

AIFD NORTH EAST REGION SUMMER NEWSLETTER

May 2022

Editor Jo A Jarvis AIFD CFD

☆☆ **She's got the GOLDEN TICKET** ☆☆

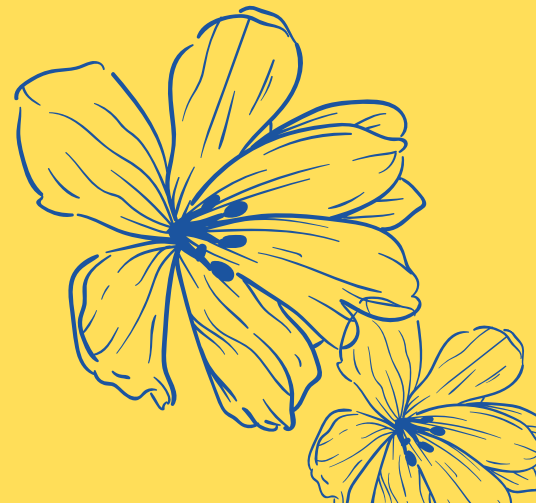
**Congratulations to Ami Harbig Aifd Cfd for
winning our drawing earlier this spring.**

**Ami won a General Registration to AIFD Symposium ROOTS
AND**

**a spot in the Bart Hassam Hands-on Workshop with AIFD Foundation
Congratulations Ami!! See ya in Vegas!**

**The Region raised just under \$1500 for the
North East Memorial Scholarship fund from the sale of the book.**

**Thank you Renee Tucci AIFD CFD PFCI for all your hard work in organising
and posting the books, and especially to everyone who bought a book.**



Editor's Letter

Wow is it ever hot outside, would love to be out in the garden this weekend, however the weather god has decided that even though it is only May, that the heat is on.

Anyone who knows me well is aware that I am into gardening big time and would rather be outside creating or adding to the many gardens that I now have taken over from my neighbors. They think I am just being nice but actually I am, in my own way, making sure that the planting is what I like and very cottage garden looking. So now you know my addiction is plants, and with some of the sales at the garden centers due to the staff not really knowing what they are doing, which is great for me, I can get exercise, fresh air, bring back plants with TLC, do my part for climate change and on the whole, create gardens that give beauty to the otherwise plain and boring landscape.

You may notice that the layout to this issue is a tad different than before and this is down to a new program...again testing my brain capacity and stretching it big time. Not really keen on the "NEW" as a bit nervous especially as others will be viewing the results. Renee Tucci suggested this program and after finally getting some sort of hang of it here goes...please know that this is all a learning process and that with time I will get better, or so one hopes.

In this issue you will read about some of the members and what they have been up to the last few months. The flower show team is in full swing and in the next issue and facebook there will be more photos on all AIFD members' exhibits, as well as the AIFD exhibit. Please if you are attending symposium take the time to say hello to our three scholarship attendees...Michael Maskery, Suki Iris Park and Susan Montgomery. With this new program I hope to be able to send out more current newsletters to keep everyone up to date with what is happening in our region on a regular basis. As with all things the newsletter keeps evolving. If you have something that you would like to add please feel free to forward the information to me at earthworks@btinternet.com. I try my best to source information from the region however without your assistance or someone bringing articles to my attention it is not always easy.

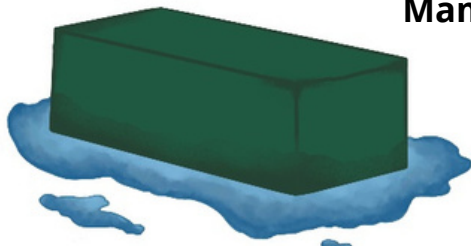
The next issue will be out late June just to give you a heads up.

**Jo A Jarvis AIFD CFD
Editor North East Newsletter**

Come Visit Us at Symposium!

New this year at Partners' Expo, regional chapters will be participating! Our officers will be on site offering items from our website (www.aifdnortheast.com), as well as some specially designed notecards. These floral designer inspired cards are something that has finally come to life after being seen on display at the 2018 Discover Symposium. Images were originally done on small canvases which were purchased as part of a fundraiser at that Symposium. Renee Tucci took note of them there, and never forgot how wonderfully clever they were. She wanted to see these punny images again, so she tracked down the artist who turned out to be none other than Susan Ayala's daughter, Megan Alexander Batista. Permission was granted to use the 3 images that she created, and we've put them on our note card assortment. Come check these out at our display during the Partners' Expo, Tuesday, July 5th, from noon until 5pm. Hope to see you there!!

Mame Brody AIFD, CFD



Soak It Up!



Strippin' Ain't Easy!



What's Your Angle?

Welcoming our NE Chapter Memorial Scholarship Recipients to the 'Roots' Symposium!

After a long wait, our NE Chapter Memorial Scholarship winners will soon be on their way to Las Vegas for an educational week of floral artistry, fabulous stage programs, and making new friends. If you are attending the 'Roots' Symposium, please introduce yourself and welcome them to the symposium activities during the week.

In 2021, we had two very promising applicants that were awarded scholarships. Michael Maskery, from Natick, MA will be attending on behalf of the NE Chapter Scholarship fund.

A second recipient, Suki Iris Park, from Colmar, PA will also be attending. Her scholarship was funded thru a generous donation given by two NE members, Jo Jarvis and Caroline Crabb.

This award was given as a tribute memorial to honor Jo's Mother, Patricia Jarvis, who was an accomplished designer and floral educator in the United Kingdom. Our appreciation to Jo and Caroline in sharing this educational opportunity to a floral student.

Our 2022 scholarship recipient is Susan Montgomery from Toronto, Ontario, Canada. Susan is a student at Seneca College in the Floral Design program, our SAIFD Chapter in Toronto.

All three of these designers are excited and looking forward to attending the 'Roots' Symposium, and we wish them a wonderful experience and success in their floral journey.

Polly Berginc AIFD
NE Chapter Foundation and Scholarship Liaison

The meal functions for #AIFD2022ROOTS are SOLD OUT! This means that premium registrations are also sold out. Make sure you register soon, events are filling up quick! #proudtobeafid #RootandGrow #TogetherWeGrow



PFDE Prep

Submitted by Renee Tucci AIFD PFCI CFD

Symposium is a mere few weeks away and butterflies are brewing in the stomachs of dozens and dozens of prospective Professional Floral Design Evaluation (PFDE) test takers! They're polishing their principles and evaluating their elements. They're connecting with mentors and reviewing techniques.

Here in the North East, we wanted to take this prep to the next level, so it was decided that a Mock Test was in order! Younger & Son Wholesale in Lansdale, PA, generously donated the space of their warehouse for the test to take place in on Sunday April 24th. They also supported us by procuring the beautiful fresh flowers, and all of the supplies that our testers could need.

We worked to provide the testers with a scenario as close as possible to what they will experience in Las Vegas; including the surprise package and assignments they received when they arrived, and the strict time guidelines followed during the actual PFDE.

One of the main ways that this experience differed from the real-thing was the evaluations. We were fortunate to have Tim Farrell AIFD, Cres Motzi AIFD, Darcie Garcia AIFD and Ron Mulray AIFD to provide verbal evaluations to each tester, on each of their designs. This not only provided an opportunity for the tester to ask follow up questions, but it also allowed all of the others in attendance to learn from each other.

Seven brave candidates joined us for the experience and we can't wait to see what these seven folks do with what they learned, and what they make in Las Vegas during the PFDE reception!



Finalists selected in Interflora Florist of the Year

The Florist www.floristrytradeclub.co.uk Caroline Marshall-Foster

The wind may have been blowing a hooley when the Interflora Florist of the Year semi-finalists arrived at the gorgeous Bridgewater Gardens in Manchester, but by the end of the two days it wasn't just the sun smiling!

Because an unexpectedly sunny and warm Sunday in Manchester (April 23rd) was when five of them were announced as the florists going through the Grand Final in July; not just a chance to be crowned Interflora Florist of the Year but represent the UK in the Interflora World Cup.

And not only will the September 2023 World Cup be held for the first time in the UK, this time the competition was open to every single florist in the United Kingdom whether a member of Interflora or not. A ground making decision that saw record numbers of entries in the first round.

Having competed in a photographic round which saw the UK Floristry Judges Guild whittle 63 entries down to just 10, the semi-finalists, working the overall theme Growing Together, had to complete three tasks.

- 1: A fully wired bridal bouquet suitable for a wedding to be held in the Paradise Garden at RHS Bridgewater and which had to contain at least two thirds fresh flower and/or plant material.
- 2: A hand tied design, suitable for the entrance of the Garden Cottage at RHS Bridgewater, to be displayed in a container of their choice, and again containing at least two thirds fresh flower and/or plant material.
- 3: With just 15 minutes assessment time and 90 minutes to complete, create a free choice design from a surprise package range of flowers, foliage's and sundries chosen by the competition organisers and sponsored by FleuraMetz. The design to be suitable for placement in the Community Wellbeing garden at Bridgewater.

The Bridal Bouquets were brought completed and judged on the Saturday afternoon by Kate Whelan and Isobel Wilton. On Sunday the judging duo had to work around a packed marquee as visitors – which not only included many local florists and supporters but the delightful and oh so impressed Maureen Lipman – took advantage of seeing top flight florists at work.

However with the support of the Technical Team, Sarah Hills-Ingyon and Julia Ryde, they managed to keep to the tight schedule and the winners were announced on time by Su Whale, who had been compere for the event throughout the day and had answered hundreds of questions from fascinated members of the public.

In another break from tradition no placements were announced, instead just the names of the five florists going through who are - in alphabetical order

Caroline Crabb, Fleurtations, Bodmin, Cornwall

Charlotte Davies, Hilary's Floral Design, Abergavenny, Monmouthshire

Dean Sharpe, Dean Sharpe's Floral Studio, Stafford, Staffordshire

Elizabeth (Lizzie) Newcombe, The Botanical Company, Bramley, Surrey

Rebecca Hough, Rebecca Hough Floral Design, Peterlee, Durham.



Left to right: Rebecca, Caroline, Dean, Elizabeth and Charlotte

However credit must also go to the competitors who didn't get through but who worked so hard to create a range of stunning designs. To have got this far is brilliant and we not only share their designs but send our congratulations to - in alphabetical order - the following.

Hannah Beckley, Level 4 Student at Moreton Morrell College, Warwickshire

Helen Pannitt, Helen James, Flowers, Harrogate, Yorkshire

Jill Winton, Plantology, Sheffield, Yorkshire

Tracey Griffin, Sandra's Florist, Southampton, Hampshire

Victoria Antonietta Clemson, Rotherhithe, London

The Grand Final will be held at Bridgewater Gardens on July 2/3. Having been at the semi-finals and seen the designs 'in the flesh', if the standards set then are anything to go by it is going to be an exciting and nail-biting competition.

To see the finished designs nip over to our website for all the designs and details

<https://www.floristrytradeclub.co.uk/.../florist-magazine...>

2022 Philadelphia Flower Show

“In Full Bloom”

This year, visitors can anticipate seeing the works of extraordinary landscape architects, garden designers, and florists. The roster of designers will be larger than previous years, with 40 major exhibitors creating forward-thinking and progressive designs for large-scale gardens between 900 – 2,500 square feet.

This year's Show features an eclectic mix of award-winning, world-class designers, including more female-led firms designing major exhibits than ever before,

creating half of the spectacular, show-stopping gardens that the Show is known for.

The Flower Show will shed light on the incredible achievements of women in the field of landscape and garden design with stunning and thought-provoking displays that explore the restorative power of nature and plants as well as the importance of mental and emotional health that contribute to a person also being “in full bloom.”

In addition to the major exhibit gardens, dozens of smaller garden spaces ranging in size from 254 – 899 square feet will also be on display. These smaller experiences feature educational gardens and the Flower Show competitive classes, where amateur gardeners and plant societies are invited to create themed gardens that serve to inspire all visitors to explore the world of horticulture and get their hands dirty. Additionally, these gardens provide exciting new ideas and inspiration for those gardening in small spaces and demonstrate the amazing potential of even a small space to serve as a beautiful garden respite.

“Every year, we try to find designers, builders, thinkers, and garden makers who we think will explore and present some aspect of the theme in an exciting, thought-provoking and lively way. We want designers who are firmly rooted in horticulture and great plant design but who are also thinking about culture at large and how these designs relate to those issues. We want guests to be moved and delighted and to be changed, in some small way, by these gardens and the ideas behind them,” said Seth Pearsoll, PHS Director of Design.



Our Member Designs at the Philadelphia Flower Show

American Institute of Floral Designers (AIFD)

Shannon Toal AIFD, CFD and her team will be putting together an exhibit filled with flower covered wings! It will be an interactive exhibit where show-goers will be encouraged to choose their spirit wings for a fun photo-op. It will be a two-sided exhibit, featuring feminine styled wings on one side, and masculine on the other. 3-D flower covered clouds will hover above the wings, setting the whole scene in the sky. The title of our exhibit is officially Fleurrestrial, Guardians of the Garden!

Schaffer Designs

The Schaffer-Kratt team is keeping the mystery alive and only offering us these sneak peeks. We can't wait to see what they produce this year.



Heartwood by Renee Tucci Creative LLC

We find shade under them, feast on their fruits, and survive on the fresh air that they manufacture.

Trees are the unsung heroes of our surroundings. A new appreciation for them can be found by following the roots from our windswept, technicolor tree sculpture, to the floral adorned collections that surround it.



FDR Park

1500 Pattison Avenue & South Broad Street Philadelphia, PA 19145

Hours

Saturday, June 11 - June 18, 10:00 am - 8:00 pm Sunday, June 19, 10:00 am - 6:00 pm

For more about the 2022 Philadelphia Flower Show, "In Full Bloom," please visit phsonline.org/the-flower-show.

North East member Kathryn Delve MDPF, AIFD CFD was recently asked to make a bouquet inspired by the Queens coronation bouquet to mark the Platinum Jubilee.

"I was so proud to see my interpretation of Her majesty the Queens, Coronation bouquet in The Flower Arranger Platinum Jubilee edition."

Coronation style

Kathryn Delve's coronation-style bouquet demonstrates how you can tailor an idea to suit what flowers you have available. You could use it as inspiration for your own celebratory bouquet with flowers that are significant to you

The original 'shower' bouquet for The Queen's coronation was all-white with flowers symbolising each of the four parts of the United Kingdom. While my interpretation is also white with hints of ivory, I have used flowers that are more

readily available today. I did, however, make it in the traditional way with every stem painstakingly wired and taped as it would have been done all those years ago. It is also a more environmentally-friendly method than using a floral foam holder.



Kathryn's flowers

***Phalaenopsis* (moth orchid)**

The focal flowers. The Queen chose orchids for both her coronation and bridal bouquets, so I felt it was safe to assume they are a favourite of hers.

***Nerine bowdenii* 'Bianca Perla' (Bowden lily)**

Symbolising freedom and good fortune, I felt this was a particularly apt choice. The trumpet shape and form are similar to and harmonious with the orchids.

***Dianthus caryophyllus* Solomio (carnation)**

A beautiful, slightly scented, vintage-look flower. Carnations are considered the flower of the gods. Some people also say they symbolise admiration and who doesn't admire the Queen for her dedication to her role? The shape and form are similar to the form of the *Stephanotis* (bridal wreath) used in the original bouquet.

Rosa Jillian

Roses are a classic choice for royalty (think of the Tudor rose). Ivory roses symbolise purity and grace.

***Chamelaucium* (wax flower)**

A widely available, more affordable and longer-lasting alternative to the original *Convallaria majalis* (lily of the valley), it has a slight scent of lemon and is a symbol of lasting love and success.

CORONATION STYLE



Bouquet shapes

The 'shower' bouquet is probably the most traditional style of all 'special occasion' bouquets. Designed to fall gracefully from the hands, almost any kind of flower can be used and it is often enhanced with trailing plant material and fresh foliage. In recent years, hand-tied bouquets have become very popular but the 'shower' is enjoying something of a revival for its combination of sophistication and natural flow. Its sister bouquet - the 'teardrop' - is stiffer and more rigidly shaped.

The origin of all modern bouquets lies in the traditional nosegay carried to mask smells. As time went on, flowers were chosen for their underlying messages and personal and traditional significance.

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Photo credit to Oliver Gordon

Available to everyone all over the world, just go to <http://www.nafas.org.uk/product-category/the-flower-arranger-magazine/> to subscribe.

**Giving back to the community is second nature to North East member and
President Elect
Patti Fowler AIFD CFD**

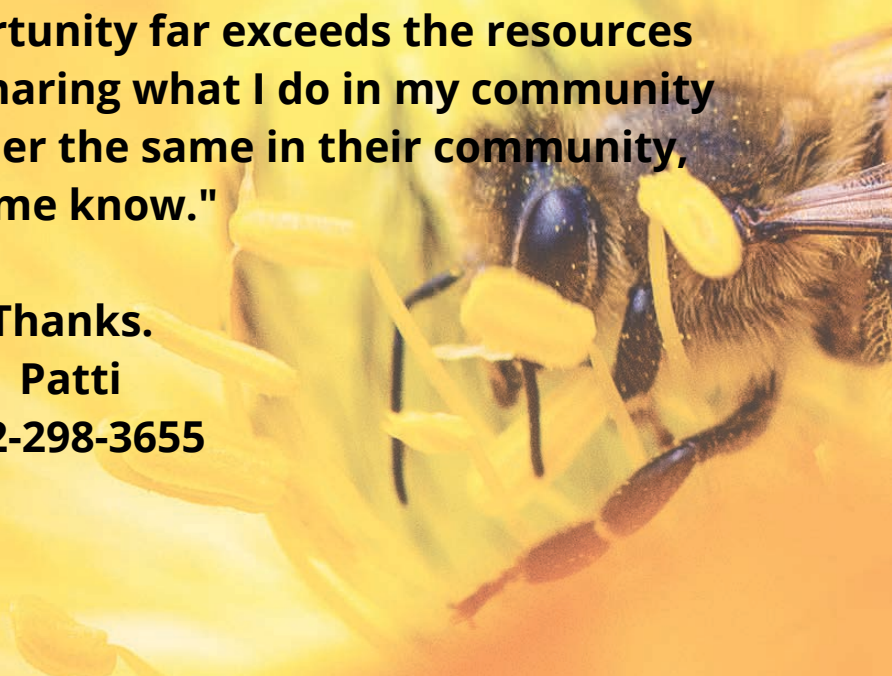
**"As a parent of a child with intellectual disability finding places
where she can be an active member of our community as a volunteer
is a challenge that I am now faced with since she graduates June 6.**

**Some thing that I have been actively doing in my flower shop over
the past several years is providing this opportunity to members of my
community that have IEP's, are on the spectrum or have an intellectual
disability.**

**I only have one volunteer currently but it's a wonderful way to do my part.
My volunteers clean my cooler shelves Help process flowers sweep floors
take out trash and take sleeves off product in the cooler for example.**

**The need to provide opportunity far exceeds the resources
If there is any interest in sharing what I do in my community
so that others may consider the same in their community,
let me know."**

**Thanks.
Patti
412-298-3655**



NORTH EAST BOARD MEMBERS

The North East region includes Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and the Canadian Provinces of Ontario, Quebec, New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island and the United Kingdom.

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A final word or two....Hope everyone has a safe and fun filled Memorial Day weekend.

If you have any news please send to me for the next issue by June 25th, 2022.

Please have a complete article with pictures and of course your name.

earthworks@btinternet.com