

Focal Point

"Awaken" the Possibilities to Learn In Vegas

Floral designers from across the world will "Awaken" the opportunity to grow their floral design knowledge and business at the American Institute of Floral Designers (AIFD) National Symposium "Awaken" taking place in Las Vegas, Nev., July 6 – 11, 2019.

Symposium is a five-day event that provides opportunities for education, networking, food and fun. This year promises to be a new Symposium experience with even more educational opportunities. The schedule includes not only the expected main stage programs and hands-on workshops but also the newly added enhanced education sessions and a Las Vegas market experience. We invite everyone to "Awaken" the possibilities to learn at this year's Symposium!

The high-level main stage presentations are crafted by the most talented international and American designers in the industry.

"Our love of flowers and the demand to design every day often needs a reboot or just a little inspiration. "Awaken" is just that. Reaching deep into our inner creativity and reconnecting again with the love of flowers is what this national Symposium is all about. The educational opportunities were developed for each and every aspect of today's floral industry. Whether it is from the stage or in an intimate classroom setting, influential floral designers will present our craft in a whole new light. This 2019 AIFD National Symposium is a place to be with our friends, to create networking opportunities and to be surrounded by common passions that drive us all to be better floral designers and business people. You have to "Awaken" with us," said 2019 Symposium Coordinators **Joyce Mason-Monheim AIFD, CFD, PFCI, AAF, AzMF** and **Brian Vetter AIFD, CFD, PFCI, AAF, AzMF**.

Full details are available online at <https://aifd.org/2019-symposium-awaken/>.

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American Institute of Floral Designers

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AIFD Mission Statement

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

Upcoming Events

April 1 -12, 2019

**Floral Designer/Shop Operations
Mellano & Co. - Santa Ana, CA**

April 17 -18, 2019

**Event Tablescape Decor and Styling
Floral Design Institute, Portland, Oregon**

April 22 - May 10, 2019

**Basic Floral Design Career Certification Program
Floral Design Institute, Portland, Oregon**

May 20 - 21, 2019

**Design for Excellence
Mellano & Co. - Santa Ana, CA**

June 1 - 2, 2019

**Floral Design Evaluation
Houston School of Flowers - Houston, TX**

July 6 - 11, 2019

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

For details on events visit
[aifd.org/upcoming-events/
calendar-of-events/](http://aifd.org/upcoming-events/calendar-of-events/).

**This list is not all inclusive.
Please visit the AIFD website
for a full list of events.*

President's Message



"The design show was full of wonderful designs and great opportunities for learning that kept the capacity crowd intrigued."

The North East Region has a legendary reputation surrounding the Philadelphia Flower Show and I was able to experience first-hand just how they put together a display in the heart of the show. **Jo Jarvis AIFD** chaired the project this year, she is no stranger to large installations and design show projects. Second and third chairs **Darcie Garcia AIFD** and soon to be inducted **Valerie McLaughlin CFD** worked with Jo, and **Ron Mulray AIFD** acted as the flower show liaison. **Polly Bergin AIFD** was instrumental in the planning as well. Throughout the weekend I enjoyed spending time with North East Regional President **Dot Chenevert AIFD**, NE members and attending a regional dinner that was a great deal of fun. The display was divided into seasons, Spring, Summer, Fall and Winter and each had a team of designers. Everyone was busy on a grand scale hanging giant water tubes, wrapping yarn around orbs, designing in foam, suspending leaves and other endless tasks. I can truly appreciate just how much planning, organization and hard work it takes to pull off such a monumental project!

Vancouver was unusually cold and frosty when I arrived at United Wholesale for the 2019 Pacific Northwest Design Competition and the "Say Yes" bridal show. **Louisa Lam AIFD** and members of the North West Region were well prepared to host their annual spring event and what a great time it was. The weekend was arranged into two components; first, the competition was organized by **Hitomi Gilliam AIFD** and the design show, which was organized by Louisa and the North West Chapter. Members **Erik Witcraft AIFD**, **Frank Blanchard AIFD** and **Kevin Young AIFD** were featured designers and additional presentations were conducted by Lara Mathias and Bruno Duarte. The weekend events were held in a beautiful space within United Floral that is dedicated to education, all made possible by the MC and host General Manager Tony Graff. The competition included three designs all constructed in front of a live audience. When complete, **Brenna Quan AIFD** finished on top with **Aniko Kovacs AIFD** and **Hidemi Ono AIFD** finishing in the top three. The Sunday design show was full of wonderful designs and great opportunities for learning that kept the capacity crowd intrigued.

Frank Feysa AIFD

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



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Registration is Now OPEN!

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

LAS VEGAS MARKET EXPERIENCE : ICE AND FIRE



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!

OPPORTUNITIES TO SUPPORT THE AIFD FOUNDATION

AIFD SILENT AUCTION – “AWAKEN IN LAS VEGAS” – JULY 7-8

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 15, 2019. Denise Gehrke AIFD, CFD will receive the items and requests email notification when items are shipped: denisegehrkeaifd@gmail.com.

THE EMPTY VASE – JULY 9

Net Proceeds to benefit the AIFD Foundation SAIFD Fund.

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.

MAIN STAGE – FOUNDATION LIVE AUCTION – JULY 10

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!

WORLD CLASS DESIGN EXPERIENCE – “AWAKEN THE POSSIBILITIES WITHIN YOU” – JULY 11



Presented by Gregor Lersch

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.

AWAKEN

A SAMPLING OF AVAILABLE WORKSHOPS

JEANNIE WARD



GO SOCIAL WITH YOUR FLORAL BUSINESS

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.

VARITO VASQUEZ AIFD, CFD



WIRE BROOCH TO WEAR BEYOND YOUR DREAMS...AWAKEN YOUR POTENTIAL

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.

JENNY SCALA



HOW TO PETAL IT FORWARD: BUILDING VISABILITY FOR YOUR BUSINESS

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.

NATALIA ZHIZHKO



AWAKEN THE VISIONARY WITHIN YOU

Awaken the visionary within you with hands-on instruction from one of the world's finest. Internationally renowned Natalia Zhizhko is a multi-award winning 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.



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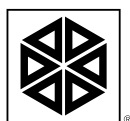
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Not Just an Ordinary Kind of Day!

Written by TSFA member Dawson Clark

It may have seemed like any ordinary day at the Texas State Capitol but for five of Texas State Florists' Association's finest floral designers, February 20 was anything but ordinary.

The scene was rather chaotic as busy legislators, lobbyists and staffers bolted back and forth across the rotunda weaving amongst tour groups and other tourists who were taking in the majestic atmosphere of the seat of Texas government.

Just before noon, the chaos was interrupted as a small army of Texas State Florists' Association volunteers placed five elegant design stations precisely between the five points of a Texas star that graces the terrazzo floor of the rotunda.

When the flowers were revealed, the pace of the room slowed significantly, with many lingering for the entire hour-long competition to see the designs completed. It was a dramatic setting for the climax of the 2019 Texas Designer of the Year Competition. Chaired by **Coby Neal AIFD, PFCI**, who holds the current title, the competition provided extended opportunities for the competitors and for Texas State Florists' Association.

The Interpretive Design Category, designed at the Capitol, followed the two design rounds staged the previous day at the new TSFA Office in Leander, Texas. The level of creativity was inspiring to all who were present during the one hour scheduled for this competitive round. Several wives of current and former Texas Senators were amazed at what they saw.

Enthusiasm was at it's peak when Chair Coby Neal made the announcement! Congratulations 2019 Texas Designer of the Year **Richard Ace Berry AIFD, TMF**! Ace stepped up to join Second Place Overall Winner Michael McCarthy AIFD and Third Place Overall Winner **Abel Gonzalez-Mencio CFD, TMF**. All agreed that it was not just an ordinary kind of day!



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SAIFD Texas A & M Celebrate!



Phil Rulloda AIFD (left) with Buddy Benz, founder of the Benz School of Floral Design at Texas A&M.

The Forsythe Chapter of the American Institute of Floral Designers turned 40! The celebration take place during an Open House reunion on Sunday, March 3rd from 2-5 PM in the Benz Gallery of Floral Art atrium in the Horticulture Building on the West Campus.

Texas A&M was chartered in 1979. **Ken Senter AIFD** was an Aggie graduate and went on to become AIFD in 1975. Ken was the first advisor to SAIFD. **Jim Johnson AIFD** served as their floral instructor and SAIFD advisor for 32 years and recently retired. **Bill McKinley AIFD** also an Aggie graduate is now the senior lecturer for the floral design program at TAMU and Benz School of Floral Design director and Benz Endowed Chair holder.

Each SAIFD school has a flower, Texas A&M the yellow fugi mum and a Scottish tartan. The school hosted an AIFD Symposium in 1991 under the direction of **Jim Johnson AIFD** and **Ute Schnetzinger AIFD**. Texas A&M continues to be a strong chapter with the guidance from our AIFD members. It is exciting to see floral students become CFD and AIFD members.



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Focal Points 13



AWAKEN TO CELEBRATE FLORAL DESIGN EDUCATION!
We invite you to contribute to the success of a variety of Symposium Events!
Net Proceeds to benefit the AIFD Foundation.

Awaken to the AIFD Silent Auction

Chair Todd Sweeden AIFD invites you to contribute to the success of the AIFD Silent Auction. Please bring auction items directly to symposium or ship to one of the addresses noted below to receive no later than June 15th, 2019. Denise Gehrke AIFD and Kenny Snauwaert AIFD will receive the donated items. Denise and Kenny request email notification once items are shipped.

- Please email Denise at:
denise-gehrkeaifd@gmail.com
Shipping Address
Denise Gehrke AIFD
Destinations by Design Floral Studio
7608 West Teco Avenue
Las Vegas, NV 89113
- Please email Kenny at:
kennethAIFD@gmail.com
Shipping Address
Kenny Snauwaert AIFD
9773 Resting Pines Court
Las Vegas, Nevada 89147



Awaken to *The Empty Vase* to Benefit SAIFD

Certified Floral Designers showcase their style during this fundraising event while you browse vintage and handmade vases available for purchase. Proceeds will benefit SAIFD. Chair Ron Mulray AIFD invites you to bring one or more vintage or handmade vases to symposium. If preferred, you may ship your donated vases to one of the addresses noted above.

Awaken to Opportunities

Each day Awaken to a brief Live Auction with opportunities centered around the 2020 symposium! As astonishing as these may be nothing quite compares to the hour before Gregor Lersch's finale presentation when the room opens for seating and we launch the 40th Anniversary Celebration of the AIFD Foundation!

Awaken to World Class Hands-on Instruction!

Register today to study with legendary Gregor Lersch and FTD World Cup 2019 First Runner-up Natalia Zhizhko.



Gregor Lersch, known as the Master of all Master Florists, has been awarded numerous national and international awards. Whether you are a novice or a seasoned designer you will not want to miss this opportunity to "Awaken the Possibilities Within You" when Gregor Lersch instructs this world-class experience.

THURSDAY, JULY 11 | 9 a.m. - 4 p.m.



Natalia Zhizhko, recently named FTD World Cup 2019 First Runner-up, will instruct hands-on during AIFD National Symposium in a three hour class. Do not miss this opportunity to study with this internationally-renowned multi-awarded florist, teacher and demonstrator. Based in Russia, Natalia is CEO, Creative Director of Tridvornova Art- Bureau.

WEDNESDAY, JULY 10 | 7 a.m. - 10 a.m.

E 2019-2020

lection Results

AIFD National Board of Directors

Ken Senter AIFD, CFD, Rachel Nyswonger-Neal AIFD, CFD

AIFD North Central

Chapter President-Elect - Patience Pickner AIFD, CFD

Chapter Vice President - Pat Scace AIFD, CFD

Chapter Secretary - Susan Bal-Vanderhulst AIFD, CFD

Chapter Treasurer - Jody Brown Spivey AIFD, CFD

Chapter Directors - Jeanna Furst AIFD, CFD, Trisha Haislar AIFD, CFD, Renee Blitek AIFD, CFD

AIFD North East

Regional Chapter Rep to National Board - Theresa Colucci AIFD, CFD

Chapter President - Laurie Lemek AIFD, CFD

Chapter Vice President - Renee Tucci AIFD, CFD

Chapter Secretary - Darcie Garcia AIFD, CFD

Chapter Treasurer - Shannon Toal AIFD, CFD

Chapter Directors - Scott Edwards AIFD, CFD, Valerie McLaughlin AIFD, CFD, Patti Fowler AIFD, CFD

AIFD North West

Chapter President-Elect - Robin Phillips AIFD, CFD

Chapter Vice President - Gina Thresher AIFD, CFD

Chapter Secretary - Brenda Quan AIFD, CFD

Chapter Treasurer - Linda Marshall-Robbins AIFD, CFD

Chapter Directors - Victor Castillo AIFD, CFD, Michelle Headrick AIFD, CFD, Shamay Andrich AIFD, CFD

AIFD South Central

Chapter President-Elect - Nicola Parker AIFD, CFD
Chapter Vice President - Rhonda Lynn-Moeckel AIFD, CFD

Chapter Secretary - Marisa Guerrero AIFD, CFD

Chapter Treasurer - Kay Schlaefli AIFD, CFD

Chapter Directors - William (Bill) Hattel AIFD, CFD, Julie Marie Schmitt AIFD, CFD, Thaddeus Servantez AIFD, CFD

AIFD South West

Regional Chapter Rep to National Board - Kenny Snauwaert AIFD, CFD

Results for the remaining positions will be available by May 1.

AIFD Southern

Chapter President Elect - Michael Whaley AIFD, CFD
Chapter Vice President - Christopher Branham AIFD, CFD

Chapter Secretary - Marcela Lopez-Vallejo AIFD, CFD

Chapter Treasurer - Aisha Crivens AIFD, CFD

Chapter Directors - Sue Bain AIFD, CFD, Miguel Figueroa AIFD, CFD, Donnie Johnson AIFD, CFD

Marisa was right! The AIFD Foundation received not one questions but three! We will respond to two this month and hold the other to share in June! I was thrilled to know that there was such interest in these symposium events and am pleased to respond and share this information with all of you! Thank you Marisa for providing this opportunity to increase awareness of the AIFD Foundation.



Will the AIFD Foundation host a Silent Auction in Las Vegas and if so where do I send my donation?

The answer is YES!! The AIFD Foundation Auction will mirror the Partners' Expo on Sunday, July 7 from 1:30 pm - 5:30 pm and Monday, July 8 from 7:00 am - 4:00 pm! You may simply bring your donation to the AIFD Foundation Information Desk located in the Hall of Mirrors across from the AIFD Registration Area or you may ship to one of the two locations outlined in this issue of Focal Points! (Addresses can be found on page 14) The success of the Silent Auction contributes greatly to the overall success of the AIFD Foundation! Plan now to not only contribute one or more items but to stop by and select that special something! Silent Auction Chair **Todd Sweeden AIFD** is working to make a difference as we Awaken in Las Vegas!

Art for a Cause was such fun in Washington, D.C. Is that event happening again? I bought three small paintings and just love each and everyone!

If you know Chair **Ron Mulray AIFD** you know that he is going to constantly bring forward a new and ever so creative idea to keep it all fresh and ever so fun! This year is no different. The event to benefit the AIFD Foundation SAIFD Fund is titled The Empty Vase and will be staged on Tuesday, July 9, 2019 from 7:00 am - 4:00 pm. Vintage and Hand-made vases will be displayed for purchase. CFD designers will highlight a few with flowers! We invite you to bring vintage and | or handmade vases to symposium or ship to one of the locations noted in this issue of Focal Points! (Addresses can be found on page 14) Your donation to Art for a Cause has accomplished two things! Up to 40 SAIFD students will attend an AIFD Hands-on Workshop of their choice in Las Vegas. The balance of the donations established the SAIFD Fund. The Empty Vase in Las Vegas will increase the opportunities and thus A Lifetime of Learning begins!

A LIFETIME OF LEARNING

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PETE SAMEK AIFD
FTD BOOT CAMP INSTRUCTOR

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Education + Evaluation = CFD®!

Floral designers can attend and successfully complete the appropriate floral design education programs at an AIFD Education Partner, approved State Floral Association or SAIFD Chapter. 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 17, 2019:

Rebecca Anderson
Floral Design Institute

Anamaria Grigoras
Floral Design Institute

Jan Prescott
Floral Design Institute

Yuqin Ye
Solomon Bloemen

Mei Yee Au
Solomon Bloemen

Angela Hoyt
Floral Design Institute

Laurie Shultis
Floral Design Institute

Kanina Young
Solomon Bloemen

Anna Bowman
Floral Design Institute

Loretta Lau
Life Flower School

Christine Shum
Solomon Bloemen

Pu Zhang
Solomon Bloemen

Po Ching
Solomon Bloemen

Jin Liang
Solomon Bloemen

Yawaridi Southerland
Floral Design Institute

Wen Zhao
Solomon Bloemen

Katherine Francis
Floral Design Institute

Lois Moll
Floral Design Institute

Yung Chun Wa
Life Flower School

Wen Hua Zheng
Solomon Bloemen

Ji Fu
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Ying Feng Gong
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For information about the Teleflora Scholarship Academy, click this link:
www.myteleflora.com/scholarship_academy.aspx

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www.facebook.com/TelefloraScholarshipAcademy1



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



What's Going On?

North Central Chapter

President's Letter

Laurel Holloper AIFD, CFD

The calendar changed seasons and we are all ready for Spring to burst into full bloom. It's been a wild ride for a lot of us this winter season. It was one we thought would never end. As seasons change, so do the buying patterns of our customers. In the mass market sector of our industry, they tend to shop later as the days now have more daylight and the customers take advantage of every second.

As Spring is blooming so should be your store displays. Big bright and bold, says it best! Show off your talents and bring in those customers who are ready for a color change! With a lot of our AIFD family returning from the Philadelphia Flower Show and the World cup, you will see new energy in the world of flowers. Bright, inviting, inspiring, displays from the show and the FTD World Cup designers should have you excited to "show yourself off". I know I personally had the time of my life in Philly. To be able to be right beside 23 of the top floral artist in our industry was amazing. To be a pod monitor for the World Cup has to be a memory that will last forever. To see up close how those fantastic pieces of floral art were created was surreal. Nothing better for a fellow designer. If you were unable to attend check out Facebook or google the FTD World Cup 2019.

With the Spring season blooming so do all the spring holidays like Easter, many proms, dance recitals, graduations galore, our traditional Mother's Day and let's not forget Hispanic Mother's Day which is celebrated on May 10 each year. We were caught off guard last year at my shop, it was a huge day for us as we have a huge Hispanic population and let's just say they "love their flowers", this year we are definitely more prepared and are actually offering specials to honor our Hispanic Mothers. We then flow into Memorial Day weekend and our customers are getting back into the groove of honoring their loved ones with beautiful fresh flowers to decorate the graves. Be ready and go big!

As we migrate from Spring to early Summer our wedding seasons begin in full force. Yet again another time to set you apart from other's be proud of what you do and let the floral world know it!

Don't forget to attend educational opportunities that will take you to new heights in the industry. We are never too old to learn new and exciting tricks and trends in floral. Sometimes it's the one simple thing you pick up from a design or class that will send your profits soaring to new levels. Let your creative thoughts "Awaken". See you all in Vegas!

AIFD Chapter Reports

South Central Chapter

President's Letter

Lisa Weddel AIFD, CFD

Happy Spring AIFD family! As I sit here to write about the upcoming Mother's Day and wedding seasons, we are thawing out. Colorado had a blizzard just this week that shut down our entire airport! Today in my office I look out to sunshine and our snow beginning to melt.

Mother's Day and Prom are around the corner. Our wedding season should be kicking off soon (if not already). This is the time to take care of our future brides by catering to those prom gals. Although they can tend to drive us nuts with dress samples and such, we always need to keep in mind that they are our future brides!

I'm sure all of us have been asked about Mother's Day versus Valentine's Day. This could just be my opinion but my answer is always this; Valentine's is our single busiest day of the year, however, Mother's Day is the busiest holiday of the year. Why? Because everyone has a mother whether she's here with us or deceased and we always love to honor her. Not everyone has a Valentine. Plus, people want their Valentine's flowers on the day of (sometimes the day before works) but you can deliver to Moms all week long; take advantage of that!

It's also wedding season! Yay! Some love it, some hate it. I love wedding work and brides. Each one is different and unique. Are we finally getting over the mason jars, chalk board signs and greenery garland? It still amazes me when a bride comes in and says, "I have these mason jars that I want to fill! What do you do? Do you make a face and discourage it or do you smile and accommodate? As my niece said to me as she was planning, "Aunt Lisa, you've seen everything but this is the first wedding I've ever planned, I've not seen this and I love it!" At that, I stepped back and thought, of course, you are right. What I try to do now is encourage the look with updated twist. We are on to new trends and color palettes! Embrace your brides and their ideas. Take their Pinterest boards and use them as inspiration with a smile. Give them a "This is so wonderful to have as a reference! We can use your boards to inspire your own unique design!" If you don't embrace our social network brides you will be left behind. Have a great season!!

Northwest Chapter

President's Letter

Louisa Lam AIFD, CFD

Greeting from Northwest Chapter! Spring is in the air and Summer is just around the corner! I hope you are all enjoying the gentle spring sunshine and all the new beautiful blooms at this time of the year!

Members of the Northwest Region have been extremely busy! Lots of them participated in the world renowned Philadelphia Flower Show together with the FTD World Cup 2019 competition from March 1st to 3rd in Philadelphia, PA. The World Cup featured 23 floral designers from around the globe who qualified by winning high-profile events in their own countries. Congratulations to Bart Hassam, an esteemed designer from Brisbane, Australia, who was named the 2019 FTD World Cup Champion on Sunday, March 3, at the conclusion of one of the world's most prestigious floral design competitions. Congratulations to our very own **Paul Jaras AIFD** from Kamloops, the official FTD World Cup 2019 competitor for Canada. Teamed up with **Brenna Quan AIFD** from Vancouver, they did a wonderful job! Honorary North West members!!

Congratulations also goes to the champions of the Pacific Northwest Floral Design Competition! Third place: **Hidemi Ono AIFD**. Second place: **Aniko Kovacs AIFD, EMC**. First place - Champion: **Brenna Quan AIFD!!!!** We are so proud of the talents we have here in the Northwest Region!!!

I would like to take this opportunity to thank you everyone who had participated in the "Say Yes" Spring Wedding Show at United Floral Inc, BC, Canada on Sunday, March 10th. The program was on profitable and inspired wedding trends. I am thrilled that we were able to show case our talented regional members: **Erik Witcraft AIFD**, **Frank Blanchard AIFD** and **Kevin Young AIFD**. They provided wonderful design techniques and knowledgeable-filled two hours of education for a full house!!! Thank you to **Susanne Law AIFD** for co-chairing this grand event with me. Thanks to all the volunteers who came and offered help to all the designers! Big thanks go to **Frank Feysa AIFD, PFCI**, our National President, who came to Vancouver from Ohio, showed his huge and warm support to our region, THANK YOU!!

I am so grateful and blessed to have all the great support of a hard working board this year. They all truly care and are dedicated to promoting professional floral art, providing lots of educational opportunities for students and designers to improve their skills. I am looking forward with

enthusiasm to our upcoming events in coming months! Happy Spring!!!

Southwest Chapter Report

President's Letter

Katie McCormick AIFD, CFD

No Report Submitted.

North East Chapter

President's Letter

Dot Chenevert AIFD, CFD

Hello to my fellow AIFD Members

Where would we be if not for weddings and special events. In fact, many of us wouldn't be working if we didn't have these important occurrences. They, along with sympathy work have become the bulk head of our industry, unless you are still one of the lucky ones running a more traditional brick and mortar shop.

I love Weddings!! And I love the resulting stories attached to those weddings. We all have those memorable ones, usually funny and sometimes horrid. Don't you wish we could all get together and write that book about our experiences with weddings? How about the one where neither the bride nor groom showed up to their wedding..... having run away with the best man and maid of honor. (True story) Or about the one where they had a goat as the ring bearer and it proceeded to munch on the aisle flowers while walking. (Another true story) Or the one about the bride and her mother who were so awful that you wished the bride would trip, fall on said mother and then throw up. (I couldn't wish rain on this one because I had another wedding that day for a wonderful couple) I did find it amusing to wish rain on an especially nasty bride, luckily I learned early how to tell whether I wanted to work with any of my brides. I figured if I didn't care for them, the feeling was probably mutual so I would suggest someone else.

Weddings as well as special events have become even more challenging with the advent of sites like Pinterest or rating sites like Yelp. As if these special events weren't difficult enough, we have to contend with the ever changing Pinterest board or a less wonderful review (totally unfounded because someone you met with was having a bad day). It takes a whole new level of understanding to learn how to use these sites to our advantage. I really like a bride who has a clear idea of what she wants, likewise the mother who is putting together her son's bar mitzvah. Sometimes they just don't know when to stop! It takes a strong suggestion on your part and you may still arrive at the site to find there is no room on the tables for your flowers.

As for reviews, good or bad, a quick answer has the best results. Either a thank you for the good ones or apologizing with an offer for the others.

continued from previous page

Of course, this is easily done. All you have to do is be on your computer 24/7 to catch everything. I so wish it was possible to have someone to do this plus keep up on all the social networking deemed necessary in today's businesses.

We all do the best we can and considering the amount of wonderful designs we put out with so many details to contend with, We Are Amazing!!

Now for some chapter news. We are looking for members who want to hold hands on classes in conjunction with a wholesaler. The Pop-Up series is completed and for more details, contact Dot Chenevert, AIFD. As I write this message, we are gearing up for The Philadelphia Flower Show as well as The World Cup Competition. Exciting times!!

Southern Chapter

President's Letter

Carol Inskeep AIFD, CFD

Hello Everyone from Southern Chapter!!

Southern is very excited to have been asked again to be a part of Art in Bloom, March 21-24, 2019 held in the North Carolina Museum of Art. This is always an amazing event and was seen by 20,000 people last year!

This year there will be 54 works of art from the museum's collection used as inspiration for floral compositions. **Carol Dowd AIFD**, **Terry Godfrey AIFD**, **Sue Bain AIFD** and **Robin Weir AIFD** from Southern will be interpreting four of these with flowers.

The museum also selects 6 designers to create a major floral platform installation. **Michael Whaley AIFD** and I will be creating a structure for one of these platforms with a team of AIFD designers assisting with florals.

Southern will also be presenting a stage program on Saturday March 23 at 2pm. Entitled "Inspiration to Expression", this program will present various sources from which floral designers can get inspiration for a design. During Art in Bloom, attendees see examples of how the visual arts inspire floral design, in this program we show that music, poetry, emotions, wine and other sources can also inspire a design.

A full board meeting will wrap up the event as we plan for future Southern Experiences!!

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 Market.

By inviting FFA Student Members and Instructors to participate and witness 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 <https://www.aifdfoundation.org/> and be sure to choose the "Future Farmers of America – FFA Fund" from the donation drop down.



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E-Mail: afepa2014@gmail.com HP: <https://en.otakaki.co.jp/>

AIFD Board Report

By Kristen Philips, CAE, Executive Director

Spring has officially sprung, and with spring comes the gathering of the board for its annual meetings in the Windy City, Chicago!

Prior to the board meeting on Monday, March 18, several other meetings first took place. On Sunday, March 17, the Institute's Finance Committee met to review and finalize its recommendations for the 2019-2020 budget. This group of critical thinking, future focused, and value-minded committee members spent several hours making sure that every line item was necessary and appropriate.

Following, the Incoming Chapter Presidents met with the National President-Elect to go over housekeeping items as well as goals and visions for their upcoming year in leadership. These chapter leaders are instrumental in building the bridge of communication between members in each region and the national Institute. We thank them for their commitment to their regions on their boards!



Later that evening the North Central Chapter hosted a lovely St. Patrick's Day themed reception to welcome all of us and make us feel at home. Special thanks to **Brent Leech AIFD** for the festive décor and designs, and his lovely wife Julie, who outdid herself once again preparing all of the food! **George Mitchell AIFD** served as co-host and made sure that everyone was being taken great care of. Thank you!

Finally the board met Monday to review a jam packed agenda. To summarize:

- President Feysa noted that the Executive Committee was still exploring EMC in order to better define the Institute's relationship with the group.
- "PFDE" has officially been trademarked. "Professional Floral Design Evaluation" and "American Institute of Floral Designers" are still being processed for trademark rights.
- The Institute is still finalizing details for a proper ethics complaint procedure.

- **Brent Leech AIFD** was appointed to fill the role as Director at Large through 2021 due to a vacancy left by a resignation.
- The board agreed to participate in a Strategic Plan, its first in seven years, this October 13 in Washington, DC.
- The 2019-2020 budget was reviewed and approved, along with the review and approval of a five year proposal for strategic financial health for the Institute.
- After reviewing a list of those who had not yet renewed their membership for the current year, various membership dues options were discussed for those who may find themselves in a financial hardship such as monthly installments, Sustaining (half) dues twice during

membership, and the Retired (half dues) category for those who are fully retired from the industry and at least 65 years of age.

- It was agreed that starting in 2020, the PFDE design category of "Duplicate Design" would be

changed to "Designers Choice" in an effort to allow for more creativity.

- Several policy changes were reviewed and approved to update the Certified Floral Evaluator/Judge and Professional Floral Design Evaluation sections of policy for consistency.
- Ms. Oldis reported on the results of the recently conducted elections, which you can find on page 15.
- In an effort to streamline the nominations process it was agreed that each chapter's past president should use the presented form for nominations collection, meet with the outgoing President at each Symposium to review the process, and that the policies should be updated to be more consistent and clear.
- Several updates were given regarding the exciting FFA program in its second year.
- **Ron Mulray AIFD** presented updates on the North East Chapter's involvement once again in the Philadelphia Flower Show, as well as details on the AIFD stage program which took place just prior to the FTD World Cup Semi-Finals.

continued on next page

- **Lynn Lary McLean AIFD**, CEO of the AIFD Foundation gave an update on the various grants and scholarships being awarded, as well as updates on the timeline for scholarship deadlines and announcements which will be beneficial to all involved.
 - The Awards Committee made recommendations for 2019 Awards, which the board approved. It was noted that Accredited Members and Partner representative may make nominations for such awards.
 - We are excited to announce the launch of #proudtobeAIFD, feel free to use this on social media moving forward!
 - Further plans to move the bi-monthly newsletter into more of an ongoing, fluid online resource were discussed.
 - It was agreed to increase support to the SAIFD AIRS program from \$500 per school, to \$600 per school, beginning with the 2020-2021 budget.
 - It was also agreed to allow SAIFD chapters to submit the names of those who participate in the annual SAIFD Student Competition at Symposium and receive an average score of 7.0 for all designs with no design lower than a 6.5, for CFD recommendation to AIFD. They shall then follow the current required process to become a CFD, including taking and passing the online test with an 80% or higher and paying the necessary fees.
 - New Mexico State University was approved to start an SAIFD Chapter!
 - Symposium Coordinators for 2019, 2020 and 2021 gave updates on their upcoming Symposia.
 - Kristen Philips noted that sourcing begins officially for 2024, with the focus on Washington, DC., and she will be partnering with Helms Briscoe for the RFP and contract negotiation process to ensure the best possible scenario for the association.
- As you can see, a ton of information was covered! AIFD members can feel certain they are in the hands of very thoughtful and very capable leaders that they have personally elected to represent them on this board. No decision is made without great thought, counter points, and consensus. The board will meet again at the National Symposium in Las Vegas on July 5. We look forward to seeing you at "Awaken!"





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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 they demonstrate their 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 <http://aifd.org/membership/>.

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NATIONWIDE LOCATIONS

Building Bridges in Waco, TX

By Marisa Guerrero AIFD, CFD

Beautiful flowers, networking opportunities, and enthusiastic speakers are highlights of every floral convention. Conventions get our ideas flowing and are a wonderful opportunity to meet like-minded flower friends. They also offer a chance to build bridges between organizations, generations and styles.

Team Flower, a young, floral focused group, generously asked AIFD to attend it's convention in Waco, TX during March. **Marisa Guerrero AIFD, CFD**, was asked to represent AIFD at the event.

Like many conventions, Team Flower showcased lots of talent, many of whom are well known social media sensations, like; Katie Davis of Ponderosa and Thyme and Sammy Go of Lambert Floral Studio. The topics they presented were wonderfully wide ranging, from flower farming tips to an interactive session on color theory. There was so much content in addition to the floral design.

Approximately 250 attendees came to Waco from across the country for the three day Team Flower Convention. They were gifted with goodies from lots of well-known industry



businesses and everyone had the opportunity to create a small design that was delivered throughout Waco, "Blooms Over..." style, by The Full Bloom. A number of brave souls also joined the Designer of the Year competition which was ultimately won by Meagan Wills.

You may be wondering where AIFD fits into this picture. Kelly Perry, founder of Team Flower, spoke bluntly about her desire for the many floral groups to work together to build a brighter future for floristry. This desire for bridge building was evident when she invited Marisa and **Suzie Kostik AIFD, CFD** (attending as a representative of Smithers-Oasis) to the stage during the final dinner to open the door for collaboration between industry organizations.

The excitement and desire for unity and friendship was palpable and everyone in attendance left feeling excited about the possibilities for the future of the floral industry.




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Blooms Over...Las Vegas

"Give flowers a second life and brighten the day for people in need"

Each summer during the AIFD National Symposium volunteers create amazing fresh floral creations and share them with residents of the city we are in. When you are making your plans for Symposium this year make sure to schedule in time to help with "Blooms Over"!

The "Blooms Over" Program was started by **Kirk Pamper AIFD** in 1993. Kirk wanted to see the flowers used in the Symposium programs have a second life and brighten the day of people in need. Each year since 1993 the "Blooms Over" program has been a part of the AIFD National Symposium. While the program is unique each year in its organization, designs and recipients, "Blooms Over" still achieves the original purpose "to give flowers a second life and brighten the day for people in need."

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



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California Cut Flower Commission
www.cffc.org

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

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www.connieduglinlinen.com/

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David Austin Roses
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DESIGN MASTER color tool, inc.
www.dmcolor.com

Details Flowers Software
www.detailsflowers.com

DVFlora
<http://www.dvflora.com/>

DWF Wholesale Flowers
www.dwfwholesale.com

Elite Flower Services, Inc.
www.eliteflower.com

Equiflor - Rio Roses
www.rioroses.com

Euforia Flowers
www.euforiaflowers.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
floralgreensfarmersofflorlda.com

Floral Strategies
www.floralstrategies.com

Floral Supply Syndicate
www.fss.com

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
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FTD
www.ftdi.com

Galleria Farms
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www.gardensamerica.com

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www.TheGemsGroup.com

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Green Point Nurseries, Inc.
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www.greenvalleyfloral.com

Greenleaf Wholesale Florist
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Kennicott Brothers Company
www.kennicott.com

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www.knudnielsen.com

Lovingly
www.lovingly.com

Mayesh Wholesale Florist, Inc.
www.mayesh.com

Mellano & Company
www.mellano.com

Natural Decorations, Inc
ndi.com

Ocean View Flowers
www.oceanviewflowers.com

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

Peace of Mind Nursery Inc.
www.peaceofmindnursery.com

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www.phoenixdeco.com

Potomac Floral Wholesale
www.floralwholesale.com

Random Acts of Flowers
www.randomactsofflowers.org

Rosaprima
www.rosaprima.com

Smithers-Oasis/Floralife
www.smithersoasis.com

Syndicate Sales, Inc.
www.syndicatesales.com

Teleflora
www.teleflora.com

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

The Queen's Flowers/Benchmark Growers
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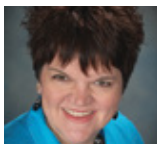
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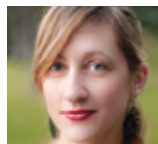
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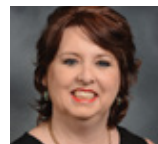
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Anthony Swick
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Instructor



Lesley Bolden
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Instructor



Angelyn Tipton
AIFD, CFD, GMF
Instructor



Stacey Carlton
AIFD, CFD
Instructor

Upcoming Course Schedule

April 7-11 **Wedding Bliss** Sandy Schroeck AIFD, CFD, PFCI
Special Events Challenge Jackie Lacey AIFD, CFD, PFCI

June 9-11 **Certification and Competition** Jackie Lacey AIFD, CFD, PFCI

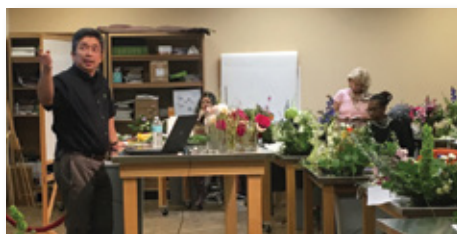
August **Reinventing Everyday Designs** Donald Yim AIFD, CFD, CPFD

October **Celebrating Life Everyday** Jackie Lacey AIFD, CFD, PFCI

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- Jude Hobson - Beverly Hills Florist, in Beverly Hills FL



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Look Who's Talking About AIFD

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

Take a look at what's in the bags of the world's top talent.

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continued from page 26.....

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Education Partners

Academy of Narae Flower Art
www.acdm-flower.com

Aimi Floral Designers
www.shokubutu-kobo.com

Anne Arundel Community College
www.aacc.edu/floraldesigner

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

Bucks County Community College
www.bucks.edu

Fine Florist Academy
www.fineflorist.modoo.at

Fioriology
fioriology.com/

Floral Design Institute
www.FlowerSchool.com

Floriology Institute
www.mybloomnet.net/floriologyinstitute.html

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

Houston School of Flowers
www.houstonschoolofflowers.com

Instinct Florist School

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
www.larose.co.kr/

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
www.suny.edu/campuses/orange/

Palmer School of Floral Design/
Palmer Flowers
www.psfed.net

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

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

Solomon Bloemen
www.solomonbloemen.com

Southern California School of Floral Design
www.philrulloda.com

Splendide Nature
www.flowerfactory.jp

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

New York Botanical Garden
www.nybg.org/adulted

The School of Floral Arts LLC
www.theschooloffloralarts.com

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

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

State Floral Association Education Providers

Arizona State Master Florist
www.azflorists.org

Arkansas Florist Association
www.azflorists.org

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
www.isfaflorists.com

Maine Florists' & Growers' Association

Michigan Floral Association
www.michiganfloral.org

Minnesota State Florist Assn.
mnsfa.org

New Hampshire State Florists Assn.

North Carolina State Florists Association
www.ncflorist.org

North Dakota State Florists Association c/o Lowe's Floral

South Dakota Certified Florist
www.sdfiorists.org

Texas State Florist Association
www.tsfa.org

Wisconsin and Upper Michigan Florists Association
www.mumfa.org

FTD World Cup Names Australian Floral Designer as Champion of International Competition

Philadelphia, PA (March 4, 2019) – FTD World Cup is pleased to announce that Australia's Bart Hassam was named the 2019 World Cup Champion at the conclusion of one of the world's most prestigious floral design competitions. The three-day competition was held at the Philadelphia Flower Show, bringing 23 top floral designers from around the globe under one roof.

"This has been a really wonderful experience and I am very grateful for the opportunity that has been given to me," said Hassam during his acceptance speech. "I know that it is a rare opportunity [to compete in a World Cup] for anyone from any country, and I am thankful."

Hassam, a resident of Brisbane, Australia, is a professional floral designer and active floristry competitor. He has won the Interflora Australia Florist of the Year Competition five times and the 2011 Intercontinental Asia Cup. He exhibits, demonstrates and teaches floral design all around the world.

FTD World Cup is held approximately every four to six years. This is the first time the three-day floral design competition was held in the United States since 1985. The floral designers completed four preliminary design tasks followed by a semi-finals round featuring ten competitors. The five finalists created their final design task live on stage at a gala event with 650 guests. Hassam was named champion at the conclusion of the evening alongside first runner-up Natalia Zhizhko from Russia and second runner-up Tamás Mezöffy from Hungary.

"FTD is honored to have hosted such a prestigious international design competition and welcoming the floral community from around the world to the United States," said Tom Moeller, FTD Executive Vice President, Florist. "It was an exciting competition and the talent in one room was incredible. Congratulations Bart and all of the competitors for their achievements and being a part of FTD World Cup."

All of the competitors' floral creations will remain on display in the Central Feature of the Philadelphia Flower Show through March 10.

For more news and information about all of the FTD World Cup competitors, visit www.FTDWorldCup2019.com.



Related Industry News

Love Garden Roses? This Contest Is For You! Second Annual Garden Rose Design Contest Now Open

Alexandra Farms, the world's largest grower of fresh cut garden roses, is excited to announce our second annual Garden Rose Design Contest!

Full and fragrant, with ruffled petals and delicate to vibrant hues, garden roses are a favorite with floral designers everywhere. If you love designing with flowers like these, you won't want to miss this opportunity. Visit www.alexandrafarms.com/garden-rose-design-contest for full details and to register for the contest.

Floral designers from around the world are invited to share their best work in two categories: Everyday Design and Wedding Bouquet. There will be four winners chosen in each category. The first place winners will be invited to visit our fragrant, garden rose-filled greenhouses and the Colombian city of Bogotá on an all-expenses-paid trip for two to Alexandra Farms, located high in the Andes Mountains.

The second place winners in each category will receive 1,000 stems of garden roses (freight included).

Third place winners will receive 500 stems of garden roses (freight included).

Two Readers' Choice Award winners will be determined by a public online vote. The winners of this award will each receive 1,000 stems of garden roses (freight included).

Contest judges are Jose R. Azout, president of Alexandra Farms; David J C Austin, managing director of David Austin Roses; Tomas De Bruyne, international floral designer and educator; and David Coake, editorial director of Florists' Review.

Entries will be accepted through June 30, 2019. Winners will be announced in the October 2019 issue of Florists' Review.

Register for the contest and learn more at www.alexandrafarms.com/garden-rose-design-contest. We look forward to seeing your designs!

Meet the Growers Series

by Kat Castagnoli AIFD, CCF

As floral designers our focus is usually on making sure whatever flowers we order arrive on time and in perfect condition. But what exactly goes into getting those blooms into our hands? AIFD's Southwest Chapter is answering this question with the launch of Meet the Growers – a new educational series designed to connect floral designers with the farmers who grow their favorite fresh product.

Specialized tours of local floral farms will be offered in an effort to educate florists on how flowers are grown and harvested; and to increase floral farming awareness within the industry, according to series creator and SWAIFD Board Member **Yoshi O'Connor, AIFD**.

Yoshi says her idea for Meet the Growers sparked following a presentation by Debra Prinzing, founder of the Slow Flowers movement, at The Trend Summit in Vancouver, B.C., last year. "Her talk made me realize how little I know about where our flowers come from and how they are grown," Yoshi said. "In society today, we are very conscious of where our food comes from so why should our flowers be any different?"

Following a grower-led tour of the featured floral farm, participants will also be treated to a hands-on workshop where they will have the chance to design a piece incorporating fresh blooms from that farm.

Meet the Growers events will be limited to about 40 participants, depending on the farm, and will last approximately 3 hours. Cost per person is \$75.

The first tour will take place on April 28 at Resendiz Brothers Protea Growers in Fallbrook, Calif., followed closely by a second tour scheduled for June 2 at Dramm & Echter Farm in Encinitas, Calif. To purchase tickets for Meet the Growers, please visit:

April 28 at Resendiz Brothers Protea Growers: mgsresendiz.brownpapertickets.com

June 2 at Dramm & Echter Farm: mgsdrammechter.brownpapertickets.com

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AIFD News & Notes

Saluting AIFD Life Contributing Members

The following Life Members of AIFD, who are waived of any membership fee requirement, continue to support the Institute with an annual contribution. AIFD appreciates their many years of membership and their continued financial support. Annual recognition highlights those who contributed for the 2018-2019 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

Carol Gordy AIFD, 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



www.facebook.com/AIFD.CFD



AIFD page can be found on the AIFD homepage at www.aifd.org (click on the LinkedIn symbol to get to the page).



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



www.youtube.com/user/AIFDHqtrs