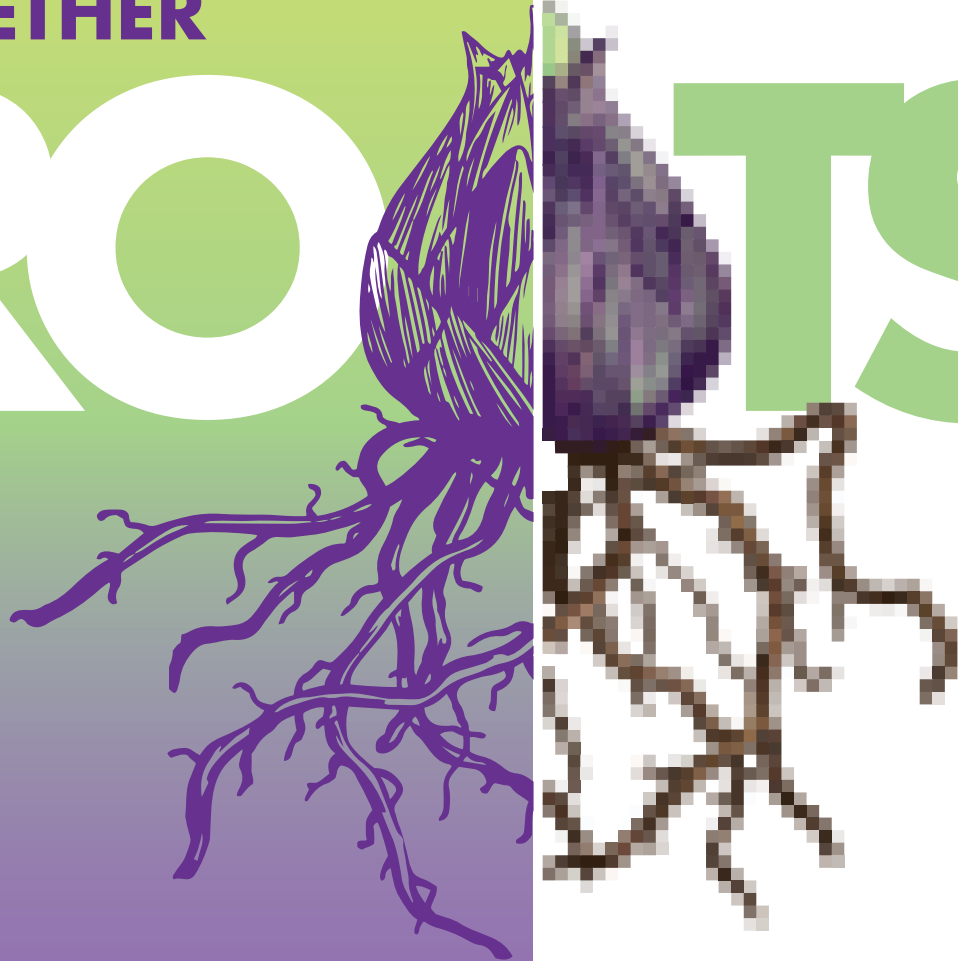


**GROWING
FORWARD
TOGETHER**

ROOTS



NATIONAL SYMPOSIUM • LAS VEGAS, NV • JULY 4 TO 9, 2022



American Institute of Floral Designers®
NATIONAL SYMPOSIUM | LAS VEGAS, NV
July 4 - 9, 2022



WELCOME TO ROOTS!

When seed takes ROOT, the growth begins... To ensure a plant grows to its full potential, it requires special care, nourishment and attention. ROOTS best represents the spirit of the solid foundation that our floral education is built on. The induction of AIFD's newest members celebrates the future and we recognize the exceptional growth of design talents and celebrate them; BLOOM!

At ROOTS, we are honoring our EDUCATORS past and present. Our 2022 esteemed roster of presenters and educators have taken on the commitment to TEACH. They will inspire and enlighten by sharing their most valuable lessons; inspiring floral design ideas with an innovative method of teaching. Through passion, imagination, and incorporating new technology, healthy ROOTS will continue to thrive to GROW the future of floristry.

Let's build a strong, welcoming world flower community by nurturing new friendships at meetup events, hosting lively conversations after-hours, and forging camaraderie while viewing art at the RADICLE Gallery.

Join the fresh ROOTS experience at 2022 AIFD® National Symposium in Las Vegas, Nevada!

AIFD® SALUTES ITS 2022 ELITE PARTNERS

DIAMOND PARTNERS



EDUCATIONAL FUNDING



Education Funding in part
by the AIFD Foundation

PLATINUM PARTNER



SILVER PARTNER



BRONZE PARTNER



GOLD PARTNERS



TOPAZ PARTNERS



BLOSSOMING PARTNERS

Daffodil

Passion Roses™

Rosebud



AIFD® IS EXCITED TO BRING TO YOU THE ROOTS GALLERY – THE RADICLE

In botany, the radicle is the first part of a seedling to emerge from the seed during the process of germination.

The Radicle Gallery will be fully curated with three installations to start the symposium. The exhibit will bloom with select premier artworks by the artists captured from the Main Stage programs, the perfect place for photographs, and a close-up look at your favorite designs. The Radicle will also be the meetup and go-to common space for community building, networking, and social events. Join your friends in our lounge area for relaxation and conversation in between programs and after-hours.

GALLERY CURATOR & INSTALLATION ART – JAMES LUTKE

GALLERY DÉCOR – BRIAN COOVERT AIFD, CFD, EMC

GALLERY WELCOME RECEPTION & INSTALLATION –
ARTHUR WILLIAMS AIFD, CFD, EMC, PFCI

The Book Store, workshops, impromptu artist talks, a Film Festival, and more will fill this ever-changing gallery.

Props, graciously contributed to the AIFD Foundation from Main Stage Designers, will be offered for sale in The Radicle Gallery throughout the AIFD® Symposium. Plan now to bid on your favorite so that education continues to find new beginnings and grow!

See you at the Rad!

**The Rad will be open July 6 from 8:00 A.M. – 11:00 P.M. and
July 7 & 8 from 8:00 A.M. – 9:00 P.M.**

ROOTS SCHEDULE

Sunday, July 3

7:00 A.M. – 4:00 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*

1:30 P.M. – 2:30 P.M.

NATIONAL COMMITTEE MEETINGS*

3:00 P.M. – 7:00 P.M.

PFDE® SESSION*

4:00 P.M. – 5:00 P.M.

NATIONAL COMMITTEE MEETINGS*

4:00 P.M. – 5:30 P.M.

**CERTIFIED FLORAL EVALUATOR/JUDGE WORKSHOP
(PFDE® Evaluators and AIFD® Executive Board)***

5:00 P.M.

STUDENT COMPETITION ORIENTATION*

Monday, July 4

7:00 A.M. – 5:00 P.M.

PFDE® EVALUATIONS*

7:00 A.M. – 12:30 P.M.

AIFD® NATIONAL BOARD OF DIRECTORS MEETING*

7:00 A.M. – 4:00 P.M.

VOLUNTEER & AMBASSADOR DESK OPEN

8:00 A.M. – 5:00 P.M.

REGISTRATION DESK OPEN

8:00 A.M. – 1:00 P.M.

STUDENT DESIGN COMPETITION*

8:00 A.M. – 10:00 A.M.



AIFD® HANDS-ON EDUCATION SESSIONS

"Emergence"***

Presented by **Emil Yanos AIFD, CFD**

Sponsored by Gold Elite Partner Greenfield & Co.



"Sticks & Bones"***

Presented by **James Lutke**

Sponsored by Diamond Elite Partner
Syndicate Sales

**"Sticks are the bones but it is art
that saved me" – James Lutke**

*invitation only

** Separate registration required. See page 22 for full details.


FOLLOW ALL OF THE EXCITEMENT

FOLLOW THE SYMPOSIUM

See the latest information and share your Symposium experience with
#AIFD2022ROOTS #RootandGrow #ProudToBeAIFD #GrowingForwardTogether #TogetherWeGrow

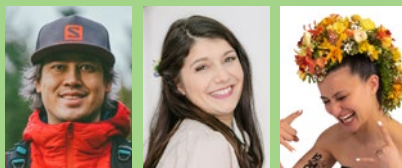
FOLLOW AIFD®

f @AIFD.Symposium @AIFDHqtrs i @AIFD_official in AIFD® American Institute of Floral Designers YouTube @AIFDHqtrs

 **DOWNLOAD THE APP IN JUNE 2022!** Keep an eye out for your emailed invitation to download the app so that you can have all of the event details and resources at the tip of your fingers.

ROOTS CHAT

Join us on Facebook for spontaneous interviews, chats, and conversations. Follow from set-up to the grand finale. Produced by Colin Gilliam and co-hosted by Gina Thresher AIFD, CFD, EMC and Anahit Hakobyan AIFD, DFC, EMC.



ROOTS SCHEDULE MONDAY, JULY 4 CONTINUED

10:00 A.M. – 12:00 P.M.



“Earth, Wind and Fire”

Presented by **Frank Feysa AIFD, CFD, Kevin Ylvisaker AIFD, CFD, PFCI** and **Donald Yim AIFD, CFD, PFCI**
Sponsored by Diamond Elite Partner Smithers-Oasis

Floral Foundations are the mechanics, methods and materials for stability in floral design. We will show you how to use the latest Earth-Friendly materials from Elite Partner Smithers-Oasis. Please join us as our designers focus on showcasing rhythm and movement while featuring colors that are on fire!

12:30 P.M. – 1:30 P.M.

AIFD® BOARD OF DIRECTORS LUNCHEON*



Leopoldo Gomez

2:00 P.M. – 4:00 P.M.



“Art of Sequencing – Understanding Fibonacci”

Presented by **Leopoldo Gomez** and **Cindy Pham AIFD, CFD**
Sponsored by Diamond Elite Partner Teleflora

Enhance your artistic creativity by developing a more comprehensive understanding of the Fibonacci sequence. The application of this concept demonstrates guidelines of proportion and ratios in floral design. We will explore the connection related to architecture, fine arts, engineering, graphic design, fashion, beauty and especially in Nature.

3:30 P.M.

AIFD FOUNDATION BOARD OF TRUSTEES MEETING*

4:00 P.M. – 5:00 P.M.

CAREER FAIR

6:30 P.M. – 7:00 P.M.

PFDE® & SAIFD PRIVATE RECEPTION*

7:00 P.M. – 9:00 P.M.

PFDE® & SAIFD FLORAL ARTISTRY SHOWCASE

Visualize over 1,000 inspirational designs! Enjoy a casual time viewing and photographing creative designs completed by this year's PFDE® candidates and SAIFD students.
All Welcome; Cash Bar.

9:00 P.M.

4TH OF JULY FIREWORKS/NIGHT ON YOUR OWN:

Enjoy the fireworks display and the incredible nightlife of Las Vegas.

**invitation only*

ROOTS SCHEDULE

Tuesday, July 5

7:00 A.M. – 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® accredited 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.

7:00 A.M. – 4:00 P.M.

VOLUNTEER & AMBASSADOR DESK OPEN

7:30 A.M. – 9:00 A.M.

AIFD® REGIONAL CHAPTER BOARD MEETINGS*

7:30 A.M. – 6:00 P.M.

REGISTRATION DESK OPEN

8:00 A.M. – 9:30 A.M.

AIFD® HANDS-ON EDUCATION SESSIONS**



"Motion Captured"

Presented by **Colin Gilliam**

Sponsored by Diamond Elite Partner Hawaii Tropical Flower Council & Hawaii Floriculture and Nursery Association



"The Perfect Picture"

Presented by **Nico Alsemgeest**

(ROOTS Official Photographer)
Sponsored by Gold Elite Partner Floral Supply Syndicate

8:00 A.M. – 5:00 P.M.

FTD AMERICA'S CUP

9:00 A.M. – 10:00 A.M.

AIFD® REGIONAL CHAPTER MEMBERSHIP MEETINGS

10:00 A.M. – 12:00 P.M.

AIFD® HANDS-ON EDUCATION SESSION**



"Triangular Chaos"

Presented by **James Lutke**

Sponsored by Diamond Elite Partner Syndicate Sales

FTD AMERICA'S CUP

FTD America's Cup is a national floral design competition to select the competitor who will represent both FTD and the United States at the 2023 Interflora World Cup; the world's most prestigious floral design competition. Ten carefully chosen competitors will compete in front of an audience of their peers. They will battle pressure, time limits and each other for the title of 2022 FTD America's Cup Champion and the right to compete at the 2023 Interflora World Cup in Manchester, England.



Samantha Bates
AIFD, CFD



Laura Daluga
AIFD, CFD



Adam Havrilla
AIFD, CFD, PFCI



Shelly Huynh
AIFD, CFD



Sally Jablonski



Jenna
Naylor Temple
AIFD, CFD



Lucinda Peltier
AIFD, CFD



Jenna Sleeman
AIFD, CFD, EMC



Jenny Thomasson
AIFD, CFD,
PFCI, EMC



Lynne Tischler
AIFD, CFD,
PFCI, EMC

10:00 A.M. – 5:00 P.M.

SILENT AUCTION TO BENEFIT THE AIFD FOUNDATION

Watch, as this event sprouts new possibilities throughout AIFD® Symposium! View live or virtually and take root to source what best suits you!

10:30 A.M. – 11:30 A.M.

AIFD® ANNUAL MEMBERS MEETING

11:30 A.M. – 12:00 P.M.

PARTNERS' MEETING*

12:00 P.M. – 5:00 P.M.

AIFD® PARTNERS' SHOWCASE AND BOOK FAIR

Spend the afternoon viewing our industry suppliers' exciting products and services created to help you succeed as a professional floral designer. Come join us and support the industry's best and most innovative in our trade!

12:30 P.M.

AIFD® GUIDE TO FLORAL DESIGN 3RD EDITION

Keeping up with the times and the changes in the floral industry is important. Our new edition has revised techniques, redefined instructions, clarified definitions and expanded content. A must-have guide for your library.

*invitation only

** Separate registration required. See page 22 for full details.

3:00 P.M. – 4:00 P.M.

STEPS TO MEMBERSHIP

Learn the steps to become a CFD® (Certified Floral Designer) and an Accredited Member of AIFD®.

5:00 P.M. – 5:30 P.M.

AIFD FOUNDATION SCHOLARSHIP RECIPIENTS MEET & GREET*

5:00 P.M.

FTD AMERICA'S CUP TOP 4 FINALISTS ANNOUNCED

5:00 P.M. – 7:00 P.M.

AIFD® TOGETHER AGAIN! ROOTS WELCOME RECEPTION

Featuring **Arthur Williams AIFD, CFD, EMC, PFCI**

After too many years without a symposium, we welcome you to get back to your AIFD® Roots! Relax, enjoy and revitalize your connection with our floral family. We will come together to enjoy the passion of floral artists and dig into the many ROOTed facets of nature. *All Welcome; Cash Bar.*

5:00 P.M. – 7:00 P.M.

THE SOCIETY OF AMERICAN FLORISTS OUTSTANDING VARIETIES SHOWCASE

In 2021, growers from across the country and around the world exhibited their most Outstanding Varieties in Orlando, FL. Expert judges crowned one Best in Show, ranked thirteen Best in Class and recognized dozens more with Blue and Red Ribbons. See, touch and experience the "Best of the Best" as ribbon winners showcase their outstanding varieties.



Bart Hassam

7:00 P.M. – 8:00 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!

7:00 P.M. – 9:00 P.M.

ELITE PARTNER RECEPTION*

Wednesday, July 6

7:00 A.M. – 5:00 P.M.

REGISTRATION DESK OPEN

7:00 A.M. – 4:00 P.M.

VOLUNTEER & AMBASSADOR DESK OPEN



Leopoldo Gomez

7:00 A.M. – 8:30 A.M.

AIFD® HANDS-ON EDUCATION SESSIONS**



"Motion Captured"

Presented by **Colin Gilliam**

Sponsored by Diamond Elite Partner Hawaii Tropical Flower Council & Hawaii Floriculture and Nursery Association



"The Perfect Picture"

Presented by **Nico Alsemgeest**

(ROOTS Official Photographer)

Sponsored by Gold Elite Partner Floral Supply Syndicate



"Hand Tailored Botanical Structures"

Presented by **Jorge Uribe AIFD, CFD, EMC**

Sponsored by Platinum Elite Partner CalFlowers

*invitation only

** Separate registration required. See page 22 for full details.



"Fibonacci Sequencing in Everyday Design"

Presented by **Leopoldo Gomez** and **Cindy Pham AIFD, CFD**

Sponsored by Diamond Elite Partner Teleflora

7:30 A.M. – 8:30 A.M.

MEMBERSHIP COMMITTEE MEETING*

8:00 A.M. – 11:00 P.M.

THE RADICLE GALLERY & SAF OUTSTANDING VARIETIES

8:30 A.M. – 5:00 P.M.

BOOK STORE

8:30 A.M. – 6:00 P.M.

RHI-ZONE THE TECH EXCHANGE

Sponsored by Diamond Elite Partner Floriology powered by Bloomnet

Technology and social media hold a valuable place in retail. Join other members in the "tech room" and learn key elements to keep up with consumer demands and elevate your business for future growth and success.

8:45 A.M.

DOORS OPEN, WELCOME TO ROOTS!

9:00 A.M. – 10:00 A.M.



"American Floral Trends"

Presented by **J. Keith White AIFD, CFD**

Sponsored by Diamond Elite Partner FTD and Platinum Elite Partner CalFlowers

ROOTS Premiere of the American Floral Trends will unveil current influences and observations which are thoughtfully combined with the changes and innovations in the floral industry. Trends establish the foreseeable conditions and indicators that predict floral directions for the future, expertly curated, by J. Keith White AIFD, CFD, and his distinguished team of American Floral Trend Consultants.

10:00 A.M. – 5:00 P.M.

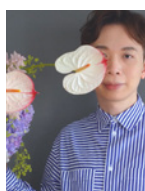
SILENT AUCTION TO BENEFIT THE AIFD FOUNDATION

AIFD Foundation Silent Auction will close for the day at 5:00 P.M. Pick up and pay for your treasures at the Silent Auction area by 5:30 P.M.



Jorge Uribe AIFD, CFD, EMC

10:45 A.M. – 11:45 A.M.



"Reincarnation"

Featuring **Dr. Solomon Leong AIFD, CFD** and **the Society of Chinese Members of AIFD®**

Sponsored by Diamond Elite Partner Accent Decor

The floral industry will emerge into a brand new exciting existence after these stages; Germination, Growth, Bloom, Decay and Reincarnation. Flowers in the post-pandemic landscape are not only a channel for emotional expression but a powerful tool to rekindle friendships around the world. Traditional floral design philosophies of the East and West will be explored and enhanced with the use of modern technology.

11:45 A.M. – 10:00 P.M.

"SAIFD Sustainability Fair"

Featuring **Lesleigh Kraft Cravens AIFD, CFD** and **SAIFD Chapters**

The new bold generation of florists will have an option to consider new creative innovations in design. Marketing and business practices will lead to the best model for sustainable floristry. Join us in "The Radicle Gallery" as revolutionary ideas are shared. The future "buzz" for our industry. "I love cultivating the future of the floral world one student at a time." – Lesleigh Kraft Cravens AIFD, CFD

*invitation only

ROOTS SCHEDULE WEDNESDAY, JULY 6 CONTINUED

11:45 A.M. – 1:30 P.M.

LUNCH ON YOUR OWN

Grab a bite to eat and visit "The Radicle Gallery" for an up-close look at the Main Stage Designs and the SAIFD Sustainability Fair.

1:30 P.M. – 2:30 P.M.



"Where Do We Grow From Here?"

Featuring **Shawn Michael Foley AIFD, CFD, PFCI**, **Gina Thresher AIFD, CFD, EMC**, **Ursula Gunther CFD, EMC** and **Rebecca Raymond, EMC**

Sponsored by Diamond Elite Partner
Floriology powered by Bloomnet

Our expert team will share with you how to create an organic connection and conversation with clients by using the G.R.O.W.T.H. method through savvy use of technology and social media. Learn practical knowledge that will stimulate your marketing ideas and generate new focus for social media.

3:15 P.M. – 4:15 P.M.

"PULSE: Exploring Rhythm in Floral Design"

Featuring **The Teleflora Education Team**

Sponsored by Diamond Elite Partner Teleflora

Connecting the importance of human emotions with artful gift-giving that floral design represents throughout the course of a human's life... we will share how education plays a pivotal role in taking the industry to the next level.



Tom Bowling AIFD



Tim Farrell AIFD



Hitomi Gilliam AIFD



John Hosek AIFD



Vonda LaFever
AIFD



Joyce Mason-
Monheim AIFD



Lottie McKinnon



Jody McLeod AIFD



Helen Miller AIFD



Julie Poeltler AIFD



David Powers AIFD



Jerome Raska
AIFD



Jenny
Thomasson AIFD



Cindy Tole AIFD



Renee Tucci
AIFD

4:15 P.M. – 5:00 P.M.

"Root 2 Bloom"

Featuring 2022
Symposium Coordinators
Ann Jordan AIFD, CFD,
Hitomi Gilliam AIFD, CFD,
Ania Norwood AIFD, CFD,
**CCF, EMC and Aniko
Kovacs AIFD, CFD**

Celebrate the relationship of the Student and the AIFD® Educators & Mentors! Foundational knowledge is ROOTED into the future success of every student. Many have come to full BLOOM; becoming some of the best designers and industry influencers setting worldwide trends.



Susan McLeary

5:15 P.M. – 6:00 P.M.

"Polish & Shine"

PFCI Panel

It is time to expand your horizon and grow new possibilities by Polishing Your Speaking Skills. PFCI (Professional Floral Communicators International) opens new doors that you may have never known existed - Educator, Commentator, Promoter, Lecturer and beyond!

5:15 P.M. – 6:45 P.M.

INDUCTION REHEARSAL*

6:45 P.M. – 9:00 P.M.

FTD AMERICA'S CUP

Day two of FTD's America's Cup vyes the four finalists against each other as they compete in one final surprise package competition taking place on stage in front of a live audience. The winner earns the title of 2022 FTD America's Cup Champion and the right to compete at the 2023 Interflora World Cup in Manchester, England.

9:00 P.M. – 11:00 P.M.

FILM FEST & YOUNG PROFESSIONALS CHILL & CHAT

Are you a floral designer looking to connect with like-minded florists? Then join your fellow YPs as they gather in "The Radicle" to share ideas, brainstorm, develop new concepts and discover new activities.

*invitation only

Thursday, July 7

7:00 A.M. – 4:00 P.M.

REGISTRATION DESK & VOLUNTEER DESK OPEN

7:00 A.M. – 8:30 A.M.

AIFD® HANDS-ON EDUCATION SESSIONS**



"Hand Tailored Botanical Structures"

Presented by **Jorge Uribe AIFD, CFD, EMC**
Sponsored by Platinum Elite Partner
CalFlowers



"Fibonacci Sequencing in Everyday Design"

Presented by **Leopoldo Gomez** and **Cindy Pham AIFD, CFD**
Sponsored by Diamond Elite Partner Teleflora



"Blooming Beyond Your Brand" Technology Workshop

Presented by **Shawn Michael Foley AIFD, CFD,**
Gina Thresher AIFD, CFD, EMC, Ursula Gunther CFD, EMC
and **Rebecca Raymond EMC**
Sponsored by Diamond Elite Partner
Floriology powered by Bloomnet

8:00 A.M. – 9:00 P.M.

THE RADICLE GALLERY & SAF OUTSTANDING VARIETIES

8:30 A.M. – 5:00 P.M.

BOOK STORE

8:30 A.M. – 6:00 P.M.

RHI-ZONE THE TECH EXCHANGE

Sponsored by Diamond Elite Partner
Floriology powered by Bloomnet

Technology and social media hold a valuable place in retail. Join other members in the "tech room" and learn key elements to keep up with consumer demands and elevate your business for future growth and success.



Susan McLeary

8:45 A.M. – 9:45 A.M.



"Cultivate, Celebrate: Neotropical Hawaii"

Featuring **Sue Tabbal-Yamaguchi AIFD, CFD, EMC,**
Brenna Quan AIFD, CFD and **Lois Hiranaga AIFD, CFD**
Sponsored by Diamond Elite Partner Hawaii Tropical Flower
Council & Hawaii Floriculture and Nursery Association

Welcome to the islands of Hawaii and beautiful exotic flowers! Hawaiian flowers will be exquisitely designed for weddings in both Neotropica and Tropical Nouveau styling. Learn the special relationship that has been cultivated between breeders, growers and designers, resulting in development of new and exciting botanical varieties. Celebrate our Aloha Spirit!

10:00 A.M. – 5:00 P.M.

BODY FLOWER BUFFET

Join Aki Ishiguro AIFD, CFD and Kiyomi Kurihara AIFD, CFD to purchase or make a one-of-a-kind artful floral body flower. All donations go to the SAIFD chapters.

** Separate registration required. See page 22 for full details.

10:45 A.M. – 11:45 A.M.



"Radical Creativity"

Presented by **Joseph Massie**

Sponsored by Gold Elite Partners Alexandra Farms, Greenfield & Co. and Marginpar

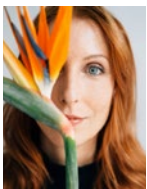
Discover your Radical Creativity! Nurture your curiosity with Theory, Principles and Elements, and the Golden Ratio and themes that resonate like sustainability, commerciality and the Arts. Learn to approach traditional floral techniques and methods by reinventing them to suit your vision and your creative path. Build your artful vocabulary to brand a purposeful practice.

11:45 A.M. – 1:15 P.M.

LUNCH ON YOUR OWN

Grab a bite to eat and visit "The Radicle Gallery" for an up-close look at the Main Stage Designs.

1:15 P.M. – 2:15 P.M.



"Flower Forward"

Presented by **Susan McLeary**

Sponsored by Gold Elite Partners Floral Supply Syndicate and Mayesh

Focusing on a limited set of Elements and employing the Principles of Repetition and Rhythm, we allow the flowers to take the lead in forming our design decisions. Join us as we share how designing in this FLOWER FORWARD way allows us to communicate our values and artistic motivations through the medium of flowers.

3:00 P.M. – 4:15 P.M.



"Evolving Shapes in Design"

Featuring **Max van de Sluis** and **Hanneke Frankema**

Sponsored by Diamond Elite Partner Smithers-Oasis



Our exploratory journey from 2D to 3D in various forms will lead us to create exciting floral art. Evolution of Shapes in design is boundless and only possible with the beautiful flower silhouette they provide. Our close connection with the growers in Holland and the passion we share is truly a collaborative Farm to Artist inspirational perception!

4:15 P.M. – 5:45 P.M.

PRIVATE RECEPTION FOR NEW INDUCTEES*



Hanneke Frankema

5:00 P.M. – 6:00 P.M.

COCKTAIL HOUR

All Welcome, Cash Bar.

5:45 P.M. – 8:00 P.M.



"INTERTWINED" AIFD® AWARDS & INDUCTION CELEBRATION

Floral Décor by **Charlie Groppetti AIFD, CFD**

Sponsored by Silver Elite Partner The Elite Flower

Celebrate accomplishments as we honor the 2020, '21 & '22 AIFD® award winners, AIFD Foundation awards, Student Competition winners and the 2020 and 2022 AIFD® Inductees. The Celebration is open to all family and friends.

8:00 P.M. – Midnight



"INTERTWINED" AWARDS & INDUCTION DINNER AND DANCE

Floral Décor by **Hallie Morrison AIFD, CFD**

Sponsored by Silver Elite Partner The Elite Flower

It is party time! Dinner and dancing to congratulate the amazing Award Winners and our fabulous Inductees who have long awaited this special evening to celebrate. We will applaud and welcome our new members with the stunning décor created by designer Hallie Morrison AIFD, CFD. It will be an evening to reconnect with friends, family and build new friendships.

IMPORTANT: Assigned seating is required and restricted to tables of ten (10) only. For details, see "Dinner Seating" information on page 16. (Semi-Formal Event; Cash Bar)

*invitation only

Friday, July 8

7:00 A.M. – 4:00 P.M.

VOLUNTEER & AMBASSADOR DESK OPEN

7:00 A.M. – 1:00 P.M.

REGISTRATION DESK OPEN

7:00 A.M. – 8:30 A.M.

AIFD® HANDS-ON EDUCATION SESSIONS**



“Hand Tailored Botanical Structures”

Presented by **Jorge Uribe AIFD, CFD, EMC**

Sponsored by Platinum Elite Partner
CalFlowers



“Blooming Beyond Your Brand” Technology Workshop

Presented by **Shawn Michael Foley AIFD, CFD, Gina Thresher AIFD, CFD, EMC, Ursula Gunther CFD, EMC and Rebecca Raymond EMC**

Sponsored by Diamond Elite Partner
Floriology powered by Bloomnet



Bart Hassam



Joseph Massie



“Spirit of Aloha: The Art of Lei Making”

Presented by **Sue Tabbal-Yamaguchi AIFD, CFD, EMC, Brenna Quan AIFD, CFD and Lois Hiranaga AIFD, CFD**

Sponsored by Diamond Elite Partner Hawaii Tropical Flower Council & Hawaii Floriculture and Nursery Association

7:45 A.M. – 8:45 A.M.

“Dream It, Sketch It, Submit It!”

Presented by the 2022, 2023 and 2024 Symposium
Coordinator Teams

Think you’ve got what it takes? A team of AIFD® Symposium Coordinators will take the fear out of the process of submitting a program to be considered for AIFD® Symposium Main Stage and Workshops. They will answer the most frequently asked questions about the steps involved; submitting a proposal, working with the production company and staging.

8:00 A.M. – 9:00 P.M.

THE RADICLE GALLERY & SAF OUTSTANDING VARIETIES

8:30 A.M. – 5:00 P.M.

BOOK STORE

** Separate registration required. See page 22 for full details.

8:30 AM. to 6:00 P.M.

RHI-ZONE THE TECH EXCHANGE

*Sponsored by Diamond Elite Partner
Floriology powered by Bloomnet*

Technology and social media hold a valuable place in retail. Join other members in the "tech room" and learn key elements to keep up with consumer demands and elevate your business for future growth and success.

8:45 A.M. – 9:45 A.M.



"Rooted in Creativity, Diversity & Sustainability"

*Featuring **Jenny Tabarracci AIFD, CFD** and **Steven Brown AIFD, CFD***

*Sponsored by Diamond Elite Partner
Syndicate Sales*



Building a harmonious union with nature in our businesses is a commitment and investment for the future. From the City College of San Francisco, a diverse team of educators, graduates, and students will collaborate

together to Innovate, Cultivate and to forge a new GREEN direction toward sustainability in floral designs, diversity, methodology and business practices.



Hanneke Frankema & Max Van de Sluis

10:00 A.M. – 5:00 P.M.

BODY FLOWER BUFFET

Join Aki Ishiguro AIFD, CFD and Kiyomi Kurihara AIFD, CFD to purchase or make a one-of-a-kind artful floral body flower. All donations go to the SAIFD chapters.

10:30 A.M. – 11:30 A.M.



"No Guts, No Glory!"

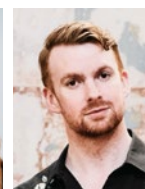
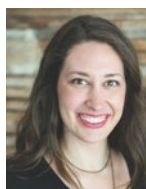
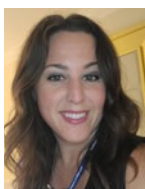
*Presented by **Kate Penn***

The pandemic challenged our floral community in unprecedented ways - from forced closures, quarantines, supply chain disruptions and the lack of workers. Floral industry professionals have had to dig into reserves of creativity, courage and resilience to keep going. There was a lot of discovery of untapped talents, profits, business models and partnerships. Come hear firsthand stories of courage - Guts! and successes - Glory!

11:30 A.M. – 1:00 P.M.

LUNCH ON YOUR OWN

1:00 P.M. – 1:45 P.M.



"Dig Deep – Roots Panel Discussion"

*Featuring **Laura Walsh** (Smithers-Oasis), **Sarah Bagle** (Accent Décor), **Eric Tanouye** (Green Point Nurseries), **Patrick Dahlson** (Mayesh), **Tim Farrell AIFD, CFD, PFCI** (Farrell's Florist), **Mandy Majerik AIFD, CFD, PFCI** (Event Florist), **Susan McLeary** (Influencer), and **Joseph Massie** (UK Influencer). Moderated by **Kate Penn** (SAF)*

A panel of global industry experts will Dig Deep and Un-ROOT all aspects of the current state of the floral business. Join this conversation that will bring the floral community together to celebrate our wins and to help navigate through obstacles. Only in unity can we build a bright future for our industry.

1:45 P.M. – 2:30 P.M.

AIFD FOUNDATION HEAD & HEART GAME AND MINI LIVE AUCTION

The Head & Heart Game debuted in Las Vegas in 2019. The seeds were planted to provide Scholarships for Premium Registration to attend AIFD® Symposium. Prior to game time, simply purchase to participate! We'll soon see just how much these seedlings have grown!

2:30 P.M. – 3:30 P.M.



"Botanica Ecologica – Let Nature Define The Vision"

Presented by 2019 FTD Interflora World Cup Champion **Bart Hassam**

Sponsored by Diamond Elite Partner FTD

Bart's organically based compositions, focusing on the architectural nature of plant material, will feature sculptural forms of Australian Native reeds, sedges and foliage juxtaposed with Nature's perfect building material – Bamboo. A meeting of Eastern and Western influences utilizes the elements of structure, transparency, form and line to create striking Botanical Architecture. Beauty through plant material, with elegance, appropriateness and minimalist approach – but above all, with a respect for the flower. *Education funding in part by AIFD Foundation.*

3:30 P.M.

2022 FTD AMERICA'S CUP WINNER ANNOUNCED ROOTS RECAP AND 2023 CHICAGO SYMPOSIUM PREVIEW

4:00 P.M. – 6:30 P.M.

ENHANCED HANDS-ON EDUCATION SESSIONS**



"Evolution of Shapes – The Frame Bouquet"

Presented by **Hanneke Frankema**

Sponsored by Diamond Elite Partner Smithers-Oasis with support from The Frame Bouquet

"Evolution of Shapes – Wedding Design"

Presented by **Max Van de Sluis**

Sponsored by Diamond Elite Partner Smithers-Oasis



"The Art of Craftsmanship"

Presented by **Joseph Massie**

Sponsored by Gold Elite Partner Ball Seed To benefit the AIFD Foundation.



7:30 P.M. – 10:30 P.M.

LEADERSHIP SALUTE DINNER AND DANCE



"Celebrating Our Roots"

Floral Décor by **Mandy Majerik AIFD, CF, PFCI**
Sponsored by Diamond Elite Partner Accent Décor and Gold Elite Partner Marginpar

An evening to celebrate & time to party! A stunning reception of dazzling floral decor will invite us to reflect on an exciting week. We have found our ROOTS through a week of profound floral education and powerfully strong comradery with our floral colleagues. The floral ROOTS Celebration will be an evening to honor with gratitude and embrace our growing floral family friendships. **IMPORTANT:** Assigned seating is required and restricted to tables of ten (10) only. For details, see "Dinner Seating" information on page 16. (Semi-Formal Event; Cash Bar)



Jenny Tabarracci AIFD, CF

GIFT CERTIFICATES

Give the gift of education! AIFD® is now offering gift certificates for the National Symposium "ROOTS." For more information, visit the [AIFD® website](https://www.aifd.org).

** Separate registration required. See page 23 for full details.

Saturday, July 9

8:00 A.M. – 3:00 P.M.

BART HASSAM LECTURE AND WORKSHOP – AIFD FOUNDATION WORLD CLASS DESIGN EXPERIENCE

Sponsored by the AIFD Foundation (to benefit the AIFD Foundation). World-class Lecture and Hands-on Design Experience to benefit the AIFD Foundation with 2019 FTD Interflora World Cup Champion Bart Hassam!

A designer's experience to immerse yourself in a true World Class hands-on workshop; an up-close and intimate class to explore, create and learn from one of the world's best designers. Emphasis, transparency, scale, form and line will be studied through modern design techniques.

The World-Class Design Experience is an Optional Registration. An additional tuition of \$379.00 on or before May 16 and \$399.00 after May 16 is required. Lunch will be on your own.



Important: Please bring your tools to the Design Experience.

Please see the AIFD® Registration Form to register for this and all AIFD® Symposium Events. Limited registration is accepted for this AIFD® Design Experience.



SILENT AUCTION TO BENEFIT THE AIFD FOUNDATION

Just as roots support plants, the AIFD Foundation supports a variety of educational offerings! Your support of the Silent Auction directly benefits our program of work. Please bring your items to the AIFD® Symposium or ship in advance to be received on or before June 30 to:

Kenny Snauwaert AIFD, 9649 Blue Bell Drive, Las Vegas, NV 89134

You are invited to participate in a variety of projects & programs to benefit the AIFD Foundation.



Bart Hassam Experience



Joseph Massie Workshop



Prop Sales



Mini Live Auction



Head to Heart Game



Silent Auction

ADDITIONAL SYMPOSIUM INFORMATION

HOTEL RESERVATIONS

The AIFD® 2022 National Symposium "ROOTS" will take place at the Caesars Forum Conference Center, touted for its central location and access to world-class dining, entertainment, and shopping. AIFD® has a limited number of rooms awaiting you at the adjoining Harrah's Las Vegas Hotel with special rates available on an exclusive basis: \$149 for single/double occupancy plus tax. You can book your reservations in the following ways (be sure to reference AIFD®):

- Website: <https://book.passkey.com/go/SHAIF2>
- Harrah's Reservation: **888-458-8471** (reference: SHAIF2) Please note that a processing fee per reservation will be charged if you do not book using the dedicated link listed above.

Reservations must be made on or before **Friday, June 10, 2022**. All guest rooms booked within the AIFD room block include complementary in-room, standard internet access.

Harrah's Las Vegas Hotel: 3475 Las Vegas Blvd. South, Las Vegas, NV 89109

HOW TO GET THERE

Airport: Harry Reid International Airport (LAS) - formerly the McCarran International Airport

Harrah's Las Vegas Hotel is a short 20-minute \$25 cab/Uber drive from the airport.

ADVANCE AND ON-SITE REGISTRATION

The program lineup for AIFD® "Roots" is truly sensational and an early registration sell-out is possible. Be sure to register early! Advance registrations, with proper payment, must be received by the AIFD® office on or before **June 15, 2022**.

On-site registrations (if available) will open at **8:00 A.M. on Monday, July 4** in the Caesars Forum Conference Center. Only credit cards will be accepted for payment of on-site registration. Checks or cash will not be accepted.

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

REGISTRATION OPTIONS

AIFD® highly recommends the Premium Registration as it is the greatest value. This includes all programs, seminars (excluding those indicated otherwise, such as the Hands-on Education sessions and other workshops with separate registration/tickets) and two dinner functions. However, there are other options designed to fit everyone's budget and time restrictions. A General Registration includes all sessions from July 6 - 8 (excluding workshops indicating a separate registration), the opening reception and Partners' Showcase. Or, a Single Day Registration includes only the programs and activities for the day(s) of your choice (meals and additional workshops are excluded).

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 Jodi McShan AIFD, CFD at jodi@mcshan.com.



Max Van de Sluis

ADDITIONAL SYMPOSIUM INFORMATION

BECOME A ROOTS AMBASSADOR!

Designers who volunteer often say it is the most exciting part of AIFD® Symposium, working in the heart and pulse of what brings this artistic extravaganza to life. AIFD® is all volunteer run; however, we need some Super Stars to bring it to life.

Be a part of an exclusive AIFD® Symposium experience – serve as a ROOTS Ambassador!

Only 35 spaces are available. You'll work behind-the-scenes at the AIFD® Symposium with members and designers, make new friends, gain new experiences and connect and network with our industry's leaders. All this at a discounted registration rate!

For AIFD® members, it is a great way to earn CEU points!

If you are interested and would like more details, go to the AIFD® Symposium website: www.aifd.org or contact Kim Oldis AIFD, CFD at AIFDambassadors@gmail.com



Hawaii Team

DINNER SEATING

To assist you in being able to sit with your friends, table seating for the AIFD® Awards and Induction Dinner and Dance (July 7) and the AIFD® Leadership Salute Dinner and Dance (July 8) is coordinated through an assignment of seats prior to the dinner functions.

Upon check-in with the AIFD® Symposium Registration Desk, guests who registered for these meal functions 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.

If you know you would like to sit with certain friends or family, 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.

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

Tickets WILL BE collected at meal functions.

WHAT TO WEAR

Proper attire for most Symposium programs is "business casual." The event space will be air-conditioned, bring a sweater.

Volunteers and workshop attendees: plan on sporty casual attire and comfortable, closed-toe, non-slip shoes.

Suggested attire for the Awards and Induction Ceremony and the Leadership Salute Dinner and Dance is Semi-Formal.

SUPPORTING A LIFETIME OF LEARNING PROVIDING A CORNERSTONE OF CARE

By definition, purpose is the reason something exists. Purpose can guide life decisions, influence behavior, shape goals, offer a sense of direction and create meaning. The purpose of our existence offers annually a number of educational opportunities to both the professional floral designer and the student of floral design through the Grants and Scholarships awarded by the AIFD Foundation. Over \$33,000 in 2020 * Over \$40,000 in 2021 * Over \$50,000 in 2022

Countless projects and tireless efforts have produced unprecedented achievements which will be celebrated in Las Vegas during the 2022 AIFD® Symposium!

Thank you for your continued support!



ADDITIONAL DETAILS

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

AIFD® HANDS-ON EDUCATIONAL SESSIONS

The AIFD® National Symposium in Las Vegas once 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 look to become CFD® or AIFD®.

About these AIFD® Classes

- These dynamic 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 AIFD® Symposium. You can attend the classes and attend AIFD® Symposium.
- Seating is very limited to ensure a quality experience. You may only select one workshop per day/three (3) courses maximum.
- Each Hands-on class earns 2 CEUs for AIFD/CFD
- **NEW this year!** Cost to attend one class is either Free, \$69, or \$149 for AIFD® Symposium registered attendees. On-Site registration, if space is still available, will be \$29, \$89, or \$179 respectively. Please see pricing information for each class.

AIFD® HANDS-ON DESIGN CLASS #100

Offered July 5 (8:00 A.M. – 9:30 A.M.) & July 6 (7:00 A.M. – 8:30 A.M.)

Cost: Free/\$29 on-site, if available

Title: *“Motion Captured”*

Instructor: *Colin Gilliam*

Sponsored by Diamond Elite Partner Hawaii Tropical Flower Council & Hawaii Floriculture and Nursery Association



The dynamic power of video is undeniable in modern marketing. This is a tool to propel your business forward in the world of social media. Learn simple filming techniques, basic storytelling and editing methods that will take your videos to the next level! Bring your Smart Phone!

AIFD® HANDS-ON DESIGN CLASS #200

Offered July 5 (8:00 A.M. – 9:30 A.M.) & July 6 (7:00 A.M. – 8:30 A.M.)

Cost: Free/\$29 on-site, if available

Title: *“The Picture Perfect”*

Instructor: *Nico Alsemgeest*

Sponsored by Gold Elite Partner Floral Supply Syndicate



We dive into the basics of photography with an eye on the details of this art form. We will explore lighting, surroundings while capturing the visual content for images for social media and websites. Together with Hanneke Frankema, we will talk about how we coordinate the art of floral design and photography and the importance of having Perfect Pictures!

AIFD® HANDS-ON DESIGN CLASS #300A

Offered July 4 (8:00 A.M. – 10:00 A.M.)

Cost: Free/\$29 on-site, if available

Title: *“Sticks & Bones”*

Instructor: *James Lutke*

Sponsored by Diamond Elite Partner Syndicate Sales



Take part in a group installation workshop to help construct a major sculptural structure for the opening of the ROOTS RADICLE gallery. Working alongside the artist, you will experience his vision. It takes this spirit of collaboration to make the sculptural form come to life. *‘Sticks are the bones but it is art that saved me’* –James Lutke

AIFD® HANDS-ON DESIGN CLASS #300B

Offered July 5 (10:00 A.M. – 12:00 P.M.)

Cost: \$69/\$89 on-site, if available

Title: *“Triangular Chaos”*

Instructor: *James Lutke*

Sponsored by Diamond Elite Partner Syndicate Sales



Create an understructure with the technique of an armature combined with the strength of the triangular shape. You will work with familiar materials in an uncommon way. This armature becomes both sculptural and functional, providing a unique opportunity for adding flowers in multiple ways.



ADDITIONAL DETAILS

AIFD® HANDS-ON DESIGN CLASS #400

Offered July 4 (8:00 A.M. – 10:00 A.M.)

Cost: \$149/\$179 on-site, if available

Title: **"Emergence"**

Instructor: **Emil Yanos AIFD, CFD**

Sponsored by Gold Elite Partner
Greenfield & Co.



Experience designing flowers with Emil's exquisite Ceramic Sculptures and learn to tell its story through a conversation with the artist. Understanding form, texture and details, you will have an opportunity to absorb the creative process of ceramic art. You will add the floral component that completes this collaborative work of art. Take home a one-of-a-kind vessel by an award-winning ceramic artist.

AIFD® HANDS-ON DESIGN CLASS #500

Offered July 6, 7, & 8 (7:00 A.M. – 8:30 A.M.)

Cost: \$69/\$89 on-site, if available

Title: **"Hand Tailored Botanical Structures"**

Instructor: **Jorge Uribe AIFD, CFD, EMC**

Sponsored by Platinum Elite Partner
CalFlowers



The Botanical Structures created in this workshop will feature an efficient and fun way to fabricate organic and decorative structural art. The use of this construction will transform your everyday floral, wedding and corporate arrangements into floral art.

AIFD® HANDS-ON DESIGN CLASS #600

Offered July 6 & 7 (7:00 A.M. – 8:30 A.M.)

Cost: \$69/\$89 on-site, if available

Title: **"Fibonacci Sequencing in Everyday Design"**



Instructor: **Leopoldo Gomez and Cindy Pham AIFD, CFD**

Sponsored by Diamond Elite Partner Teleflora

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. Master the concept of the Golden Mean by applying this extremely valuable knowledge to artistic floral creations.

AIFD® TECHNOLOGY WORKSHOP #700

Offered July 7 & 8 (7:00 A.M. – 8:30 A.M.)

Cost: \$69/\$89 on-site, if available

Title: **"Blooming Beyond Your Brand"**



Instructor: **Shawn Michael Foley AIFD, CFD, Gina Thresher AIFD, CFD, EMC, Ursula Gunther CFD, EMC and Rebecca Raymond EMC**

Sponsored by Diamond Elite Partner
Floriology powered by Bloomnet

Our savvy team will share useful, in-depth methods with easy-to-follow social media strategies on HOW to elevate your branding, HOW to glam your marketing and HOW it results in increased sales!

AIFD® HANDS-ON DESIGN CLASS #800

Offered July 8 (7:00 A.M. – 8:30 A.M.)

Cost: \$69/\$89 on-site, if available

Title: **"Spirit of Aloha: The Art of Lei Making"**



Instructors: **Sue Tabbal-Yamaguchi AIFD, CFD, EMC, Brenna Quan AIFD, and CFD Lois Hiranaga AIFD, CFD**

Sponsored by Diamond Elite Partner Hawaii Tropical Flower Council & Hawaii Floriculture and Nursery Association

Aloha! "E hele pu mai me makou no kahi hale hana lei!" Join us for a lei-making workshop! Share in the Aloha Spirit by learning the techniques to create a Lei po o; the flower crown, in a Hawaiian Wili style and a Lei Hilo, a ti leaf rope-style adornment. These are traditional methods used for creating this symbol of love, friendship, celebration, honor and greeting.



ADDITIONAL DETAILS

ENHANCED EDUCATION SESSIONS

- Cost: \$149 per session, \$179 on site (if available)
- Each Enhanced Education Session earns 3 CEUs for AIFD/CFD.

Friday, 7/8

4:00 P.M. – 6:30 P.M.

"Evolution of Shapes – The Frame Bouquet"

Presented by **Hanneke Frankema**
Sponsored by Diamond Elite Partner
Smithers-Oasis with support from
The Frame Bouquet

This advanced premium hands-on workshop has an emphasis on Hanneke's skillful, creative, avant-garde techniques for bouquet making. The Frame Bouquet is technical, extremely decorative and versatile in possibilities. This is a rare and exclusive opportunity to master the supreme details of construction, mechanics and methods of advanced design.



Each Enhanced
Education Session earns
3 CEUs for AIFD/CFD

"Evolution of Shapes – Wedding Design"

Presented by **Max Van de Sluis**
Sponsored by Diamond Elite Partner
Smithers-Oasis



From the general theme and concept of Evolution of Shapes, you will learn of the diverse possibilities in wedding design through the creative process. Inspiration design techniques will be explored with this award-winning Dutch Master. *"I will not only share my techniques but also my philosophy that will help you to design your own bridal designs."*
– Max Van de Sluis

"The Art of Craftsmanship"

Presented by **Joseph Massie**
Sponsored by Gold Elite Partner Ball SB



Focusing on how to create discerning Bridal Bouquets to suit your personal brand, this technical seminar with attention paid to mechanical detailing and methods for bridal bouquet making is directly tied with the main stage program Radical Creativity.

*** Separate registration required. See page 23 for full details.*



Bart Hassam



ORGANIC

ULTRA MODERN

NATURAL PALETTE

STATE OF THE ART

INTELLIGENT TECHNOLOGY

LATEST DESIGN



Caesars Forum has two of the largest pillarless ballrooms in the world

Caesars Forum was inspired by the Roman Forum of the ancient city of Rome.

Caesars Forum Biophilic Design and approach increases guest connection to nature in various ways from actual exposure to the environment to the visible use of ecological buildings materials to represent nature.

Caesars Forum is 44% more efficient than buildings of the same size saving 4.6 million gallons of water per year; that's equal in size to the Olympic swimming pool!

