

Focal Point

Symposium "Awaken" is Just Weeks Away

"AWAKEN" YOUR OPPORTUNITY TO GROW

The people you'll attend programs and events with are as important as the sessions themselves. There's no better time to network with your peers and meet designers you can exchange ideas, tips and techniques with. We've made it even easier this year with our new mobile app! Make sure you sign up before you arrive so you don't miss anything. We also have the Young Professionals "Chill and Chat." More information on both of these opportunities can be found on page 5.

"AWAKEN" THE POSSIBILITIES TO LEARN

Take advantage of all that is available to you - Look at what your registration includes and make plans to attend everything you can. There are Main Stage Programs, the Partners' Showcase, Awaken Bright and Early sessions, and so much more. Check in with the AIFD Symposium Facebook page and app often, share some ideas you learned on your social media sites, use what you learned to do something different in your shop or classroom...the possibilities are endless with what you can do with this newly gained knowledge!

"AWAKEN" THE HUNGER FOR MORE

This year we have even more opportunities. You can register for our Hands-On Education Sessions, Enhanced Learning Sessions, Awaken Bright and Early Sessions or attend one of the Foundation's workshops.

"AWAKEN" YOUR INNER SOUL

Take inspiration from everything around you. Pay attention to not just the presentations but the flowers on the registration desk and the floral jewelry people are wearing. Soak in the experience of being surrounded by like-minded individuals and let their creativity fuel yours. AIFD is a family and this experience should motivate you and feed your imagination.

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American Institute of Floral Designers

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Forest Hill, MD 21050
Phone 443-966-3850 / Fax 443-640-1031
info@aifd.org / aifd.org

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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

June 23, 2019

**Floral Event with Laura Dowling & J. Keith White AIFD
Houston School of Flowers**

June 23, 2019

**Sympathy Flowers
Anne Arundel Community College - Arnold, MD**

June 24, 2019

**Advanced Floral Design Career Certification Program
Floral Design Institute - Portland, OR**

July 6 - 11, 2019

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

July 21, 2019

**Summer Flowers
Anne Arundel Community College - Arnold, MD**

July 27 - 28, 2019

**Floral Entrepreneur's Weekend
Floral Design Institute - Portland, OR**

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



"Serving this organization has been one of the highlights of my life and I would like to thank all of you for not only giving me this opportunity but the time and compassion you give to the organization we all value so much."

As my time as AIFD President draws to a close, I have to say it truly has been an honor to serve the organization as National President. I have had the privilege of being part of an Executive Board that is proactive, reactive and has the experience to look back at the fundamentals of the organization and maintain the vision. The entire National Board is made up of a broad spectrum of individuals from many facets of our industry that truly reflect the membership they represent and have been a true pleasure to work with. Special thanks to Kristen Philips and everyone at headquarters that have helped give our group wings, to think out of the box and make our impact on the industry stronger, while cultivating our roots. Serving this organization has been one of the highlights of my life and I would like to thank all of you for not only giving me this opportunity but the time and compassion you give to the organization we all value so much.

Three of my regional visits this past March were scheduled on the same weekend and with a bit of luck the activities were scheduled at a slightly different dates and times. Thank you to Carol Inskeep AIFD and the Southern Region for welcoming me to the Art in Bloom in North Carolina. What a wonderful job they are doing with this event. From North Carolina I moved on to Kansas City and was welcomed by the South-Central Region's President Lisa Weddel AIFD. The region sponsored several design show sessions and the Frankie Shelton Cup. I was so excited to see Frankie in attendance. From Kansas City I traveled to Los Angeles to attend the South West hands-on workshop and design event and greeted by President Katie McCormick AIFD as I arrived. I was honored to attend all these events representing AIFD and had the privilege of visiting with many AIFD members and those who were interested in our organization.



Frank Feysa AIFD

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





QUALITY EDUCATION: A COMMUNITY COMMITMENT



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Jackie Lacey
AAF, AIFD, CFD, PFCI
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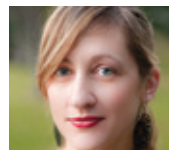
Donald Yim
AIFD, CFD, CPFD
Instructor



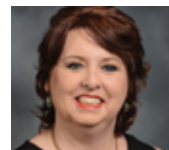
Sandy Schroeck
AIFD, CFD, PFCI
Instructor



Anthony Swick
AIFD, CFD, PFCI
Instructor



Lesley Bolden
AIFD, CFD
Instructor



Angelyn Tipton
AIFD, CFD, GMF
Instructor



Stacey Carlton
AIFD, CFD
Instructor

2019 Upcoming Course Schedule

- June 9-11 **Certification and Competition** Jackie Lacey AAF, AIFD, CFD, PFCI
- Sept 15-17 **Reinventing Everyday Designs** Donald Yim AIFD, CFD, CPFD
- Sept 19- Oct 3 **Celebrating Life Everyday** Jackie Lacey AAF, AIFD, CFD, PFCI
- Oct 6-8 **Speak Up** Sharon McGukin AAF, AIFD, PFCI

2020 Upcoming Course Schedule

- Jan 12-16 **Elements and Principles of Design** Sandy Schroeck AIFD, CFD, PFCI
- April 5-9 **Wedding Bliss/Special Events** Stacey Carlton AIFD, CFD
- June 7-9 **Certification and Competition** Jackie Lacey AAF, AIFD, CFD, PFCI



Hear what
florists have
to say...

“ Loved the class, classmates and Jackie Lacey is a great instructor. I learned so much in my first time attending. I'm sure to return in the future! ”

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

ACT NOW! To sign up or for more information about the Floriology Institute,
email floriology@bloomnet.net or call (904) 737-8500 ext. 258 • www.floriologyinstitute.com/register



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2019 AWAKEN

AMERICAN INSTITUTE OF FLORAL DESIGNERS | NATIONAL SYMPOSIUM

AIFD
LAS VEGAS
JULY 6 TO JULY 11

Registration is Now OPEN!

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

AIFD APP

WE'VE GONE MOBILE!

We're so excited to see you in Las Vegas – and we wanted to let you know we've made a few things easier this year with the help of our new Symposium app! You will receive the code to access the app after you register.

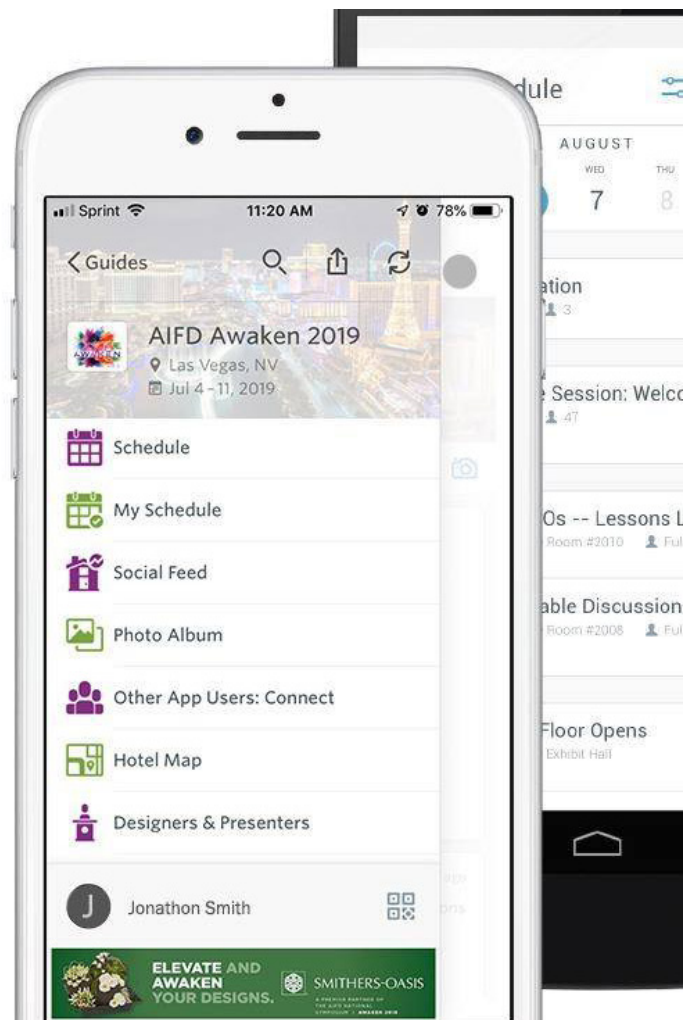
With the app, you'll have at your fingertips:

- Full Symposium schedule and ability to create your own personalized schedule.
- Access designer handouts in advance and on-site.
- The ability to get to know your sponsors and exhibitors.
- Enhanced networking with the social feed, photo albums, and ability to message each other.
- An Attendee list
- ...and more!

You can also easily organize which events you want to attend and connect with other attendees.

If you download and sign into the app by Tuesday, July 2 at 12am PST, you'll be part of a drawing for a \$100 Amazon gift card*.

*We'll announce the winner via push notification through the app during Symposium.



Young Professionals, FFA & SAIFD Chill & Chat

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

AWAKEN

PARTNERS' SHOWCASE & BOOK FAIR MARKETPLACE

Looking for the latest and greatest products in the floral industry? Then step into the colorful and exciting AIFD Partners' Showcase and Book Fair Marketplace at this year's Symposium. Learn the latest products and services that are available to help you succeed as a professional floral designer, and discover hundreds of books on a wide variety of topics.

Couldn't see everyone in one day?

Partners' Showcase and Book Fair Marketplace Schedule

Sunday, July 7	1:30 - 5:30 p.m.
Monday, July 8	8:30 a.m. - 12:00 p.m. (with continental breakfast)

FLORAL GALLERY, BOOK STORE SCHEDULE

Monday, July 8	7:00 a.m. - 4:00 p.m.
Tuesday, July 9	7:00 a.m. - 4:00 p.m.
Wednesday, July 10	7:00 a.m. - 4:00 p.m.





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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

Simply bring auction items to Symposium!

Visit the Silent Auction on July 7 and July 8 and contribute to the success of this event! New items each day!

Awaken to *The Empty Vase* to Benefit SAIFD

Simply bring vintage and handmade vases to Symposium!

Certified Floral Designers showcase their style during this fundraising event while you browse vintage and handmade vases available for purchase. Proceeds will benefit SAIFD.

Awaken to Opportunities

Front Row Seats! Premium Registrations! Study with a World-Class Instructor! And so much more!

Selected Items centered around the 2020 Symposium to be auctioned prior to the following presentations!

- July 8 prior to Lana Chernyavsky's Winter Fantasia
- July 9 prior to Michael Derouin's Weddings: An Innovative Vision
- July 10 prior to David Power's A Wake to Remember

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 Launch the AIFD Foundation's 40th Anniversary! Let the Celebration Begin!

...plus early seating for Gregor Lersch's Finale Presentation!

Doors open early for Gregor Lersch's presentation seating as together we launch the AIFD Foundation's 40th Anniversary! Arrive early and join us as we usher in this year-long celebration!

Purchase a lighted necklace throughout Symposium at the AIFD Foundation Information Desk or from a Trustee!

Make certain to have it with you to play Hand to Heart early within the hour!

Win a 2020 Symposium Premium Registration plus a surprise package to amaze!!

Your \$20 donation purchases the lighted necklace needed to play!

The Live Auction, filled with opportunities that are all about Gregor, will conclude the well celebrated hour! This is an event not to be missed!

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.



The Ohio State University Hosts A.I.R. Program

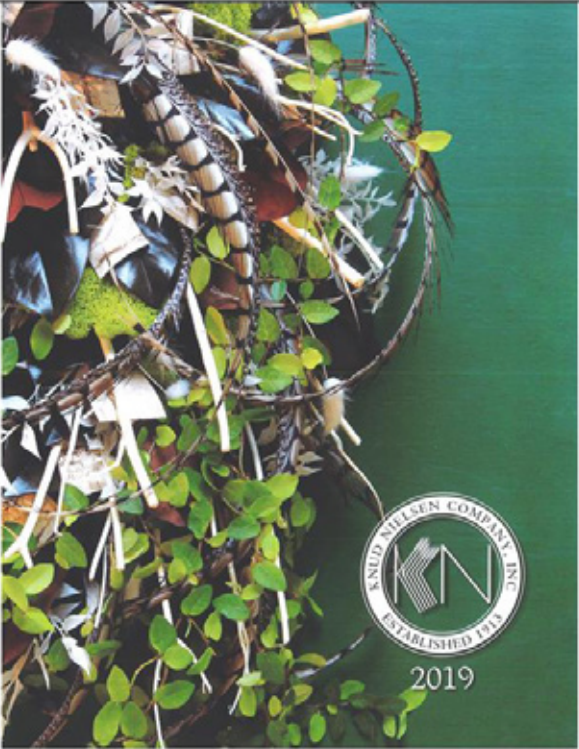
“Modern Wedding and Sympathy Design” With Andrea Harrison Mongold, AIFD

WOOSTER, OH Students at The Ohio State University capped off a spring semester of contemporary floral design studies with an inspiring Artist-in-Residence program presented by Andrea Harrison Mongold, AIFD, owner of Flowers by Snellings in Winchester, Virginia. During the day long presentation, Andrea, an Ohio State ATI Floral Design and Marketing graduate, shared a wealth of information about retail floristry and strategies for success.

During her March workshop, Andrea presented modern ideas for funeral arrangements and easel sprays as well as fresh approaches to classic bridal bouquets. Through hands-on demonstrations, she instructed students in making cremation urn arrangements featuring parallel rhythm and bridal bouquets designed in the Dutch spiral method. Students benefited from her candid critiques and helpful feedback.

Strategic business principles were an important point of emphasis throughout the workshop. Andrea provided an in depth look at her shop website and social media outlets, explaining their importance to her marketing efforts and sharing cautionary tales based on her experience as a business owner. She also shared insightful financial details that helped students establish realistic expectations for those aspiring to future floral business management and ownership. Supplies for the workshop were provided by Smithers-Oasis.

For more information, contact Terry Lanker, 330-287-1242, Lanker.2@osu.edu.



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

Look for us online!

For a calendar of events that include Teleflora-sponsored 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

Or find us on Facebook:

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Welcome to a New SAIFD Chapter

By Sabine Green AIFD, CFD

The NMSU Floral Team is a chartered student organization through New Mexico State University. Students from any major on campus can take courses in floriculture. And, for those that fall in love with flowers, it is to their delight that they learn they can stay in the program as long as they are enrolled at NMSU, both as an undergraduate or a graduate student.

The team currently consists of only undergraduate students, mostly studying various fields in agriculture. However, in the past there has been all different majors involved in the team. As far back as the 80's, students were usually ONLY horticulture majors, with an emphasis in ornamental horticulture. During those days, floral crop evaluation and grower talks were the focus of the team, with emphasis on the Pi Alpha Xi floral judging competition. Today, floral design and business strategy are the focuses.

Students spend both the fall and spring semesters practicing for competitions, and fundraising to travel both to the AIFD Symposium and to WesTexas New Mexico Florist Association convention. They manage a greenhouse filled with succulents and specialty greens which they sell locally to the public and retail florists, and they resell cut flowers each Wednesday morning inside the College of Agriculture. Additionally, they occasionally contract with NMSU departments to create floral decor for larger events on campus. These opportunities give them both real world experience, and help gather much needed funding to network for their floral future.

Their design talent has been noticed by the administration, and by the local floral community. Many students hold part time jobs with local florists, event planners, or contract their own special events. The industry will survive, with vibrant young people such as these students.

NMSU Floral is excited to be a part of the SAIFD experience! The team welcomed designer Dov E. Kupfer AIFD, CFD for their inaugural AIR Program. The students had a wonderful time learning spray painting techniques, armatures and wire work. Thank you to Smither's Oasis and Design Master for their generous sponsorships.

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THE AIFD FOUNDATION
40TH ANNIVERSARY CELEBRATION

when the doors open early for Gregor Lersch's
presentation seating

Wednesday, July 10, 2019 | 1:30 pm - 2:30 pm

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.



CFD Designer Wins Louisiana Designer of the Year Competition



Photo Credit - Rio Portrait and Design Studio

The Louisiana State Florists Association is proud to announce Abel Gonzalez Mencio CFD, TMF of La Feria, TX as the 2019 LSFA Designer of the Year. The competition, held March 25-26 at the 80th Anniversary of the Louisiana State Florists Association Convention, included competitors from Alabama, Texas and Louisiana. Abel advances to compete at the Mid America Cup held In Little Rock, Arkansas, the only floral competition in the United States that invites one winning representative of each state to compete.

Abel has been active in the floral industry for over 37 years and earlier this year, he placed 3rd overall in the Texas State Florists Association Designer of the Year Competition.

His passion for engineering floral, prom and spirit wear designs led him to open, and operate his personal design studio, Casa Granada Floral. He also currently serves as the Director of Marketing and Design for Acolyte Designs, LLC of New York City.

Abel says that one of his goals is, "To achieve my AIFD credentials knowing that I stand among the very best in the world, affording me the recognition among my peers in the floral industry."

This is an excerpt of an article written for La Feria News. The original can be found here: <https://laferianews.net/?p=12742>



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Thank you AIFD for continuing to send in questions about the AIFD Foundation! We are thrilled to receive and have the opportunity to share these points of interest with each of you!

So many are so generous. I have limited funds but would like to participate and give back to the Foundation. Is this even possible?

Yes, of course! There are numerous ways to participate and give back! AIFD members may serve on AIFD Foundation committees. There are also those members who have expressed interest that we reach out to from time to time for their thoughts on a project. Email me at lynnlarymclean.aifdfoundation@gmail.com if you are interested! The Silent Auction and The Empty Vase are two events at Symposium that offer items of all price points! You may find something that catches your eye and fits with what you can contribute! It may also surprise you to learn that the AIFD Foundation often receive \$5.00 and \$10.00 donations! Any and all donations are welcome and appreciated!

I saw in the last issue that the AIFD Foundation will launch a year of celebration in Las Vegas! How can I participate?

We are looking forward to this event and there are a number of ways that each and everyone attending symposium can take part! Throughout the Symposium lighted necklaces will be available for purchase at the AIFD Foundation Information Desk across from AIFD Registration! Your \$20.00 donation will provide you the necklace and a place to play a game called Hand to Heart to perhaps win a 2020 Premium Registration awarded to the last one standing! Are you intrigued? Don't miss this event on July 10, 2019 from 1:30pm - 2:30pm just before Gregor's finale presentation! Make certain to bring the necklace with you or purchase it there to play early within the hour! There will be other surprises throughout the event with the Live Auction, filled with opportunities all about Gregor, concluding the well celebrated hour! This is an event not to be missed!

I have seen on Facebook a reference to The Empty Vase. Is this a new event?

We are thrilled to know that you saw this on social media! If you were in D.C. last year you may have attended Art for a Cause where art was available for purchase with proceeds to SAIFD. The event in Las Vegas is similar however rather than art it is all about The Empty Vase! Certified Floral Designers will showcase their style while you browse vintage and handmade vases available for purchase. Proceeds will again benefit SAIFD. I think it is important to share that this year the Foundation will send 56 students to an AIFD Hands-on Workshop because of the generosity of those who participated in Art for a Cause!

A LIFETIME OF LEARNING

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Our Family History in Pictures

by Janet Black AIFD, CFD- Historian Chairman

Our AIFD Family History is so exciting when we can look back on our old photos, share the memories of our past and giggle about how it was back in the "old" days. We now have a flicker account which will help preserve all our photos collected over the years.

I would really appreciate it if you would scan an old photo or current one and share a memory.
janetblackaifd@gmail.com

So here is a little quiz to see if you can identify our AIFD members in these photos!



1



2



3



4

Answers can be found on page 23.



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The Golden West College Shirley Haas Student AIFD Chapter's 2019 AIR Program

"Dazzling Foliage Techniques!"
Featuring Phil Rulloda, AIFD, CFD, AAF, PFCI

By: Gail Call AIFD, CFD

The Shirley Haas SAIFD Chapter from Golden West College, Huntington Beach, California, hosted their Artist in Residence (AIR) Program on Sunday, April 28, 2019. **Phil Rulloda AAF, AIFD, CFD, PFCI** was our guest educator. Phil Rulloda is one of America's chief evangelists for floral design, celebrating his 55th year as a florist – an Ambassador of Sentiment.

Phil kept true to his theme and truly dazzled our students with his amazing teaching techniques and philosophical methods to floral design and life in general. Our two day program began with the preparation of the myriad of floral designs which he created. The preparation day was especially exceptional for our Student AIFD members as they were able to work with this "master of design" one-on-one and glean so much knowledge from him. Phil demonstrated and mentored many of his specialty foliage manipulation techniques with the students as well as lessons in mechanics and floral art. All lessons revolved around the elements and principles of design that are the glue which holds our floral art together. Our students truly enjoyed the individual instruction they received from Phil as well as his wife, **Cathy Hillen-Rulloda AIFD, CFD, PFCI** and assistant **Phan Lai AIFD, CFD**. This entire design team shared their knowledge, experience, techniques and expertise so freely with our students!

On Sunday, April 28 we greeted over 70 attendees to our classroom. We had students, alumni, community members and other AIFD members in attendance. They were in for a spectacular design program! Phil had prepared dozens of incredible floral designs to share with our audience and created others on-site. He communicated his thought process in creating the designs, teaching us about his mechanics as well as how the elements and principles are at work in each of his creations. Phil demonstrated many of his unique specialty manipulations of ti leaves, teepee, strelitzia foliage and even the "dahlia rose". The entire "standing room only" audience was included in his hands-on portion of the event and everyone was able to create "dahlia rose" and learn the weaving technique to create a flat-fold commodore piece. Phil Rulloda AIFD is an exceptionally inspirational presenter!

The Shirley Haas SAIFD Chapter would like to thank our generous sponsors, OC Wholesale Flowers of Santa Ana and Island Florals of Costa Mesa for their continued support of our students. The Shirley Haas Chapter's 2019 Artist in Residence event, "Dazzling Foliage Techniques!" featuring Phil Rulloda AIFD was absolutely incredible!! Our chapter and all our floral design students are so grateful for the time Mr. Phil Rulloda shared with us! Thank you so much Phil Rulloda AIFD! You are the best!!



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- **Scholarships** to FTD Boot Camp

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What's Going On?

North Central Chapter

President's Letter

Laurel Hollopeter AIFD, CFD

Wow what a year we've had in North Central! We had so much fun Discovering all there was in Washington DC. Being with our AIFD family as we gathered to learn more and become friends with new floral artists from around the globe.

Moving on to Chicago in late July, our NC family gathered to celebrate Bobbi Ecker for a design contest that bears her name. Six very talented floral artists competed to be named the 2018 Bobbi Cup Champion. Our extremely talented floral artist **Derek Woodruff AIFD, CFD** was named the winner by our team of evaluators.

After what we thought was just "talk" when we discussed our mid-year meeting plans we made it happen. The ever outgoing and get-er done North Central Chapter of AIFD decided to move our mid-year Meeting to Philadelphia, to Philadelphia but the Philadelphia Flower Show and the World Cup Design Contest sponsored by FTD. Not only did we show up in full force but many of our members worked behind the scenes in the workroom, the floor show as pod monitors or even competing in on-the-spot design challenges. It was a wonderful experience by all who attend. Yet another great opportunity as a member of AIFD. It seemed like a "mini" Symposium with the number of our AIFD family in attendance. I can't say enough thanks and graditudes to the board and specifically our president elect Carolyn M. for making it happen!

While all this happened in Philadelphia we had a team of talented and determined members who stayed back in our region to participate at the Indy Flower and Patio Show. The chapter sold flowers and did stage demonstrations during the week. Funds raised from the show go to support our scholarship program.

Throughout the year our talented team of AIFD floral artists participated in design shows and competed in numerous contests. All I can say is we are so proud of each and all of our members!

With this being my final letter for Focal Points I can't express my appreciation enough to our members for having the confidence in me to lead our chapter. It was a wonderful learning experience, one I will cherish forever. Looking forward to seeing the entire AIFD Floral family in Las Vegas in July!

Now go make someone's day better with FLOWERS!

AIFD Chapter Reports

South Central Chapter

President's Letter

Lisa Weddel AIFD, CFD

To my South Central family; thank you. I want to thank our regional membership and our Board for such a great year. In this year we've given out grants, reestablished our committee positions and held a successful fundraising event. In addition, we are so proud to have renamed our grant monies the "Morley/Haines Grant" and have also honored one of our dear members by renaming our SC design cup, the Frankie Shelton Design Cup. It's been an honor and privilege to lead our region this year and I know your incoming President, **Sandi Yoshihara AIFD**, Sniff, will continue to do great things. See you all in Vegas!

Northwest Chapter

President's Letter

Louisa Lam AIFD, CFD

It's so hard to believe that my journey as President of the Northwest Chapter is quickly coming to an end. It has been an exciting and amazing year. I am so blessed to be part of such a wonderful Chapter.

It feels like yesterday that I was sworn in as your president in Washington, DC last July. It has been a great pleasure to serve my Northwest Chapter and I have enjoyed all of my responsibilities along the way. Our chapters have been working hard to help make each other and the floral industry the strongest and best it can be! I am so proud of the accomplishments our Chapter members have made during this last year. Congratulations go to Allison Fong for receiving the 2019 Northwest Student Symposium Scholarship and **Coree Ryan AIFD, CFD** for being the 2019 AIFD Foundation Symposium Scholarship Recipient. We hope that your way ahead is even brighter and these scholarships will enhance your prospects, paving the way for better career opportunities and making the foundation of your future success! We look forward to celebrating with you two at Awaken in Las Vegas at our AIFD 2019 National Symposium.

Congratulations go to all our new inductees, I am looking forward to seeing you all at our Chapter members meeting that is held at National Symposium in Las Vegas on July 6th 2019 at 1:00 to 3:00pm. Congratulations go to **Heather De Kok AIFD, CFD** for organizing another successful Maple Leaf Cup Competition at Edmonton this year, and congratulations also go to the cup winner **Brenna Quan AIFD, CFD**! Good luck to **Svetlana Chernyavsky AIFD, CFD**, she will be presenting a main stage program for AIFD in Las Vegas, and all the best go to **Sharrai**

continued on next page

Morgan-Faulkner AIFD, CFD, who will be doing a hands-on education session during the Symposium in Las Vegas.

For the 2019/2020 year under the leadership of **Nita Robertson AIFD, CFD**, our incoming President, together with the incoming Board and under the guidance of our Regional Rep., Wil Gonzales AIFD, CFD, I am sure it will be another successful year for our Northwest Chapter!

I would like to extend a special thank you to **Wil Gonzalez AIFD, CFD, Erik Witcraft AIFD, CFD, Sharrai Morgan-Faulkner AIFD, CFD** for all their kindness, guidance and patience. I will remain forever grateful. Huge thanks to the whole Executive Board of Northwest Chapter and the entire staff at AIFD Headquarters, your assistance to me in the past year has truly helped me to achieve the goals set out last July.

It has been a humbling experience and great honor to lead such a great region and thank you to all of you who have served before me for your guidance in this endeavor.

Sincere thank you to all of you for supporting me to serve as the President of the Northwest Chapter, you all make me feel #ProudToBeAIFD!!

Southwest Chapter Report

President's Letter

Katie McCormick AIFD, CFD

Wow what a great year! As President, my goal was to have more events, and that we did! My goal was to reach out to more designers in our region and even more who are interested in the region, and it makes me so happy to know we did it! The region this past year had the opportunity to have not only do one design show in California, but we were able to reach out into Arizona & Vegas. In addition, thanks to Yoshi O'Connor AIFD, we started a new "Meet the Grower" series and our first one was a wonderful success at Resendiz Protea Farm in Fallbrook, CA. It was a beautiful day learning from a wealth of knowledge.

Thank you, Shonda Cunningham AIFD, Deborah Kenney AIFD, Nicholas St. Clair AIFD and Yoshi O'Connor AIFD for all your planning and preparation up until our shows & workshops! Ikuko Hashimoto AIFD, Julie Reed AIFD, Ania Norwood AIFD, and Shawna Yamamoto, for all your hard work & dedication into teaching your passion & design techniques. Thank you to Fiesta Parade Floats (Jim Hynd AIFD), Mellano & Co, Accent Décor, Smither's Oasis, Fitz Designs and Askren & Sons, for being so kind and generous to allow us in to feature your products and location, and to all the growers for your donations to make our workshops and program such a huge success.

We have another "Meet the Grower" at Dramm & Echter on June 2nd, and would love to have you attend if you are interested. Thank you to Dramm & Echter as well as Floral Supply Syndicate for their generous donation to make this upcoming event happen.

Thank you to the board of directors for all you did to help these programs and workshops meet our goals. I am also thankful for a couple members who have been my mentors and guides throughout this year. **Kenneth Snauwaert AIFD** and **Susan Bean AIFD**, I much appreciate every text, email and phone call, thank you thank you! I've always wanted to serve the South West region as president, and what a great opportunity it was. This region really works hard, and I am so proud to be a part of it. As Shonda Cunningham AIFD and the new board of directors takes over the reins I want to wish her and the board my best. I know they will be a great! Thank you South West Region for letting me serve as your regional President.

North East Chapter

President's Letter

Dot Chenevert AIFD, CFD

Welcome North East Chapter Members to my Last Letter as your President

As with all our letters, the subject was suggested for us to give our thoughts upon. This one is to be on Symposium. As with all memorable events in our lives, we remember what and where we were when it happened...such as where you were on 9/11. (I was in New Jersey getting ready for my first ever design show, but that's another story, PS, nobody came! :-)

My first Symposium, and life changing experience, came about because of another event I didn't want to do. So, we went to Dallas, in July instead of staying in cooler Hyde Park, NY, to get out of creating a Chamber of Commerce float for the Fourth of July parade. This turned out to be the best decision and the most humbling experience of my life.

I thought I was ready for what I would see. Sure, I'd heard of AIFD but I'd already been to many design shows and thought I was a pretty good designer, so what more could there be! I'm sure you know where this is going. I was totally blown away with the first main stage and it just got better. Then it struck me. Who the ** did I think I was to even consider joining the ranks of these floral superstars? Even worse, what could I contribute with and from my small-town experience? I was really overwhelmed and seriously thought to just go home and forget the whole thing.

Then I found the work room. I wandered for a while (and they let me) and finally got up the nerve to offer my help. **Derrick Vasquez AIFD** was creating Final Night and there was a lot of activity. Now, I'm

totally new to these folks but they let me come play with them. I was asked to set foam in containers! Yes, something I totally knew how to do!! Suddenly, I was okay. These were my people, we spoke the same language and wanted nothing more than to expand our knowledge and our industry.

Long story short, I started on the road to membership. I was questioned as to why I would want to pursue this "at my age". However, two things happened in 1999...It was scientifically proven that you can teach an old dog new tricks and, I was inducted into The American Institute of Floral Designers. All because of my experience at my first Symposium. I have been to many since and Symposium never ceases to impress me, humble me and make me want more...yes even at my advanced age.

As for Chapter news, we are busy planning new events and learning opportunities. Watch social media for coming events.

Thank you to all who have taken the time to read my observances and I look forward to what **Laurie Lemek AIFD** has to say next.

Southern Chapter

President's Letter

Carol Inskeep AIFD, CFD

Hi All- News from Southern Chapter Membership! It is hard to believe that my year as President of Southern Chapter is almost over! However, It is not hard to believe that there are many exciting things in the works for next year and the next!

Look for opportunities to "play in the woods" in Maryland - March 2020 and Art in Bloom experience in Raleigh NC - March 2020, to name a couple!

And of course with Symposium being right around the corner, many more chances to have floral family fellowship!

In Vegas, our own board member, **David Powers AIFD** will be presenting a main stage program on Wednesday July 10! Don't miss this one!!!

The board is excited to welcome the inductees into Southern and look forward to pinning you into the Southern family at our Membership meeting on July 6 at 3pm in Vegas!

If anyone would like to become more involved with the Southern Chapter or AIFD as a whole, please feel free to reach out to me or any board member!

I look forward to seeing you all at Symposium!

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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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 May 17, 2019:

Yung Chun Wa CFD
Life Flower School

Kanani Young CFD
Solomon Bloemen

Mei Yee Au CFD
Solomon Bloemen

Christine Shum CFD
Solomon Bloemen

Po Ching CFD
Solomon Bloemen

Fion Ng CFD
Solomon Bloemen

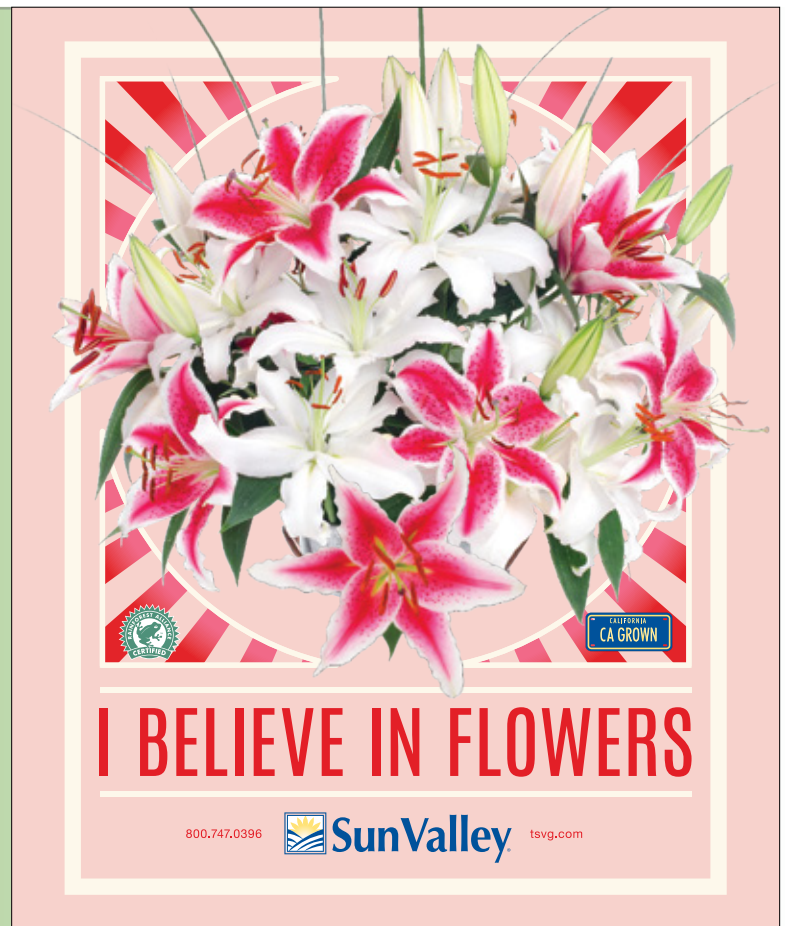
Angel Chong CFD
Solomon Bloemen

Qianqiong Wang CFD
Solomon Bloemen

Angela Hoyt CFD
Floral Design Institute

Katie Francis CFD
Floral Design Institute

Jin Liang CFD
Solomon Bloemen



Jan Prescott CFD
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Anamaria Grigoras CFD
Floral Design Institute

Pu Zhang CFD
Solomon Bloemen

Wen Zhao CFD
Solomon Bloemen

Ying Gong CFD
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Rebecca Anderson CFD
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Anna Bowman CFD
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Lois Moll CFD
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Yueqin Ye CFD
Solomon Bloemen

Wen Hua Zheng CFD
Solomon Bloemen

Laurie Shultis CFD
Floral Design Institute

Ji Fu CFD
Solomon Bloemen

Na Li CFD
Solomon Bloemen

Answers to History Pictures:

1. 1986 Carol Gordy AIFD, David Siders AIFD David won the metal for "The Changing Wall" Carol co- commented at the 1986 Window of the World National AIFD Symposium.
2. Eulalah Overmeyer AIFD National AIFD President 1970-1971
3. Don Hoppe AIFD master of ceremonies at the "Waikiki Hoolaulea" Party 1986
4. Mark Erickson and Alan K Parkhurst AIFD

Everything You Need to Know About ... *Amaranth*

By Sabine Green AIFD, CFD

The glory of the Globe... Amaranth, that is...

During the last week of April, I took a trip across Texas. Literally, almost entirely across Texas (El Paso to Jasper). The wildflower season was supposed to be on its way out, but I had plenty of cause to make several roadside stops to take some photos of the impressive show of color. It was during one of those stops that I was asked by a fellow traveler about the seedhead from *Gaillardia* (blanket flower), which looks much like a cross between a *Scabiosa* pod and a *Gomphrena haageana* "Strawberry Fields" flower head. Since that trip, I dove back into my research from years ago on field grown cut flowers in southern NM and West Texas. *Gomphrena* spp., commonly called globe amaranth, was one of the beloved crops I nurtured and studied during that time of my life in graduate school.

For those of you not familiar, *Gomphrena* are heirloom flowers, meaning they were popular decades ago, and are coming back around in favor, in both the gardening and design community. Their flowers resemble clover, yet they do not shrivel up as clover does. They are, in fact, an everlasting; flowers with low moisture content suited well for drying, keeping both their form and color during the drying process. Everlastings are what we commonly see used in potpourri mixtures. (Now you can run to your potpourri bowls and check to see if the little clover-like flower is inside that mix!) Although they are beautiful as a dried product, gomphrenas are also lovely as a fresh flower in design. Additionally, they have long been an easy keeper for gardeners, albeit the bedding plant varieties are different from the cut flower variety.

Gomphrena globosa holds its form in the inflorescence without failure, each and every time. As it dries, color is held for up to 20 weeks before significant fading begins to become obvious. However, the stems do tend to bend at the base of the flower, causing drooping that can be a problem in a floral arrangement. *G. haageana*, the red variety, has a far sturdier stem than the *globosa* species. Its' downfall is that the stems tend to be much shorter, and getting full sprays with a marketable length can be more challenging.



These summer annuals are not at all picky flowers, loving heat, and growing in most types of soil. During my time researching these crops, we were in field production between April and the last week of October, with one planting. That's a huge amount of stems per foot for a fairly long growing season! These flowers did well for 10 to 14 days in a vase solution, if they did not have hydration issues at the onset. It is vital that your growers do not harvest product too early with these tiny treasures. Both of the *Gomphrena* species I have mentioned tend to respond well to hydration products and floral food, especially at the onset of harvest. However, conditioning them with deep water and a proper food solution upon receiving them from the grower or wholesaler is always good idea.

Easy to work with, and feasible as a dried product if you can't get them to hydrate, these small, globular headed summer beauties are not only fun to work with, but easy and rewarding in a composition. And, if you are at all a backyard gardener, they fill in spots with not a care about crummy soil and alternating space and light. Give the *Gomphrena* a try!

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"!

This year's chairs Connie Jo Harris AIFD and Chieko Fukushima AIFD have arranged for Catholic Charities Meals on Wheels and Nevada Senior Services in Las Vegas to be 2 of the recipients of the bouquets. Deliveries will be made July 7 - 10. When asked about the importance of this program Connie Jo said "Based on research, receiving flowers has an immediate and lasting effect on a person's emotional wellbeing. We want to "Awaken" those feelings in our Las Vegas residents."

Volunteers are always needed. Please contact Connie Jo Harris at connicasey@csn.edu or Chieko Fukushima at Chieko.Fukushima@CSN.EDU to find out how you can help at Symposium "Awaken" in Las Vegas!



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mnsfa.org

New Hampshire State
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North Carolina State Florists
Association
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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*

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Alan Parkhurst AIFD, PFCI, CFD

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

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Alan Parkhurst AIFD, PFCI

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Tom Simmons AIFD, CFD

Dean White AIFD, PFCI, CFD*

*Recognized posthumously

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