

2020

vision
for Artistic Floristry

AIFD® CHICAGO

July 2-7, 2020

American Institute of Floral Designers™ | International Symposium





WELCOME TO CHICAGO!

Look into the future of floral design, experience the sights of floral artistry, and see the possibilities to focus your creativity. Join AIFD® as we explore 2020 Vision for Artistic Floristry.

Our host hotel, Hilton Chicago Hotel, is right in the heart of the city, giving you unparalleled access to world class dining, shopping, entertainment, and innovative design. It is an eye-opening experience that you won't want to miss!

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Follow all of the excitement, see the latest information and share your Symposium experience with **#AIFD2020** and **#ProudToBeAIFD**



@AIFD.Symposium



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aifd_official



AIFD American Institute of Floral Designers



DOWNLOAD THE APP!

Keep an eye out for your invitation email to download the app so that you can have all of the event details and resources at the tip of your fingers.

Wednesday, July 1

8:00 A.M. – 5:00 P.M.

Volunteer Desk Open

10:00 A.M. – 1:00 P.M.

PFDE® Registration (PFDE® Candidates Only)

1:00 P.M.

PFDE® Orientation*

1:00 P.M.

SAIFD Chapter Advisor Meeting*

2:30 P.M.

Student Competition Orientation*

2:30 – 4:00 P.M.

National Committee Meetings*

3:00 P.M.

PFDE® Session*

4:00 – 5:30 P.M.

National Committee Meetings*

4:00 P.M.

Certified Evaluator/Judge Workshop (PFDE® Evaluators and AIFD® Executive Board)*

Thursday, July 2

7:00 A.M. – 5:00 P.M.

PFDE® Evaluations*

7:30 A.M. – 12:30 P.M.

National Board Meeting*

8:00 A.M. – 5:00 P.M.

Registration Desk / Volunteer Desk Open

8:00 A.M.

Student Design Competition*

9:00 – 10:00 A.M. | **Better Business Session**
“Expand and Express YOUR Creativity”

Presented by Tomas De Bruyne EMC and Christi Lopez AIFD, EMC, CFD



Liberate your creative mind and catch the potential of everything around you. Learn how to find the magic within

yourself. Develop your signature style that differentiates you from your colleagues. Our ideas are what shape and form us. Join us for a presentation that will stimulate your senses and give you the tools to expand your thinking and bring your expressions new life.

10:30 – 11:30 A.M. | **Better Business Session**
“GO LIVE”

Presented by Donald Yim AIFD, CFD, PFCI and Renato Cruz Sogueco, AAF, PFCI



Learn to leverage the right social media and incorporate best practices on how to broadcast your brand with Renato and Donald. Discover tips and tricks on how to properly prepare,

film, and edit your videos, develop a YouTube channel and share with the world using Facebook and Instagram Live feeds. This interactive session will also explore what gadgets you'll need, how to angle your shots, potential viral topics, and how to keep it all in focus.

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Thursday, July 2 Cont.

10:30 A.M. – 12:30 P.M.

Kennicott Shopping Experience

Visit one of the largest suppliers to the Midwest, Kennicott Brothers Wholesale. Shopping will be available for Symposium attendees to purchase floral supplies. We suggest using a rideshare for your transportation, such as Uber or Lyft. (Kennicott Brothers is 3.3 miles from the hotel)

12:30 – 1:30 P.M.

AIFD® Board of Directors Luncheon*

12:30 – 1:30 P.M. | **Better Business Session**
“The Art of Sequencing – Understanding Fibonacci”

Presented by Leopoldo Gomez and Cindy Pham AIFD, CFD



Enhance your creativity and artistic vision by developing a more complete comprehension of the Fibonacci

Sequence. Explore the importance in application of this concept for the guidelines of proportions and ratios in size, scale, space and color in floral design, as well as its relevance and connection to other industries pertaining to design and aesthetics, such as architecture, fine arts, and especially in nature.

2:00 – 4:00 P.M.

“Creative Edge 4.0+”

Presented by Hitomi Gilliam AIFD, CFD



Open to all! Elements and principles of design are the universal language of the arts. The PFDE evaluation process exercises this essential core knowledge, proving that an intimate

understanding of these not only provides an insight to the design process, but also serves as the inspiration for creativity. The Elements and Principles provide endless options for elevating your design concept and design skills, and add the finesse you are looking for, pushing and driving your Creative Edge! This program will provide you the steps to elevate your artistry and creativity to 4.0+ and you owe it to yourself to explore the path to your Design Excellence 5.0.

5:00 – 5:30 P.M.

AIFD Foundation Board of Trustees Meeting*

6:30 P.M.

PFDE® Private Reception*

7:00 P.M.

PFDE® & SAIFD Artistic Floristry Showcase (Open to All; Cash Bar)

Visualize over 1,000 design inspirations you could sell in your shop daily. Enjoy a casual time viewing and photographing all the creative designs offered by this year's PFDE® candidates and SAIFD students.

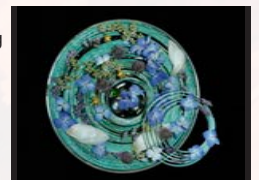
9:00 P.M. – Midnight

The Roaring Twenties Welcome Party (Open to All; Cash Bar)

Featuring designs of Alejandro Figueira Fernandes AIFD, CFD



Welcome to Chicago! Look back to the era of the roaring twenties as you gather with your friends to mix, mingle, and dance. Dress in your finest Gatsby style attire and rock the walls of the speakeasy.



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SCHEDULE

Friday, July 3

7:00 – 8:30 A.M.

AIFD® Hands-On Education Sessions

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

7:00 – 8:30 A.M. | *Enhanced Education Session*
“Interaction between Elements and Principles: Liberate Yourself”

Presented by Dalia Bortolotti, EMC



We have followed the rules of the Elements and Principles of Design from the start of our careers but to boost our design skill and reveal our inner artistry, we need to elevate

them! Join Dalia in this hands-on interactive workshop to explore new relationships between the elements and how principles are applied.

****Separate Registration Required. See pages 10-11 for full details.**

7:30 A.M. – 6:00 P.M.

Registration Desk / Volunteer Desk Open

7:30 – 9:00 A.M.

AIFD® Regional Board Meetings*

9:00 – 10:00 A.M.

AIFD® Regional Chapter Meetings

9:00 – 10:30 A.M.

FFA Orientation & Welcome by the Career Development Committee*

10:30 – 11:30 A.M.

AIFD® National Membership Meeting

12:00 – 4:00 P.M.

AIFD Silent Auction: A Kaleidoscope of Experiences

Net proceeds to benefit the AIFD Foundation. AIFD® Silent Auction will close for the day at 4:00 p.m. All closed out items will need to be paid for and picked up from the Silent Auction area by 4:45 p.m.

12:00 – 5:00 P.M.

Partners' Showcase and Book Fair

Gaze upon the vibrant AIFD® Partners' Showcase and Book Fair marketplace and learn the latest products and services that are available to help you succeed as a professional floral designer.

12:30 – 1:30 P.M.

AIFD® National Membership Committee Meeting*

2:00 – 3:00 P.M.

AIFD® and Florists' Review AIFD® Floral Design Portfolio Book Premiere and Signing

Wonder at the reveal of the first collaborative effort between AIFD® floral artists and Florists' Review that provides an insight into AIFD® accredited floral artists. There will be an opportunity to purchase copies of the AIFD® Floral Design Portfolio Book and have your copy signed.

2:30 – 4:30 P.M.

FFA Education Session & Design Program*

3:00 – 4:00 P.M.

AIFD® Steps to Membership

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

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Friday, July 3 Cont.

4:30 – 5:15 P.M.

Attendees Orientation and Behind-The-Scenes Tour

A great opportunity for you to get acquainted with new attendees and be introduced to the Institute's mentors. We will answer your Symposium questions and take you on an exclusive behind-the-scenes tour of all the key activities and locations. Open to anyone attending Symposium!

5:00 – 5:30 P.M.

AIFD Foundation Scholarship Recipients Meet & Greet*

5:30 – 6:15 P.M.

Inspirational Insights Featuring AIFD® Young Professionals;

Presented by Sandy Schroeck AIFD, CFD, PFCI and Deborah De La Flor AIFD, CFD, PFCI

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Peer into the insights and inspiration of Sandy and Deborah for AIFD's 2020 Vision Symposium, featuring the design talents of nine AIFD® Young Professionals. They will be exhibiting the creative possibilities in floral design and exploring what inspired these rising industry stars.

6:15 – 6:30 P.M.

AIFD® Student Competition Awards

Presented by Sandi Yoshihara-Sniff AIFD, CFD and Kevin Hinton AIFD, CFD.



“See the Vision” and catch the excitement as AIFD® announces the 2020 Student Competition Award Recipients.

6:45 – 8:00 P.M.

Vision Lounge Reveal Party (Open to All; Cash Bar)

Open your eyes to the main gathering lounge for mingling and networking throughout Symposium! The Vision Lounge will feature the program display gallery, Premier and Diamond partner displays, bookstore, SAF's Outstanding Varieties, AIFD's memorial garden, and a photo backdrop. Join us on the dance floor with a live DJ, hors d'oeuvres and a cash bar.

8:00 – 10:00 P.M.

Elite Partner Reception*

9:00 P.M. – Midnight

Late Night Hospitality with DJ (Open to All; Cash Bar)

Return to the Vision Lounge to mingle and dance the night away with fellow Symposium attendees.

Saturday, July 4

7:00 – 8:30 A.M.

AIFD® Hands-On Education Sessions

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

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7:00. – 8:30 A.M. | *Enhanced Education Session*
“Potential in a Pinterest World”

Presented by Christi Lopez AIFD, CFD, EMC



We have all had a love-hate relationship with Pinterest at one time or another and this workshop will help you explore and think-out-of-the-box about the possibilities that lie within Pinterest. Join Christi as

Saturday, July 4 Cont.

she takes you on a journey from two-dimensional inspirations to three-dimensional artistic creations in this hands-on experience. You won't look at a Pinterest board the same again!

***Separate Registration Required. See pages 10-11 for full details.*

7:00- 8:30 A.M.

Certified Floral Evaluator/Judge Testing*

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

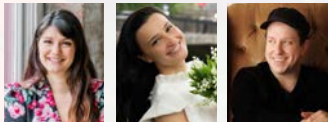
7:30 A.M. - 5:00 P.M.

Registration Desk Open / Volunteer Desk Open

7:30 - 8:30 A.M. | Better Business Session

Step Up Socially

Presented by Gina Thresher AIFD, CFD, EMC, Anahit Hakobyan AIFD, CFD, EMC and Shawn Michael Foley AIFD, CFD, PFCI

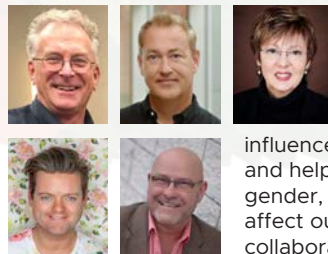


Get ahead of the game and make your social media fun! Enjoy a lively discussion on the do's and don'ts of social media while learning how to post with intention and discover what resources are available.

8:45 - 9:45 A.M.

"20/20 Perspective"

Featuring Tom Bowling AIFD, PFCI, CFD, Jody McLeod AIFD, CFD, Helen Miller AIFD, CFD, Derek Woodruff AIFD, PFCI, CFD and Jerome Raska AIFD, PFCI, CFD



Join five dynamic floral artists as they explore and share their visions for 2020. 20/20 Perspective will broaden your awareness of the many influences that help define who we are and help impact our values. See how gender, age, origin and environment affect our perspective in this exciting collaboration! Come discover, increase, and broaden your 20/20 Vision!

9:45 A.M. - 6:00 P.M.

Partner Suites / Vision Lounge / Book Store / Outstanding Varieties Display Opens

9:45 A.M. - 6:00 P.M.

SAF's Outstanding Varieties

Dozens of growers and breeders from across the country and around the world participate in the Outstanding Varieties Competition at the Society of American Florists' Annual Convention. Here is your exclusive chance to see, touch and smell some of the varieties that won top honors in the last competition!

10:00 A.M. - 12:00 P.M.

FFA Exclusive Hands-on Design Workshop*

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

"Magic...Through the Artistry of Flowers and Paper"

Featuring Damien Koh AIFD, PFCI, CFD



Let's take a trip with a material that is familiar to all of us - Paper. Textured, thin, thick, corrugated, etc., it comes in many formats and its design and use include gluing, tearing, folding, stacking, and

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Saturday, July 4 Cont.

wrapping. Paper can be a structure, a supporting element, an accessory or dominating material. Explore the possibilities and expand your creative paper artistry.

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12:15 - 1:45 P.M.

A Kaleidoscope of Experiences Luncheon

(Cash bar)

Featuring designs by Derrick Vasquez AIFD, CFD, Janet Black AIFD, CFD, Kevin Coble AIFD, CFD, Ron Mulray AIFD, CFD, Chris Norwood AIFD, CFD, PFCI, and Eddie Payne AIFD, CFD

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The AIFD Foundation invites you to celebrate its 40th Anniversary with this opportunity to experience incredible floral and event décor! This Kaleidoscope of Experiences will recognize education at its finest, awarding the 2020 AIFD Foundation Grants and Scholarships while offering attendees the chance to bid on highly coveted design experiences. Net proceeds benefit the AIFD Foundation and the student members of SAIFD.

3:30 - 5:30 P.M.

FFA Exclusive Hands-on Program*

2:00 - 3:00 P.M.

"The Art of Celebratory Events"

Featuring Tanus Saab and Frank Feysa AIFD, CFD



Celebrations are an important and vibrant part of life and as floral artists, we add so much by creating the ambiance and space that bring them to life. As designers, art, nature, architecture and flowers can inspire and guide us as we create a mood for these special occasions and make them magical. Join Tanus and Frank as they explore the many possibilities for creativity when recognizing life's special moments.

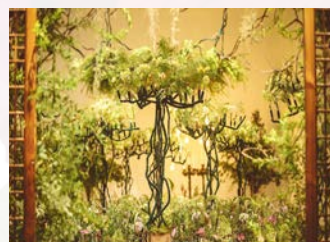
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SCHEDULE

Saturday, July 4 Cont.

4:00 – 5:00 P.M.

“Unlimited”

Featuring Charlie Groppetti AIFD, CFD



Nostalgia for times past influence our choices, but we must find a balance in the present moment where the past informs the future. We must be able to look both backward and forward. This presentation is a lively adventure of design inspiration and personal revelation informed by the past and looking towards the future of designing beyond limitations – with flowers and life.

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5:30 – 6:30 P.M.

Induction Rehearsal*

5:30 – 6:30 P.M.

Commentating Workshop: Be the Best YOU!

Jenny Behlings AIFD, AAF, CFD, PFCI, Theresa Colucci AIFD, AAF, CFD, PFCI, Marlin Hargrove AIFD, AAF, CFD, PFCI, Jenny Thomasson AIFD, AAF, CFD, EMC, PFCI, and Robbin Yelverton AIFD, AAF, CFD, PFCI

Do you love talking about flowers and floral design? Do you present programs to garden clubs or other professionals? All skill levels are encouraged to sign up for this special commentating workshop with members of Professional Floral Communicators – International. You'll have the unique opportunity to practice commentating and share presentation pointers with other floral speakers.

Space is limited. Guarantee your spot by contacting PFCI at the Society of American Florists at 703-838-5216; PFCI@safnow.org or visit safnow.org/pfciaifd

This program is not included with Symposium Registration. Program fee: \$50 before June 19; \$75 after. PFCI member fee: Complimentary.



6:30 – 7:30 P.M.

Young Professionals, FFA & SAIFD Chill & Chat

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

7:00 – 7:30 P.M.

PFCI Toast*

8:00 – 10:00 P.M.

Experience the 4th with Flowers, Friends & Fireworks

Meet 2019 FTD World Cup Champion Bart Hassam. Celebrate the 4th of July with fireworks, friends, wine and hors d'oeuvres at the home of Katie and Red Kennicott. Limited registration is available.

**Separate Registration Required.

9:00 P.M.

4th of July Fireworks

Enjoy the fireworks display from the park across from the Hilton Chicago or the Navy Pier.

Sunday, July 5

7:00 A.M. – 4:00 P.M.

Registration Desk / Volunteer Desk Open

7:00 – 8:30 A.M.

AIFD® Hands-On Education Sessions

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

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7:00 – 8:30 A.M. | Enhanced Education Session

“Communicating Your Artistic Expression”

Presented by Stacey Carlton AIFD, CFD, EMC



Art expresses the personal and cultural experiences of an artist. Join Stacey Carlton AIFD, CFD, EMC for this in-depth hands-on workshop about visual, verbal, and written communication in art. Create your own custom expression and leave a fresh perspective of design rhetoric, theory, and concepts to level up your narrative.

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**Separate Registration Required. See pages 10-11 for full details.

7:30 – 8:30 A.M. | Better Business Session

“Do you have the VISION?”

Presented by Corrine Heck



Feeling left out of the wild and wonderful world of software technology? Perhaps you've started to explore some options but you are just not sure how to integrate the old and the new? Details Flower Software's CEO, Corrine Heck, presents the BEST practices for integrating your business and floral design software – so you can do more and earn more.

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7:30 – 8:30 A.M.

Steps to the Stage

Presented by Tim Farrell AIFD, CFD, AAF, PFCI



Take the fear out of the AIFD® Main Stage by attending a step-by-step program that reveals the most important details you'll need to consider if you anticipate submitting a program for the AIFD® Symposium. Tim will share tips on preparing your proposal, working with the production company, staging your program and many more details that will help you take the fear out of the process and have you stepping into center stage.

8:45 - 9:45 A.M.

“2020-21 American Floral Trend Forecast”

Featuring Keith White AIFD, CFD



This renowned style forecast, developed exclusively for the floral industry, guides you through the challenging landscape of current floral design trends. A team of industry leading consultants and designers develop and contribute to provide a broader explanation of each trend. Be inspired by a creative design presentation featuring future color, texture, and pattern, and further your floral expertise!

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9:00 – 11:00 A.M.

FFA Exclusive Hands-on Design Workshop*

9:45 A.M. – 6:00 P.M.

Vision Lounge Open

Sunday, July 5 Cont.

9:45 A.M. - 1:00 P.M.

A Kaleidoscope of Opportunities Silent Auction

A *Kaleidoscope of Opportunities* continues in the Vision Lounge with a specialty Silent Auction featuring accessories, designs and furnishings from the main stage program "Unlimited." The generosity of Park Hill creators Charlie Groppetti AIFD, CFD and Todd Smith shines through this event with net proceeds to benefit the AIFD Foundation.

10:00 A.M. - 4:45PM

Creative Design Boutonniere and Corsage Bar

Join Kelsey Thompson AIFD, CFD and Renee Polreis AIFD, CFD and see the incredible flower bases available for purchase to create a stunning floral accessory.

10:45 - 11:45 A.M.

"What's in Season?"

Featuring Marlin Hargrove AIFD, CFD, PFCI, AAF & Thaddeus Servantez AIFD, CFD



"What's in Season?"

Everything, but you will need to shop outside the cooler!

Take a celebratory tour through the seasons with interpretive compositions influenced by multicultural traditions. Open your eyes and share in our vision of complementary effects as we pair impressive permanent botanicals with a stunning array of fresh florals. This compilation will bring to sight the harmony of unified elements and enlighten the soul as we discover the beauty in our differences.

12:00 - 1:15 P.M.

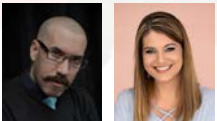
Lunch on Your Own

Grab a bite to eat and visit the Vision Lounge for an up-close look at the Main Stage Designs.

1:15 - 2:15 P.M.

"Mythical Creatures"

Featuring Jorge Uribe AIFD, CFD, EMC & Andreia Boscato Muller AIFD, CFD



From the magical world of fantasy and legends, "Mythical Creatures" will transport you to a creative and unique fashion-forward inspired

runway show, where color, texture, shape, and line merge and give life to luscious couture gowns blended with splendid flowers, foliage, and botanical components. These elements are meticulously crafted using a combination of diverse techniques and mechanics.



3:15 - 4:15 P.M.

"UNIFY"

Featuring Andy Hopper AIFD, CFD, Adam Havrilla AIFD, CFD, & Corey Harbour AIFD, CFD, PFCI



H3 invites you to experience a bridal show like no other. Our Vision for the future is what Unifies who we are within the

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Sunday, July 5 Cont.

floral industry and more broadly, who we are as humanity. Within the floral world, and the globe as a whole, there are numerous challenges and journeys; the only way to see ahead is to be a UNIFIED group. People learn from each other in a myriad of ways and each lesson fosters growth. Once the audience enters the room, the married vision of H3 will unfold and encapsulate one's senses.



4:30 - 6:00 P.M.

Private Reception for New Inductees*

5:00 - 6:00 P.M.

Cocktail Hour (cash bar)

6:00 - 7:30 P.M.

AIFD® Awards & Induction Celebration

Floral Décor by Steven Santos AIFD, CFD



Join AIFD® as we honor the 2020 AIFD® Award Recipients and Inductees. The Celebration is open to all family and friends.

7:30 P.M. - Midnight

"La Couleur Rouge Gala" Awards & Induction Dinner and Dance (Cash bar)

Floral Décor by Jacob McCall AIFD, CFD



Join AIFD® as we dine, dance, and celebrate during an illuminating reception spotlighting family, friendship, and of course, the amazing award recipients and the 2020 Class of AIFD® Inductees. Behold the historic gilded ballroom of the Hilton Chicago Hotel filled with lush flora and foliage in shades of crimson, rouge, scarlet, and deep burgundies! Immerse yourself in the grandeur and create an everlasting memory for what will be a night to remember.

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

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Monday, July 6

7:30 A.M. - 1:00 P.M.

Registration Desk Open / Volunteer Desk Open

7:30 - 8:30 A.M.

AIFD® Bobbi Cup Competition 2020 - "It's a Beautiful Day in Chicago"

Founded in 2012 by the AIFD® North Central Chapter, the Bobbi Cup will rise to a new level, allowing AIFD® members from each region and international chapters to participate. Join AIFD® as nine AIFD® members compete in a live design competition to honor industry icon Bobbi Ecker Blatchford AIFD, CFD, AAF, PFCI. AIFD® is inspired by her famous words "It's a beautiful day in Chicago" and through the inspiration of these words, designers will capture the mood created by the city of Chicago, honoring both Bobbi and her passion for the floral industry.

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SCHEDULE

Monday, July 6 Cont.

9:30 – 10:30 A.M.

"Rooted UneARThed"

Featuring Jenny Thomasson AIFD, CFD, PFCI, EMC

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teleflora.



Join Jenny as she taps into her creativity with avant-garde displays of floristry that emphasizes her chosen material, roots! Just as roots provide nutrition and stability for the plant, they too advance our techniques and materials by providing the support our creative endeavors require to grow. Jenny will delve into the compositions as well as her creative process while providing insight into the stages of her own growth as an artist and how this path has shaped her view of floristry. An exciting mixture of materials, interest and advancement in the creative process, Jenny's desire to explore with a spirit of curiosity will inspire and encourage you to open up to the possibilities of what you can achieve.

9:45 A.M. – 1:00 P.M.

Vision Lounge Open

11:30 A.M. – 12:45 P.M.

"Botanica Ecologica – Let Nature Define The Vision"

Featuring FTD World Cup Winner Bart Hassam

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Bart Hassam will present botanical architecture, a meeting of eastern and western design elements including transparency, structure, form, and line. Symmetrical and asymmetrical organic works based on the architectural nature of plant material will be heavily worked, but with a "less is more" philosophy. Each piece of floral design will focus on Bart's motto – "Beauty through plant material, with elegance and appropriateness – but above all, with a respect for the flower." Come and enjoy a distinct vision of nature through Bart's eyes.



AIFD® SILENT AUCTION

"A KALEIDOSCOPE OF OPPORTUNITIES"

Net proceeds benefit the AIFD Foundation.

You are invited to stop by and view an abundance of items and circle a bid in support of education! Co-Chairs Tina Coker AIFD, CFD, and Todd Sweeden AIFD, CFD invite you to contribute to the success of this event. Please bring auction items directly to

Symposium or ship to the address noted below to be received between June 15 – June 27, 2020.

Shipping Information

Adam Havrilla AIFD, CFD
c/o AIFD® Silent Auction
Artistic Blooms
1825 W. Wilson Ave
Chicago, IL 60640

Monday, July 6 Cont.

1:15 – 2:45 P.M.

SPEC-tacular Farewell to Chicago Leadership Luncheon (Cash bar)

Décor by Angelyn Tipton AIFD, CFD, Carolyn Minutillo AIFD, CFD, EMC, PFCI, and the AIFD® North Central Chapter.



As we look into the future, we celebrate the closing of 2020 "Vision" and the designs we were inspired by. Join AIFD® as we thank the Institute's leadership, designers, key volunteers, and partners

in appreciation for their hard work and dedication. For the finale, AIFD® will announce the winner of the Bobbi Cup design competition and toast to Bobbi Ecker Blatchford AIFD, CFD, AAF, PFCI, a true visionary inspired by the city of Chicago.

2:45 – 3:00 P.M.

Goodbye Chicago...Hello Washington, D.C.!

3:30 – 4:30 P.M.

Final Main Stage Design Prop Sale

50% of net proceeds to benefit the AIFD Foundation

Throughout AIFD® Symposium, the AIFD Foundation will offer, for sale, donated designer props from participating main stage programs. Any props, unsold at this time, will be available to view in the Flower Room for immediate sale. Take this opportunity to add to your collection!

Tuesday, July 7

8:00 A.M. – 3:00 P.M.

World Class Design Experience 2019 FTD World Cup Champion Bart Hassam

SPONSORED BY



Net proceeds to benefit the AIFD® Foundation

This design experience will illustrate a variety of styles showcasing the flowers that each attendee will work with hands-on, with an emphasis on:

- Working away from the container
- Working with line, form, transparency and scale
- Working with several contemporary floral design techniques

The World Class Design Experience is an Optional Registration. An additional tuition of \$349.00 by May 15 and \$399.00 after May 15 is required. Lunch will be on your own.

Please see the AIFD® Registration Form to register for this Event.

***IMPORTANT:** Please bring your tools to the Design Experience.

SUPPORT A LIFETIME OF LEARNING

Purchase a lighted necklace from July 3-6 to support A Lifetime of Learning! Make sure you have it with you to play "Heads & Hearts" on **July 6, held immediately prior to Bart Hassam's "Botanica Ecologica – Let Nature Define the Vision,"** to win a 2021 Symposium Premium Registration and other additional surprises. Your \$20 donation purchases the lighted necklace needed to play. Net proceeds benefit the AIFD Foundation.

ADDITIONAL SYMPOSIUM INFORMATION

ADVANCE AND ON-SITE REGISTRATION

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

On-site registrations (if available) will open at 8:00 a.m. on Thursday, July 2 at the Chicago Hilton Hotel. No checks will be accepted for on-site registrations; cash or credit cards only.

Priority for meal function registrations will be given to those with Premium or General Registrations. Premium Registrations and Meal Tickets are not available after June 15.

SPECIAL REGISTRATION OPTIONS

AIFD® highly recommends the Premium Registration as it is the greatest value. This includes all programs, seminars (except for those indicated otherwise such as the Hands-On Education sessions and other workshops with separate registration/tickets), two lunches and one dinner function. However, there are other options designed to fit everyone's budget and time restrictions. A General Registration includes all 7/2 to 7/6 sessions (except workshops indicating a separate registration), the opening reception, and Partners' Showcase. Or, you may opt for a Single Day Registration and view only the programs and activities of the day(s) of your choice (meals and additional workshops excluded).

HOTEL RESERVATIONS

The AIFD® 2020 National Symposium "Vision" will take place at the Chicago Hilton Hotel, touted for its central location and access to world class dining, entertainment, and shopping. AIFD® has a limited number of rooms awaiting you at special rates available on an exclusive basis: \$170 for single/double occupancy plus tax. You can book your reservations in the following ways (Be sure to reference AIFD®):

- Website: <https://book.passkey.com/go/AIFDCHICAGO2020>
- Hilton Reservation: 855-786-4716 (reference: MNL)

Reservations must be made May 29, 2020.

WHAT TO WEAR

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

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

**Note – The hotel will be air-conditioned, bring a sweater.*

DINNER SEATING

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

Upon check-in with the AIFD® Symposium Registration Desk, guests who registered for this meal function will receive a seat assignment ticket. Turn in your seat assignment to the table-seating coordinator at the AIFD® Registration desk to be assigned your table number. Lunches do not require pre-seating.

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

*All tickets MUST be returned for table assignment by Noon on Monday, July 5 for the Awards and Induction Dinner. Otherwise, AIFD® cannot guarantee a seat for you, even if you have purchased a ticket.

NO REFUNDS WILL BE GIVEN.

Tickets WILL BE collected at meal functions.

HOW TO GET THERE

Airports: Chicago Midway and O'Hare International Airport.

Both airports are a 40 minute cab/rideshare (approx. \$50) drive from the airport. Chicago Hilton is also accessible by subway/light rail.

BECOME A VISION AMBASSADOR!

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

Commitment:

- Availability from 2:00 p.m. June 30th – 6:30 p.m. July 6th
- Attend a special orientation and training session
- Willing to actively participate in Symposium assignments based on the following schedule, created to allow you time to attend main stage education programs:
6/30 (2pm – 8 pm), 7/1 (8am – 4pm, 8pm – 9pm), 7/2 and 7/3 (8am – 1:30pm), 7/4 and 7/5 (7:30am – 8:30 am, 5pm – 7pm), 7/6 (3:30pm – 6:30pm)

Opportunities:

- Work side-by-side with the industry's most creative and inspiring people.
- Time to attend educational events
- Discounted registration rate (equivalent of a General Registration and a ticket to the Awards & Induction Dinner and Dance for a total savings of \$420)
- Special VIP credentials gives you access to all areas of Symposium
- Special volunteer gift bag for each participant
- Official certificate for portfolio
- Be a part of the team that makes Symposium happen
- Meet new friends and get connected

Prerequisites:

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

Eligibility:

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

WANT TO VOLUNTEER?

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

ADDITIONAL DETAILS

AIFD HANDS-ON EDUCATION SESSIONS

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

About these AIFD® Classes

- These dynamic 90 minute classes are a combination of lecture/demonstration and hands-on application. Taught by leading floral artists, they have been specifically created for the AIFD® audience.
- Pre-registration encouraged, and you must select classes, dates, and times.
- Participants receive a certificate upon completion of each course.
- Flowers and materials are included in the cost of the class. Bring your own tools (knife, scissors, wire cutters, needle nose pliers, etc.).
- The classes do not overlap the main stage programs of Symposium. You can attend the classes and attend Symposium.
- Each of the 4 design subjects will be repeated 3 times.
- Seating is very limited to ensure a quality experience.
- Cost to attend one class is \$69 for Symposium registered attendees, and \$89 for on-site registration if space is still available.

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

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PREMIER PARTNER



SMITHERS-OASIS

AIFD® Hands-On Design Class #100

TITLE: The Immersive Floral Design

Instructor: Dr. Solomon Leong AIFD, CFD



We think of floral design not as an image or a final product, but an ever-evolving creative process, an immersive experience. Focusing on creating designs that envelope and interact

with our sense of smell, touch and even taste, this workshop aims to bring human senses back to the forefront of floral design. Through careful curation of contrasting texture forms and above all, fragrance, we will create a structured floral design that one can literally immerse and be encapsulated in the world of flowers.

WITH SUPPORT FROM

PLATINUM PARTNERS



AIFD® Hands-On Design Class #300

TITLE: Tropical Fusion

Instructor: Lisa Belisle AIFD, CFD



Designers view tropical flowers as untouchable due to their perceived expense, but that's not true. Explore a tropical journey using varieties of tropical flowers and foliage that are available every day and learn to design exotic species with common staples to create maximum impact. Join Lisa and explore the tropical rainforest as she demonstrates structures and accent pieces that provide negative space and increase perceived value.

WITH SUPPORT FROM

DIAMOND PARTNER



GOLD PARTNERS



AIFD® Hands-On Design Class #200

TITLE: Foliage Artistry

Instructor: Ralph Giordano AIFD, CFD



Foliage is all the rage and has moved to the forefront alongside flowers in design. Demonstrate to your clients just how trend savvy you are! Learn the latest tips and tricks to blend incredible foliage

together and add creative flair with exceptional artistry to every design.

WITH SUPPORT FROM

SILVER PARTNER



AIFD® Hands-On Design Class #400

TITLE: Fibonacci Sequencing in Everyday Design

Instructors: Leopoldo Gomez and Cindy Pham AIFD, CFD



Elevate and maximize the pure potential and aesthetic beauty that your floral designs can convey, by expanding your vision for the level of artistic floristry that you can create with precious medium of floral and botanical materials. Master the concept of the Golden Mean and be able to apply this extremely valuable tool to your floral work every day and in every project.

WITH SUPPORT FROM

PLATINUM PARTNER



SILVER PARTNER



ENHANCED EDUCATION SESSIONS **Separate Registration Required

FRIDAY, 7/3

"Interaction between Elements and Principles: Liberate Yourself"



Presented by Dalia Bortolotti, EMC

We have followed the rules of the Elements and Principles of Design

from the start of our careers but to elevate our design skill and reveal our inner artistry, we need to elevate them! Join Dalia in this hands-on interactive workshop to explore new relationships between the elements and how principles are applied.

SATURDAY, 7/4

"Potential in a Pinterest World"

Presented by Christi Lopez AIFD, CFD, EMC



We have all had a love-hate relationship with Pinterest at one time or another and this workshop will help you explore and think out-of-the-box about the possibilities that lie within Pinterest. Join Christi as she takes you on a journey from two-dimensional inspirations to three-dimensional artistic creations in this hands-on experience. You won't look at a Pinterest board the same again!

SUNDAY, 7/5

"Communicating Your Artistic Expression"

Presented by Stacey Carlton AIFD, CFD, EMC



Art expresses the personal and cultural experiences of an artist. Join Stacey Carlton AIFD, CFD, EMC for this in depth hands-on workshop about visual, verbal, and written communication in art. Create your own custom expression and leave a fresh perspective of design rhetoric, theory, and concepts to level up your narrative.

Each Class earns 3 CEUs for AIFD/CFD

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2020 NATIONAL SYMPOSIUM REGISTRATION

Participation in any Symposium meeting or activities constitutes an agreement by the attendee to the use and distribution of the attendee's image or voice in photograph or electronic reproduction of such events and activities by AIFD® and other third parties.

By registering for Symposium, you are agreeing to abide by AIFD's code of conduct as outlined on www.aifd.org

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

Direct all inquiries and registrations to:

AIFD®

2331 Rock Spring Road
Forest Hill, MD 21050

PHONE: 443-966-3850

FAX: 443-640-1031

E-MAIL: info@aifd.org

REGISTER ONLINE: www.aifd.org

Registration Options	Premium Registration		General Registration (No Meals)		Single Day Education Only (No Meals) 7/4, 7/5, 7/6		Partners' Showcase	Vision Ambassador (see page 9 for details)
	AIFD Members	Non-Members	AIFD Members	Non-Members	AIFD Members	Non-Members		
Before May 15	\$869	\$939	\$669	\$739	\$299	\$319	\$25	\$399
After May 15	\$919	\$939	\$719	\$739	\$299	\$319	\$25	\$399
Main Stage Programs	◆	◆	◆	◆	◆	◆		◆
Better Business Sessions	◆	◆	◆	◆	◆	◆		◆
Creative 4.0+ Program	◆	◆	◆	◆	7/2 only	7/2 only		◆
Kaleidoscope of Experiences Luncheon (7/4)	◆	◆						
La Couleur Rouge Dinner Gala (7/5)	◆	◆						◆
SPEC-tacular Farewell to Chicago Leadership Luncheon (7/6)	◆	◆						
Partners' Showcase	◆	◆	◆	◆	7/3 only	7/3 only	◆	◆
Kennicott Shopping Experience	◆	◆	◆	◆	7/2 only	7/2 only		◆
Opening reception and hospitalities	◆	◆	◆	◆	◆	◆		◆

PERSONAL INFO

FULL NAME _____

FIRST NAME FOR BADGE _____

BUSINESS NAME _____

PHONE _____

E-MAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMERGENCY CONTACT _____

PHONE _____

First AIFD Symposium Attended? ☐ YES ☐ NO

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

☐ Vegetarian ☐ Gluten Free ☐ Diabetic ☐ Vegan

☐ Specific Food Allergies _____

PLEASE REGISTER ME FOR

☐ GENERAL REGISTRATION \$ _____

☐ PREMIUM REGISTRATION \$ _____

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

☐ INDIVIDUAL DAYS (NO MEALS)

☐ SATURDAY, JULY 4 \$ _____

☐ SUNDAY, JULY 5 \$ _____

☐ MONDAY, JULY 6 \$ _____

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

☐ SATURDAY, JULY 4 KALEIDOSCOPE
OF EXPERIENCES LUNCHEON \$ _____

☐ SUNDAY, JULY 5 LA COULEUR ROUGE
INDUCTION DINNER/DANCE \$ _____

☐ MONDAY, JULY 6 SPEC-TACULAR FAREWELL
TO CHICAGO LEADERSHIP LUNCHEON \$ _____

WORKSHOPS AND ADDITIONAL PROGRAMS

AIFD HANDS-ON DESIGN CLASSES

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

Hands-On Workshop #100 - "The Immersive Floral Design" \$ _____
☐ Fri, July 3, 7:00 a.m. ☐ Sat. July 4, 7:00 a.m. ☐ Sun. July 5, 7:00 a.m.

Hands-On Workshop #200 - "Foliage Artistry" \$ _____
☐ Fri, July 3, 7:00 a.m. ☐ Sat. July 4, 7:00 a.m. ☐ Sun. July 5, 7:00 a.m.

Hands-On Workshop #300 - "Tropical Fusion" \$ _____
☐ Fri, July 3, 7:00 a.m. ☐ Sat. July 4, 7:00 a.m. ☐ Sun. July 5, 7:00 a.m.

Hands-On Workshop #400 - "Fibonacci Sequencing in Everyday Design" \$ _____
☐ Fri, July 3, 7:00 a.m. ☐ Sat. July 4, 7:00 a.m. ☐ Sun. July 5, 7:00 a.m.

ENHANCED EDUCATION SESSION SERIES 7:00 - 8:30 A.M.

\$69 per session | \$89 on site (if available)

☐ "Interaction between Elements and Principles: Liberate Yourself" (7/3) \$ _____

☐ "Potential in a Pinterest World" (7/4) \$ _____

☐ "Communicating Your Artistic Expression" (7/5) \$ _____

☐ MEET BART HASSAM: EXPERIENCE THE 4TH WITH
FRIENDS, FLOWERS, AND FIREWORKS! (7/4) \$ _____
\$100 (space is limited)

☐ WORLD CLASS DESIGN EXPERIENCE WITH BART HASSAM (7/7) \$ _____
\$349 (on/before May 15) | \$399 (after May 15)

TOTAL \$ _____

☐ CHECK IS ENCLOSED

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

PLEASE CHARGE MY: ☐ VISA ☐ MASTERCARD ☐ AMEX

CARDHOLDER _____

CARD NUMBER _____

EXPIRATION DATE _____ SECURITY CODE _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

SIGNATURE _____

Cancellation Policy: Full refund if canceled by May 15. A \$100.00 charge will be applied to any cancellations between May 15 and June 15. After June 15, the ONLY refunds that will be given are for death in the immediate family, airline cancellations that make travel impossible, or serious illness of the attendee that prevented you from traveling. Proper legal documentation will be required. Premium and General registrants will receive a registration refund minus a \$300 administrative fee. Additional meal tickets and any additional add-ons, such as workshops, will not be refunded. PFDE® and Partners' Showcase refund policies still apply separately. No refunds will be processed until reviewed and approved by the AIFD® National Executive Committee.



2331 Rock Spring Road
Forest Hill, MD 21050