lack of sleep and sore feet, the labor of love that was shared with the floral world was worth it. And to think that maybe the next year I might get invited back! How lucky could one be!

One of the bonuses of the Tournament of Roses Parade is the lifelong friendships that are made. Working with my fellow AIFD members, reacquainting with the repeat, on-site parade volunteers, meeting the incredible team of Tournament volunteers that make up the infrastructure of this organization, these are the people who give their support to this truly unique event. It's ALL for the love of this historic FLORAL parade.

Never in my wildest imagination would I have thought that an invitation to judge the Rose Parade was in my future. If I told you that I was totally and utterly surprised and shocked when I was asked to judge this year's floats that would be an understatement. Of course I tried to "play it cool," but I know my enthusiastic nature made the answer obvious.

The Tournament of Roses Judging Committee Chair, Steve Perry was outstanding – his attention to detail, planning and organizing was the key to our success as judges, besides he loves to laugh! Mike Berry, CEO of the Kentucky Derby, Preston Bailey, distinguished event planner, and I were the trio of judges. Our ability to see the "big picture," knowing how world class events come together, attention to every detail and working together for a common goal was crucial in our discussions and finally to our award decisions.

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What I got to see up close was the immaculate detail of what I call "The Rose Parade Floral Art!" Every flower, seed, grain, grass, moss, bark, fruit and vegetable was placed with a purpose, where the impact would be most effective. We were tasked with judging each float on its own merits – floral first and then creativity, animation, and entertainment. The responsibility and process of judging these enormous, detailed, and beautiful works of floral art was humbling and exciting. It was an honor and privilege to represent AIFD at this world-wide floral event. It was definitely the "icing on my cake" of a 44-year floral career – I had the time of my life! (Just an FYI – my husband, Dale had a ball too! Plus the bonus of the Bowl Game!)

### American Institute of Floral Designers

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

### **Executive Officers**

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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

February 20 - 22, 2019 Wedding Trends and Techniques Floral Design Institute, Portland, Oregon

February 23 - 24, 2019 Floral Entrepreneur's Weekend Floral Design Institute, Portland, Oregon

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

> March 4 - 6, 2019 Advanced Floral Designer Mellano & Co. - Santa Ana, CA

> March 11 - 12, 2019 Advanced Wedding Designer Mellano & Co. - Santa Ana, CA

July 6 - 11, 2019 Symposium "Awaken" Paris Las Vegas Hotel and Casino

> For details on events visit 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



"As floral professionals, we are truly lucky to work in an industry that reinvents itself as each season passes and moves on to repeat itself as the years pass."

I know it is hard to believe but spring is on the way! As floral professionals, we are truly lucky to work in an industry that reinvents itself as each season passes and moves on to repeat itself as the years pass.

All six chapters are gearing up for upcoming spring activities and it is a great time to get out and experience what your region has in store. The North West Chapter is holding its annual spring wedding show in Vancouver, Canada on Sunday, March 10 featuring three designers. Three of our chapters are holding their spring events on the same weekend this year. On March 21-24 the Southern Chapter is organizing a pedestal and platform design event along with a stage presentation at the Northern Carolina Museum of Art. The South Central Chapter is having their event on March 23-24 in Kansas City entitled, "Awaken with Inspiration." The two-day event will consist of three programs, two hands-on workshops and the South Central Cup Competition. The South West Chapter is offering a Wedding Design Show March 24 with two designers and a hands-on workshop. This event will take place in Irwindale, California. North Central is holding a Mid-Year Meeting Event on March 2 at the Philadelphia Flower Show. Finally, the North East Chapter's annual event, the Philadelphia Flower Show, is being held March 2-10.

This year is a special year for the Philadelphia Flower show as the FTD World Cup Competition will be held at the Philadelphia Show March 1 - 3. Individuals from over 20 countries are competing. AIFD has been asked to create and present a design program which will take place right before the semi-finalists are announced on March 2. The design presentation is entitled "Heritage" and will consist of four AIFD designers.

There is so much to do across the country and I hope that all of you plan on attending your regional events, all coming up soon. Just in case you might want to visit another regional activity, feel free to reach out to the regional chapters to find out more information about events happening across the country!

iysa AIFD

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



Focal Points 3



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### AS SEEN ON THE MAINSTAGE AT AIFD SYMPOSIUM 2018!

Featured: New 12" Pillow and #3472 Vintage Champagne Footed Bowl

LEARN MORE >

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More details and registration information can be found at https://aifd.org/2019-symposium-awaken/.

# MAIN STAGE PRESENTATIONS - Sneak Peek

### LANA CHERNYAVSKY AIFD, CFD

### WINTER FANTASIA



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.

### HARIJANTO SETIAWAN

### WTF! - WHAT THE FLOWER!

A WAKE TO REMEMBER



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.

### DAVID POWERS AIFD, CFD



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.

### GREGOR LERSCH



### DISPLACEMENTS...CREATING ASYMMETRICAL

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!

#### Joseph & Sons Inc. - Santa Paula





Westerlay Orchids LP - Carpinteria



# Tour these three premier California flower farms at Fun 'N Sun 2019

Fun 'N Sun is a floral industry convention like no other. Join colleagues from around the country and experience first hand the farms that grow your California flowers along with informative programs and quality networking opportunities.

- Flower Farm Tours
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- Industry Education
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# A SAMPLING OF AVAILABLE WORKSHOPS

SHARON MCGUKIN AIFD, CFD



### DESIGN A TRENDSETTING BRIDAL BOUQUET IN FLORAL MESH

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!

### WENDY ANDRADE AIFD, CFD



### UNIQUE TECHNIQUES WITH WIRE

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.

### 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.

YOUR BRAND - IN A SOCIALLY CONNECTED WORLD

### GRETCHEN SELLS

### COLOR SHIFTING



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.

# The Society of Chinese Members of AIFD





We are so excited to share that the Society of Chinese Members of AIFD was formally established in December 2018. The Society of Chinese Members of AIFD aims to promote the advancement of the professional floral design through education, service and leadership in China, Hong Kong, Macau and Taiwan of the Greater China region.

The set-up of the Society of Chinese Members of AIFD was announced at the "Exhibition Cup" co-organized by the Art Design Center (ADC) and Invest Shen Zhen on 15 December 2018. Over 100+ floral designers, floral teachers and hobbyists have participated in the event.

Dr. Solomon Leong AIFD, CFD leveraged this platform to discuss AIFD and formation of the Society of Chinese Members of AIFD, to increase bonding and to elevate the floral design standard in the Greater China region. In fact, the standard used by AIFD in the PFDE was applied when performing the evaluation of the designs from the competitors. A lot of the competitors are amazed at the high professional standard used in AIFD and numerous enquiries were received about floral lessons and workshops featuring AIFD standard. In the coming months, workshops and classes following the AIFD written and hands-on objectives and standards will be established in different locations of Greater China. Do stay tuned for more activities in 2019!

# 2019 Potomac Flower Show

11am -2pm Meet & Greet

Join the fun of each year: vendor and grower exhibits, design competition, a raffle prize, live music and great food! 2pm - 4:30pm Presentation

"Design Trends & The Future Floral Impact" by Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF 4:30pm - 5pm Awards

Announcement of The Potomac Floral Wholesale Annual Design Competition winners, People's Choice Award, and Raffle Prize Winner



Save the date Sunday, March 17, 2019 RSVP to openhouse@flowerwholesale.com www.flowerwholesale.com

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# Awaken the Visionary within You with NATALIA ZHIZHKO



Natalia Zhizhko is an internationally-renowned multiawarded florist, teacher and demonstrator and is the CEO, Creative Director Tridvornova Art-Bureau. Although Natalia is based in Russia, she was born and brought up in Estonia and now works all over the world teaching and demonstrating the absolute best in floral design. AIFD provides this amazing opportunity for hands-on instruction from one of the world's finest. Net proceeds will benefit the AIFD Foundation.

### Click to register by May 15th and save!

- Wednesday, July 10, 2019
- 7:00 a.m. 10:00 a.m.
- Paris Hotel Las Vegas
- *Click to register early and save!* \$149 by May 15 \$179 after May 15





## PANTONE Color of the Year: Living Coral

An animating and life-affirming coral hue with a golden undertone that energizes and enlivens with a softer edge

Vibrant, yet mellow PANTONE 16-1546 Living Coral embraces us with warmth and nourishment to provide comfort and buoyancy in our continually shifting environment.

In reaction to the onslaught of digital technology and social media increasingly embedding into daily life, we The Color of the Year selection process requires are seeking authentic and immersive experiences that enable connection and intimacy. Sociable and spirited, the engaging nature of PANTONE 16-1546 Living Coral welcomes and encourages lighthearted activity. Symbolizing our innate need for optimism and joyful pursuits, PANTONE 16-1546 Living Coral embodies our desire for playful expression.

Representing the fusion of modern life, PANTONE Living Coral is a nurturing color that appears in our natural surroundings and at the same time, displays a lively presence within social media.

PANTONE 16-1546 Living Coral emits the desired, familiar, and energizing aspects of color found in nature. In its glorious, yet unfortunately more elusive, display beneath the sea, this vivifying and effervescent color mesmerizes the eye and mind. Lying at the center of our naturally vivid and chromatic ecosystem, PANTONE Living Coral is evocative of how coral reefs provide shelter to a diverse kaleidoscope of color.

#### About Pantone Color of the Year

For 20 years, Pantone's Color of the Year has influenced product development and purchasing decisions in multiple industries, including fashion, home furnishings, and industrial design, as well as product, packaging, and graphic design.

thoughtful consideration and trend analysis. To arrive at the selection each year, Pantone's color experts at the Pantone Color Institute comb the world looking for new color influences. This can include the entertainment industry and films in production, traveling art collections and new artists, fashion, all areas of design, popular travel destinations, as well as new lifestyles, playstyles, and socio-economic conditions. Influences may also stem from new technologies, materials, textures, and effects that impact color, relevant social media platforms and even upcoming sporting events that capture worldwide attention.

#### About The Pantone Color Institute™

The Pantone Color Institute is the business unit within Pantone that highlights top seasonal runway colors, forecasts global color trends, and advises companies on color for product and brand visual identity. Through seasonal trend forecasts, color psychology, and color consulting, the Pantone Color Institute partners with global brands to leverage the power, psychology, and emotion of color in their design strategy.

Color is an equalizing lens through which we experience our natural and digital realities and this is particularly true for Living Coral. With consumers craving human interaction and social connection, the humanizing and heartening gualities displayed by the convivial PANTONE Living Coral hit a responsive chord.

> Leatrice Eiseman EXECUTIVE DIRECTOR OF THE PANTONE COLOR INSTITUTE

Article originally posted on https://www.pantone.com/color-intelligence/color-of-the-year/color-of-the-year-2019

# **Bits and Pieces**

Compiled by Lisa Erisman and Marisa Guerrero AIFD, CFD

- The South Central Chapter of AIFD is proud to announce that they have renamed their grant awards to honor two influential designers from the South Central Chapter. The chapter will now award grants in the amount of \$1500 named the Morley/Haines Grant. We are privileged to celebrate **Jim Morley AIFD, CFD** and **John Haines AIFD, CFD**, two highly respected individuals who shaped the industry as we know it.
- The South Central Chapter of AIFD is excited to announce that the South Central Cup has been renamed the Frankie Shelton AIFD, CFD Cup. This distinction showcases our gratitude and respect for Mrs. Shelton's contributions to our region and our industry. The winner of the first Frankie Shelton AIFD, CFD Cup will be chosen during the South Central design forum being held March 24, 2019 at Baisch & Skinner Wholesale Floral in North Kansas City, MO.
- Know your newsletter themes! Themes for each issue of Focal Points have been assigned. Please reference these when submitting articles, pictures, etc. for the newsletter. We would love to have feature articles, accolades and other interesting submissions for every issue.

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

Please send all submissions to **Lisa Erisman** at <u>lerisman@stringfellowgroup.net</u> or **Marisa Guerrero AIFD, CFD**, at <u>debbies bloomers@msn.com</u>.



### 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 <u>http://aifd.</u> <u>org/2012/01/pressclippings/.</u>

### High-Impact Designs. Less Coverage.

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Go ahead, be **bold**.

\* OASIS® Floral Foam Maxlife has been shown by ASTM D5511 to biodegrade 100% percent within 567 days in biologically active landfill conditions. Appropriate facilities may not exist in your area. The rate and extent shown do not mean that the product will continue to decompose.

# Everything You Need to Know About ... Springtime Blossoms



### By Sabine Green AIFD, CFD

I remember the first time I saw flowering branches in a floral arrangement....and it was love at first sight. They were so stately and delicate, and bespoke of the season in such a simple way, I was immediately enchanted. Decades later, I am still enamored with these products. Springtime flowering branches are an essential for ushering in the warm breezes and watching the Earth quicken and host new life of all manner.

Flowering branches are interesting in that they are harvested so very immaturely and shipped with hope and a prayer for opening. Most of the product that falls into the flowering branch category are fruit trees, and so a bit of pomology is needed to discuss care for these delicate beauties. When forcing branches for propagation (or even just for indoor spring enjoyment) harvesting should be done on trees that are healthy, with a good dose of phosphorus in their system. Phosphorous is the nutrient that encourages blooming in the plant kingdom. Calcium is another big contender, as calcium is needed to build the blooms. Studies show that the translocation of calcium within a harvested spray form cut flower is essential for full maturation. This means, as a spray or raceme of flowers opens, the older blossoms will release their un-utilized calcium to be transferred to immature buds. Now how cool is that? Talk about teamwork from the plant kingdom!

Flowering branches can be stored in the cooler for several weeks, and almost all of them need a hydration period of 1 to 3 weeks to allow the blooms to mature and develop. Once they "pop" open, we are rewarded with delicate, papery petals and often a sweet heady scent that in the wild is used to entice pollinators. If you are inclined to prune some of your own branches, beware, as some types do not have such a pleasant scent. Bradford pears and some purple-leaf plums can be quite atrocious indoors. Once color begins to show on the buds, a bit of warmth and sunlight help awaken them into full bloom.

Most of the Prunus family make great cut flowering branches, including apricots, almonds, cherry, peach, and rose....yes, I said rose. The prunus family IS the rose family. No wonder they do so well as cut product. Both cherry and quince blossoms are important for the Chinese New Year. Forsythia and flowering almond are culturally significant to Old Europe for springtime arrangements. And apricot, apple/crabapple, and peach are just stunning beauties from the spring season. Most of the Prunus family needs about 2.5 weeks for hydration once they have been harvested. Forsythia are much shorter, needing 5 to 7 days. Quince and Pussy willow are generally harvested much more mature than the rest of this family of spring beauties



and can be used almost immediately. The down side to these products is that the flowers do not last very long, however the branch form does, leaving a more concrete, stately feel after senescence.

It is the woody, angular appearance of the branches that make them current favorites for many design trends. Their natural form adds a slight bit of haute couture feel to any composition. And these beauties are also an easy stand-alone or mono-botanical statement. Other flowering branches such as ginestra, lilac, and spirea tend to make bigger floral statements than the prunus family, but their form is far less stately. Whatever your preference, the flowering branches of the springtime are a must have for a few weeks to usher in the season.



# 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?

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### 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?

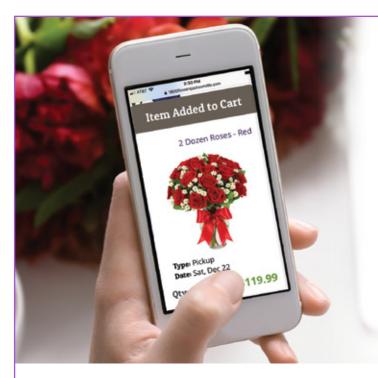
If you would like to nominate someone, please send a letter that includes the following:

- 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: <u>rsalvaggio@teleflora.com</u> 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 <u>https://aifd.org/2019-award-nominations/</u>.





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### Education + Evaluation = CFD<sup>®</sup>!

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. They must then pass AIFD's online test, and become an AIFD Certified Floral Designer! Congratulations to the newest class of CFDs as of January 16, 2019:

Marianna Ayala Arita CFD Yola Guz School of Floral Desian

Silvia Armenteros CFD Yola Guz School of Floral Design

Sabrina Barcala CFD Yola Guz School of Floral Design

> Terese Choi Cha CFD Solomon Bloemen

Tina Chan CFD Solomon Bloemen

Ana D'escrivan CFD Yola Guz School of Floral Design

> Aubray Dombeck CFD Floral Design Institute

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> Janet Lo CFD Solomon Bloemen

Rafael Arturo Lopez CFD **Fioriology Mexico** 

Patricia Lopez Madera CFD **Fioriology Mexico** 

Luis Marchan-Brito CFD Yola Guz School of Floral Design

Allyson Moyer CFD Bucks Co. Community College Yola Guz School of Floral Design Cynthia Roy CFD Floral Design Institute

> **Kylie Yeung** Solomon Bloemen

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# What's Going On?

# North Central Chapter

President's Letter

Laurel Hollopeter AIFD, CFD

Spring will soon be upon us and that means it's time for "Glitter" and "Bling"! Prom and Mother's Day season will be upon us all. In my area, prom is a month long event, between small town schools and the large metro high schools it takes 4-5 weeks to get them all in. Of course there is always that one school who "must" schedule the prom Mother's Day weekend. If that is the case for your area just plan ahead and make it work for everyone.

We are gluing more and more, so most of your bases can be done ahead to save on time and frustrations. Don't let the flowers be the least expensive item for prom, the girl have spent hundreds of dollars if not more on "that" dress they will wear no more than once, as lord knows you can't wear it to more than one prom event. Tanned all winter, got the best looking nails in the county and a hair do that the day after they will wonder why they did it! LOL

Make prom an event and destination for your shop, you make it what it is. Sell the prom pieces as body art, show off what you can do and you'll be surprised on how much more you can sell if you just try, like the old Nike saying, "Just Do It". You'll be putting more money in the bank and prom will be a hit with your customers and your employees as well. Have fun and throw a little glitter and glam on your team!

Mother's Day continues to grow bigger each year. As we continue to fight the battle of garden centers and the big box stores making the attempt to do what we do "better", we need to just continue to fight the fight and be the BEST floral artists in the country. We must remember everyone "has a mother (or someone who is like a mother to them) but not a lover". I personally enjoy the Mother's Day holiday as spring is in full bloom and the birds are chirping and flowers are in the need. After a long Midwest winter our customer are ready for bright and beautiful flowers, whether they be of the fresh flower variety or lush blooming plants, we offer it all and our customers enjoy a vast selection.

Looking for new ways to grow your Mother's Day, offer "kids" classes. What better way to promote flowers and garner new young customers? This

Chapter <u>Reports</u> allows the kids to make something themselves for their mom. Keep it simple and watch your sales go into bloom. Struggling to find enough delivery help for the holiday, offer a portion of your delivery fees to non-profit groups to help make those deliveries for you. These groups are always looking for ways to raise funds and it would help out your staff also.

Remember holidays are what you make of them, have fun and be the great floral artists that you are!

### South Central Chapter President's Letter

Lisa Weddel AIFD, CFD South Central is coming into the spring with our kick-off SC Design Forum in Kansas City, March 23-24th. What an incredible line up! Stacey Carlton AIFD, Jenny Thomasson AIFD, Bill Hattel AIFD and Trisha Haislar AIFD will present great programs, and hands-on classes. The South Central Design Cup will be held that weekend, as well. So much to do and such talents to take in. Make it a weekend and fill your soul as we face the coming busy season.

Prom.....here are our future bridal couples, take care of them. They can get a little tricky or picky let's say, but if you make them feel like they are the most important order in the world, they will continue to order from you. Yes, they want to show you their dresses, tell you about their date's tie and want to see your ribbon but just like boundaries at home, only give them a few choices to choose from with limited colors on your blooms and accessories. Add color with ribbon and bling (we know they love it), AND charge for it. Sometimes you hand them a book or let "MOM" give you a very detailed order only to have them be disappointed because it's not exact. Few choices are the key, not the moon and stars. Prom bars have been the rage and very popular and successful; try it!

Mother's Day....here we go! Remember, everyone has a mother whether with us or passed and people love to honor her. Again, selections are great to narrow down time in taking an order. Use your whole week to make deliveries; using the idea of her enjoying it all week long as an incentive. A note by the phone or computer is a great reminder to employees or maybe a part time phone person, that early delivery is a great option!

It's a great time of the year, with spring upon us and summer on the horizon. Don't forget to check out our Spring Design Forum; it's not to be missed. If you're close---make it a priority. If you're further away make it an educational investment in your spring/summer jump start.

### Northwest Chapter President's Letter

Louisa Lam AIFD, CFD

Greetings to everyone in the Northwest! Day time is getting longer, and winter is saying good bye to us. Spring, a beautiful time of the year where everything seems to come to life. Plants are already budding, spring flowers are showing their faces, we all looking forward to spring! Northwest Region is full of energy and ready to Bloom!

First, I would like to continue sending lots of love and positive vibes to all the members that had been affected by the wild fire which had happened in fall 2018 in, Paradise, California. May 2019 brings you all a bright new chapter, wishing you all a healthy, successful year!!

Congratulations go to all our members who had participated at the 130th Rose Parade 2019! All award winners, proud of them!!

March is a busy time for industry events. Kick it off with the world renown Philadelphia Flower Show together with the FTD World Cup 2019. This prestigious floral design competition will take place from March 1-3 at the PHS Philadelphia Flower Show, the nation's largest and longest-running horticultural event. Our very own **Paul Jaras AIFD** from Kamloops, Canada is the official FTD World Cup 2019 competitor for Canada. Sending our best wishes to Paul!

Our annual Spring Wedding Show at United Floral Inc., Vancouver, Canada is on Sunday, March 10, 2019. A design show featuring the talents of a group of amazing designers from our NW Chapter. This year our presenters are **Erik Witcraft AIFD**, **Frank Blanchard AIFD** from Portland, US and **Kevin Young AIFD** from Vancouver, Canada. Mark your calendar and show your supports to our members!

We still have a couple of events in the planning stages for the spring and coming summer in all different areas within our region, we will keep you all updated as we progress.

My term as your Chapter President is going

half way, I am so grateful and blessed to have the support of a hard working team this year, all members are truly care and working together to promoting professional floral design, providing amazing educational programs to the industry. So get ready for spring and wishing your spring floral holidays are prosperous!

### 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 Valentine's Day! I still can not believe it is 2019 and the oh so popular holidays are behind us.

As we fall into the 2019 year, I am sure many of us designers are overwhelmed with upcoming weddings. I love wedding work even though they aren't my "bread and butter" and love making it all come together for couples near and far. I am still finding Pinterest boards on the trend and even further that show the Pantone color of the year is taking full effect.

The Southwest Region is in the midst of detailing our Spring programs and workshops for Spring/ Summer of 2019. Keep these dates on your calendar:

March 24th, 2019 – Irwindale – Location: Fiesta Parade Floats featuring 2 amazing designers – Ania Norwood AIFD & Shawna Yamamoto of Brea, CA. Planners: Yoshi O'Connor AIFD & Nicholas St. Clair AIFD

April 6/7th – Phoenix, AZ – 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 (April 28th, 2019) with our first visit to Resendiz Brothers Protea Growers: Fallbrook, CA. The series will continue into the summer of 2019 with our second visit on June 2nd, 2019 to Dramm & Etcher. Registration for this will be limited so stay tuned for this educational and unique event. You don't want to miss out!

Thank you to the hard work already put in by regional members to make these events successful. Naming names is hard but I am especially thankful for the people heading up these big events this spring. I'd be lost without them all. So thank you to the planners: **Yoshi O'Connor AIFD** & **Nicholas St. Clair AIFD**, and **Debbie Kenney AIFD** &

#### Shonda Cunningham AIFD.

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.

As we move further into the year, this is the time to think of new ideas for standing out and what you can bring to the table.

Have a wonderful wedding season !!

### North East Chapter President's Letter

Dot Chenevert AIFD, CFD

As the year goes on, we come to the warmer weather happenings. We have made it through the holidays, Valentines Day, Easter and Secretaries Day (Yes.....I still call it this in my mind, even though we write it differently and try to get it all on 1 enclosure card).

Depending on where you are, proms may be the next challenge, or maybe it's Mother's Day and then proms. Both are events that can be prepared for early and although you probably have notes on the last Mother's Day, I hope you kept notes on the proms as well. It's good to know how many corsages you did and what were the popular colors, flowers and styles. It will be different each year but it's a starting point. There are several options you can try to get those corsage orders. Some shops hold an open house for couples to come pick out their flowers together. They offer choices like a Chinese menu. Column 1, choice of corsage... pin on or wrist; Column 2 choice of ribbon and so on. You can edit this list and give as many choices you wish right down to the bling added. Each level has the appropriate charge attached. My advice it to limit the choices of ribbons, flower colors and flowers plus the bling offered. It's also a good idea to have order blanks printed in advance to record each couples decisions.

Another approach is to have the students selling for you. Contact the class advisors and let them know you will donate either a dollar amount or a percentage for each corsage and boutonniere sold. Then print up coupons advertising this offer and get some students to hand them out in school. Of course, offer this to any student ordering so they will let their friends know.

Whichever way you do it, having those early orders will allow you to prep each corsage and store them in their boxes ready for the fresh components. Just remember to identify each order and keep a list of fresh flowers needed.

Mother's Day poses another level of preparedness. Even though this holiday isn't like it used to be (either) it still requires attention. Again, having your notes from last year will help. It's a start for numbers, what the weather was like, who delivered and any other challenges you may have forgotten.....such as you had a huge wedding last year that inflated your flower order. his is another holiday where the \*quick bunches work wonderfully. It's about the only "pre-greening" that makes sense. This is the perfect holiday to send out reminders or to call your regulars to get early orders. It's especially good if you have customers who send to their mothers in retirement states like Florida.

As for chapter news, it's been quiet for most of us. Of course, the designers who are working on the Philadelphia Flower Show are busy. It's going to be wonderful once again and I'm looking forward to working on our display. And then there is the World Cup being held in Philadelphia at the same time so if you haven't booked a room, I hope you find someone who will share. I look forward to catching up with so many of our members.

Hope to See you there!

### Southern Chapter

President's Letter Carol Inskeep AIFD, CFD Valentine's Day is right around the corner and being prepared is key to a successful holiday.

Having worked retail for many years, what worked best was prepping as many containers as possible early, organizing hardgoods, and having a great support staff of non-designers to clean up, gather flowers and hardgoods for the designers and greet customers on and off the phone. One thing, that I found increased my profit on the day of was to only place arrangements in the customer cooler that were \$75 and up. If a customer asked for an arrangement in a lower price point it was no problem to design something for them, however they would have to wait for it. Ninety-nine percent of the time they picked something from the cooler! Of course, the lower priced arrangements were in the back cooler!

continued on next page

Southern is getting ready for our next big event at North Carolina Museum of Art, March 21-24. We have worked with the museum for the last several years for Art in Bloom and if you have never been, please make it this year! It is always an amazing experience seeing all the flowers in art interpretations is breathtaking! Please check North Carolina Museum of Art website for more details.

Wishing everyone a successful Valentine's Day!

# City College of San Francisco AIR Program With Katharina Stuart AIFD, CFD



The program was sponsored by the Environmental Horticulture and Floristry Department at City College of San Francisco. Twenty-four people attended the presentation which included CCSF students, instructor **Jenny Tabarracci AIFD, CFD** and department chairman **Steven Brown AIFD, CFD**. By: Jenny Tabarracci AIFD, CFD

The students in the Environmental Horticulture and Floristry Department at City College of San Francisco were captivated and inspired by Wedding/Event Specialist and World Cup competitor Katharina Stuart AIFD, CFD. Katharina discussed her floral business operations and ways to survive and gain experience in the industry. She also shared her journey as a floral artist and the steps to become a competitor at the World Cup in March 2019. She demonstrated floral designs with unique constructions that displayed a high level of mechanics. Students assisted and learned many new techniques from these designs. Her presentation inspired and intrigued many students about the possibilities of competitive floral design.







### Look for us online!

For a calendar of events that include Teleflorasponsored educational programs, click this link: www.myteleflora.com/uploadedFiles/Contents/ Design\_Education/unit-program-schedule.pdf

For information about the Teleflora Scholarship Academy, click this link: www.myteleflora.com/scholarship\_academy.aspx

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



# Call for PFDE Candidates



Floral design artists seeking to be recognized with the floral industry's coveted Certified Floral Designer (CFD®) designation or to achieve the ultimate goal of becoming an Accredited member of the American Institute of Floral Designers are being advised that the deadline to submit an application for the 2019 Professional Floral Design Evaluation (PFDE) is **April 15, 2019**.

AIFD's PFDE is a two-stage process in which floral designers have their creative artistry evaluated by a panel of AIFD Certified Evaluator/Judges.

Part one of the PFDE is an online test based on educational objectives and knowledge derived from *The AIFD Guide to Floral Design: Terms, Techniques and Traditions*. This reference tool is provided to everyone who pays to participate in a PFDE. Candidates must successfully complete the online test with an 80% or better by May 1, 2019.

After scoring 80 percent or better on the online test, the candidate is then fully eligible to participate in the second

part of the PFDE - a live design session in which he or she demonstrates his or her design proficiencies. The PFDE will be held July 4, 2019 in Las Vegas, NV immediately prior to the AIFD National Symposium "Awaken."

Candidates have four hours to create five specified designs which are then reviewed and evaluated by seven AIFD Certified Evaluator/Judges. AIFD provides the Candidates all of the flowers and hard goods necessary to complete the designs.

It is strongly recommended (but not required) that before the PFDE, the floral design artist obtain additional education or work experience in the floral industry, such as having three years or more in floral industry, completion of courses that meet learning objectives as established by AIFD that are offered by approved AIFD Education Partners or state floral association certification programs, completion of a series of online courses offered by AIFD, or completion of undergraduate degree or studies at an SAIFD chapter.

To enroll as an AIFD PFDE Candidate or to learn more about the process of becoming a CFD® or member of AIFD, visit <u>http://aifd.org/membership/</u>.



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## FFA at Symposium



AIFD introduced an amazing opportunity in 2018 that provided a chance for FFA students to experience AIFD's National Symposium. This pilot program was a success and we are happy to continue the program at Symposium "Awaken."

This scholarship offers FFA Student Members and Instructors the opportunity to experience and learn from world-class floral designers. During their time at Symposium they will witness outstanding floral design programs, visit with AIFD Education and Industry Partners, participate in practical education with hands-on classes, and attend the Las Vegas Gift Market.

By inviting FFA Student Members and Instructors to participate and witness the extraordinary dynamics of the AIFD Symposium we hope to encourage future growth in floral education, help students gain knowledge about floral related businesses, and create mentorships with AIFD members.

If you are interested in donating to the FFA Fund visit <u>https://www.aifdfoundation.org/</u> and be sure to choose the "Future Farmers of America – FFA Fund" from the donation drop down.

"Thank you so much for sponsoring the 2018 National FFA Floriculture CDE. This contest has opened my eyes up to many jobs that I could pursue in my future. My teammates and I have spent many hours preparing for this and are proud to represent our state. It means so much to have supporters like you willing to invest in FFA members like myself. Thank you again for everything you do for us."

> - Kaylee Abney Owensville High School

"Thank you for judging our National Floriculture Competition. We apprecaite your time and dedication to the FFA. Also, I was one of the teams that got to go to D.C. for the AIFD Symposium - what an amazing experience! I enjoyed meeting you and your colleagues."

> - Hannah Clanton North Carolina

For almost forty years the AIFD Foundation has provided opportunities to those who have expressed the desire to study floral design. Whether it be a scholarship to attend a first symposium or one to make easier a semester or two at the university or a grant to complete a doctoral program or an extra class to assist in moving one's credential from CFD to AIFD; in each we see the very beginning of a Lifetime of Learning supported by the AIFD Foundation.

You may be thinking, just why is this important to me? I am a member of AIFD. I have found my place in this industry. I already know all I need to know to get through each day.

The twenty thousand plus dollars contributed by the AIFD Foundation through a grant to AIFD each year is another of the many ways that contributes to a lifetime of learning. Many speak about the cost to attend symposium. With approximately 800 to 1000 in attendance each year one can easily see that \$20.00 - \$25.00 would possibly be added to your registration cost without this grant. The AIFD Foundation will launch in 2019 a new opportunity for AIFD members. The program is called S.H.I.N.E. and will provide opportunities for AIFD members to intern in specific fields.

Many see the AIFD Foundation as a group of senior AIFD members that oversees funds and awards grants and scholarships. Others see it as that same group asking for support. Some see it as the Silent Auction. Others give it no thought at all. So I might ask, what is it that we do not see? What is it that we do not understand about the AIFD Foundation?

These are the reasons that *Focal Points* Editor Marisa Guerrero AIFD CFD provided this opportunity for a new column. The development of the AIFD Foundation and the strength it experiences today only lead to continued success if the membership understands the purpose and the opportunities that the purpose provides. Over the next few months we open the door to members to ask questions about the AIFD Foundation. We will do our very best to answer and look for you to become immersed in a Lifetime of Learning!

We invite you to email your questions to aifdfoundation@icloud.com.

Lynn Lary McLean AIFD | AIFD Foundation CEO





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# **AIFD Thanks Its Partners**

### **Industry Partners**

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Alpha Fern Company www.alphafern.net

Baisch & Skinner www.baischandskinner.com

Biz One, Inc. www.ohanamarket.com

BloomNet http://mybloomnet.net

CalFlowers <u>www.cafgs.org</u>

California Cut Flower Commission www.ccfc.org

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

Chrysal Americas https://www.chrysal.com/en-us

Connie Duglin Linens www.connieduglinlinen.com/

CSS Industries, Inc. (Lion Ribbon, Berwick Offray, Hampshire Paper) www.lionribbon.com

<u>Curate</u> <u>www.curate.co</u>

Dan's Designzz www.creationsbyfitzdesign.com

David Austin Roses www.davidaustin.com

DESIGN MASTER color tool, inc. www.dmcolor.com

Details Flowers Software <u>www.detailsflowers.com</u>

DVFlora http://www.dvflora.com/

DWF Wholesale Flowers www.dwfwholesale.com

Elite Flower Services, Inc. <u>www.eliteflower.com</u>

Eufloria Flowers www.eufloriaflowers.com/home.html Fitz Design, Inc. www.creationsbyfitzdesign.com

Fitz Plus www.fitzplus.com

Florabundance, Inc. www.florabundance.com

FloraCraft www.floracraft.com

Floral Greens Farmers of Florida floralgreensfarmersoffloida.com

Floral Strategies www.floralstrategies.com

Floral Supply Syndicate <u>www.fss.com</u>

Floranext www.floranext.com

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

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

Fox Point Farms / Dramm &

Echter https://foxpointfarms.com/

FTD www.ftdi.com

Galleria Farms www.galleriafarms.com/

Garcia Group

Gardens America, Inc. www.gardensamerica.com

Gems Group Inc. www.TheGemsGroup.com

Gold Eagle USA goldeagleusa.azurewebsites.net

Green Point Nurseries, Inc. www.greenpointnursery.com

Green Valley Floral www.greenvalleyfloral.com

Greenleaf Wholesale Florist www.greenleafwholesale.com

JAPAN FLOWERS AND PLANTS EXPORT ASSOCIATION www.jfpea.jp Kennicott Brothers Company www.kennicott.com

Knud Nielsen Company, Inc. <u>www.knudnielsen.com</u>

Lovingly <u>www.lovingly.com</u>

Mayesh Wholesale Florist, Inc. <u>www.mayesh.com</u>

Mellano & Company www.mellano.com

Natural Decorations, Inc ndi.com

Ocean View Flowers www.oceanviewflowers.com

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

Peace of Mind Nursery Inc. www.peaceofmindnursery.com

Phoenix Decorating Co. www.phoenixdeco.com

Potomac Floral Wholesale www.floralwholesale.com

Random Acts of Flowers www.randomactsofflowers.org

Rosaprima <u>www.rosaprima.com</u>

Smithers-Oasis/Floralife www.smithersoasis.com

Syndicate Sales, Inc. www.syndicatesales.com

Teleflora <u>www.teleflora.com</u>

The John Henry Company/Multi Packaging Solutions www.ihc.com

The Queen's Flowers/Benchmark Growers www.queensflowers.com/

The Sun Valley Group, Inc. www.thesunvalleygroup.com

Ularas <u>www.ularas.com</u>

United Floral, Inc. www.unitedfloral.ca



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# **AIFD Thanks Its Partners**

#### continued from page 26.....

### **Industry Partners**

Valley Floral Company http://valleyfloral.com/

Vasesource vasesource.com

Virgin Farms Inc. www.virginfarms.com

WGV International www.WholesaleGlassVasesint.com

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

### **Education Partners**

ACDM Flower School www.acdm-flower.com

Aimi Floral Designers www.shokubutu-kobo.com

Anne Arundel Community College <u>www.aacc.edu/floraldesigner</u>

Benz School of Floral Design http://aggie-hort.tamu/edu/ benz-school

Bucks County Community College <u>www.bucks.edu</u>

Fine Florist Academy www.fineflorist.modoo.at

Fioriology fioriology.com/

Floral Design Institute www.FlowerSchool.com

Floriology Institute www.mybloomnet.net/ floriologyinstitute.html

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

Houston School of Flowers www.houstonschoolofflowers.com

Institut de Artflor www.idartflor.com

Institute Professional Flores Design Fa Ngai Long www.adfdm.com Instituto Mexicano Tecnico Floral Plantel Monterrey www.imtf.com.mx

J-Florist School www.jflos.com

Judith Blacklock Flower School www.judithblacklock.com

Koehler & Dramm Wholesale Florist

www.koehlerdramm.com

LaRose Flower School <u>www.larose.co.kr/</u>

Les Anges Floral Design www.e-lesanges.com

Life Flower School www.facebook.com/ lifeflowerschool

Nobleman School of Floral Design www.noblemanschool.com

Orange County Community College <u>www.suny.edu/campuses/</u> <u>orange/</u>

Palmer School of Floral Design/ Palmer Flowers <u>www.psfd.net</u>

Phipps Conservatory and Botanical Gardens www.phipps.conservatory.org/

Pui Wa Floral Design School www.cpwdesign.com.mo

Solomon Bloemen www.solomonbloemen.com

Southern California School of Floral Design www.philrulloda.com

Splendide Nature www.flowerfactory.jp

Teleflora Scholarship Acad. www.myteleflora.com/ scholarship\_academy.aspx

New York Botanical Garden <u>www.nybg.org/adulted</u>

The School of Floral Arts LLC www.theschooloffloralarts.com

Washington Flower School http://parkflorist.us/ washington-flower-school

Yola Guz AIFD School of Floral Design www.yolaguz.com

### State Floral Association Education Providers

Arizona State Master Florist www.azflorists.org

Arkansas Florist Association <u>www.azflorists.org</u>

California State Floral Association www.californiacertifiedflorist.org

Floral Association of the Rockies www.floralassociationrockies.org

Florida State Florists Workshop and Testing (FSMD) www.floridastatefloristsassociation.com

Georgia State Master Florist www.georgiastateflorist.com

Illinois State Florist Association, Illinois Certified Professional Florist <u>www.isfaflorists.com</u>

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.sdflorists.org

Texas State Florist Association <u>www.tsfa.org</u>

Wisconsin and Upper Michigan Florists Association www.mumfa.org

# TO-INTERFLORA-FLEUROP

### THE BEST IN THE WORLD TOGETHER IN PHILADELPHIA

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

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

### For more information, visit www.FTDWorldCup2019.com

Follow the event @ftdworldcup2019



#ftdworldcup



Focal Points 31



### FTD World Cup 2019: Everything You Need to Know

January 14, 2019, Downers Grove, IL – Florists' Transworld Delivery (FTD) is proud to host Interflora World Cup, the premier international floral design competition, for the first time in the United States since 1985. The competition, named FTD World Cup 2019 in recognition of the event's host organization, will include 23 countries and is being held in Philadelphia at the PHS Philadelphia Flower Show from March 1 – 3. The competition is held approximately every four to six years and the winner will be named Interflora World Cup champion.

### Competitors

The contest will showcase 23 of the world's top floral designers who will compete over the course of three days. The 2019 competitors include:

Australia, Bart Hassam Canada, Paul Jaras China, Wei Yao Chinese Taipei, Kelvin Lee Czech Republic, Přemysl Hytych Denmark, Kristine Gudiksen Finland, Pirjo Koppi France, Hervé Frézal Germany, Stephan Triebe Hong Kong, Solomon Leong Hungary, Tamás Mezőffy Italy, Vincenzo Antonuccio Japan, Kazuhiro Sugimoto Korea, Myeon Oh Mexico, Leopoldo Gómez Netherlands, Hans Zijlstra Norway, Elin Susan Havreberg Russia, Natalia Zhizhko Spain, Lina Roig Sweden, Sofie Danielsson Söhr United Kingdom, Laura Leong United States of America, Katharina Stuart Vietnam, Nam Bao

### **Jury Committee**

All designs in the FTD World Cup competition will be evaluated using the Florint 100-Points International Judging System, which considers various key design parameters. It is the official system for judging floristry competitions. All of the Jury members are certified national judges either through Florint or their own national floral organization.

### The Jury consists of:

Thomas Ratschker, Jury Chairman, Germany; Tomas De Bruyne, Belgium; Björn Kroner-Salié, Germany; Allan Jarden, New Zealand; Karen Barnes, United Kingdom; Deborah De La Flor, United States of America.

#### **Technical Committee**

Each floral masterpiece designed by the competitors is done so under the observation of the Technical Committee. The committee members enforce compliance with the event's rules and task guidelines.

This international group of six industry professionals has been selected to serve on the Technical Committee: Tracy Tomlinson, Committee Chairman, United Kingdom; Heather de Kok, Canada; Siv Engen Heimdahl, Norway; Ferenc Kruzslicz, Hungary; Jacob McCall, United States of America; Silvia Mir Bonastre, Spain.

To purchase tickets, view a detailed schedule and preview of the competitors, visit <u>www.FTDWorldCup2019.com</u>.





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# AIFD News RNotes

### 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



http://Instagram/AIFD\_Official



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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).



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