



AIFD NORTH EAST REGION NEWSLETTER

JUNE 2023

Editor Jo A Jarvis AIFD CFD

A Note From the President

Hello AIFD North East Region,

Happy Summer Solstice!! Hope this finds you well and with much success during this busy season. Our chapter has been preparing for "GROW" in Chicago, July 1-6, 2023 at the Hilton Chicago. We have some updates, news and invitations to share.

NE Regional Chapter Members Meeting July 2, 2023 at 9:00am-10:00am, 4th Floor:

All North East Region members are invited to our regional meeting. During this meeting we will be installing new officers, pinning regional members, welcoming new guests and highlighting upcoming projects for the year.

*Please check the monitors for exact room number.

Annual Pass the Hat Fundraiser: A generous donation of any dollar amount to support the region's Scholarship Fund will be collected during the regional meeting. If you'd like to make an e-contribution, you can do so [here](#).

AIFD Annual Members Meeting July 2, 2023, 10:30am-11:30am, Waldorf Room: All members are invited and encouraged to attend.

Partners Showcase July 2, 2023, 1:00pm-4:00pm: The NE Region will have a table set up at the Showcase with lots of fun merchandise! Please come out and support our region and others. For a preview of what we're offering, or to place a pre-order, [click here!](#)

Congratulations to our 2023 AIFD NE Inductees!!!

- 🌀 Aaron Bowden from Auburn, ME
- 🌀 Samantha Pascal from Norristown, PA
- 🌀 David Yacaginsky from Binghamton, NY

Symposium Highlights for the NE Region:

- 🌀 Main Stage on July 4, 2023: Andreia Muller AIFD, CFD and Jorge Uribe AIFD, CFD will be presenting a program titled "Mythical Creatures".
- 🌀 The Growtique: Ron Mulary, AIFD, CFD will be hosting A Pop-Up Body Flower Boutique to get you ready for our formal dinners. All proceeds will benefit the SAIFD Fund through the AIFD Foundation. Please follow this link for more information: [The Growtique](#)

Please let us know if you have any questions or need any further information.
We are looking forward to a successful symposium in Chicago! Hope to see you there!

Shannon Toal, AIFD, CFD
AIFD North East Region President

A Note From The Editor

Symposium is knocking at the door..to everyone who is able to attend this year, soak up the educational opportunities, get your social vibe on, dress up and get your glad rags and wigs ready to party on final night. For the members who are not able to be at symposium, keep checking the chapter's social media pages as I will be posting every day/night.

Good luck to all of the PFDE candidates in Chicago...

To the many members of our region who are on committees, presenting, working behind the scenes and giving their all to furthering floral education...have fun, live it up, enjoy the moment, and most of all know that your experience, knowledge and willingness to share with others is much appreciated, and is what AIFD is all about. They say "Life is a roller coaster"... not mine I have been suffering from Vertigo for a few months now so mine is "Spinning on a carousel". Mind you, I have decided that it is a French carousel from the 19th century. It is not just the spinning but the mucking around with concentration, however it could always be worse and one just gets on with it or tries to, a wee bit slower than usual but hey ho.

Once again if anyone has any news within the region, please email me at (earthworks@btinternet.com) so that it can be shared with the members of the region in the newsletter and/or chapter social media pages. I am always looking for news and stories that are current and highlighting the artistry of the North East membership.

Please submit content by August 1st, 2023 for inclusion in the next Newsletter issue.



Hope everyone has a wonderful summer and has time to enjoy what you love the most. Me it is my gardens; never finished, always changing and evolving, giving lots of pollinators a chance to stock up and, in some cases, a mysterious plant pops up that I know I did not plant...like a willow that is now over 15' high. Enjoy the newsletter and see you next time.

Jo

**Are you ready to WIG out at the AIFD Symposium this year?
Andy Hopper AIFD will be creating over the top breathtaking
designs for the final Gala evening.**



**Stay tuned for a recap of this fabulous affair,
coming in the next issue!**

The poster features a central white rectangular area with a black border, set against a background of a blue sky with clouds. The top and bottom of the poster are dark gray horizontal bands. The left and right sides are decorated with vertical borders of detailed black and white floral illustrations. The text is centered and uses a mix of serif and sans-serif fonts.

APPLICATIONS ARE ONLINE

AIFD FOUNDATION
GRANTS &
SCHOLARSHIPS

APPLICATION DEADLINE
OCTOBER 15, 2023

www.aifdfoundation.org/scholarship-applications

THE AIFD FOUNDATION

offers numerous scholarships providing countless opportunities for professional floral designers.

We awarded over \$85,000 in Grants and Scholarships in 2023 and hope to inspire you with the opportunities available NOW for 2024!

S.H.I.N.E.

SCHOLARSHIPS HELP INSPIRE NURTURING EDUCATION

Would you like to take your career to the next level? The S.H.I.N.E. Scholarship Recipient will experience continued education through a mentorship in a specialized floral industry concentration. The selection of mentorships is noted on the AIFD Foundation website. It's most definitely worth a look!

A LIFETIME OF LEARNING SCHOLARSHIP TO ATTEND AIFD® SYMPOSIUM 2024 IN ORLANDO

NEW ADDITION!

For those designers who plan to Register for PFDE, this Scholarship may help you achieve your goal!

This scholarship will add to your Lifetime of Learning with an AIFD® Symposium Premium Registration to attend the AIFD® Symposium in Orlando, with no restriction regarding first time attendance. We are pleased to announce that this opportunity may also provide funds to be applied to PFDE® Registration.

There are additional opportunities for those residing in the South Central and South West Regions.

LIFETIME OF LEARNING SCHOLARSHIPS TO ATTEND A VARIETY OF EDUCATIONAL OPPORTUNITIES

This selection of Lifetime of Learning Scholarships provides educational opportunities offered through state, regional and national organizations and institutions.

There are additional opportunities for those who reside in the South Central and South West Regions and in Tennessee.

AIFD FOUNDATION SYMPOSIUM SCHOLARSHIP

Have you ever attended AIFD® Symposium? If not, this opportunity may be for you.

If you have attended, here's an opportunity for you to mentor another by simply sharing this information! This scholarship is up to \$2,500 and provides an AIFD®

Symposium Premium Registration as well as optional registrations for Hands-on Workshops, Enhanced Sessions and World-class Experiences.

The balance may be applied to approved travel expenses!

CERTIFIED FLORAL DESIGNER SCHOLARSHIP

If you are a Certified Floral Designer and are wanting to prepare for PFDE, the CFD Scholarship provides up to \$1,000 for approved expenses to attend a Preparatory Class. The AIFD® Education Partners, noted on the application, fund class registration to further enhance this opportunity.

AN ALL NEW NORTH WEST CHAPTER SCHOLARSHIP

An AIFD® Symposium General Registration, with no restriction regarding first time attendance, is offered to an instructor/teacher who resides in the North West Region and is affiliated with an AIFD® Education Partner or one of several educational institutions.

The Scholarship is equally offered to a student of floral design who meets the noted qualifications.

AIFD FOUNDATION SCHOLARSHIP TO ATTEND THE BENZ SCHOOL OF FLORAL DESIGN

The purpose of this scholarship is to support those, in need of financial assistance, with Registration Fees to attend classes at the Benz School of Floral Design at Texas A&M University or the Benz School of Floral Design in Korea.

APPLICATION DEADLINE IS OCTOBER 15, 2023

To APPLY or for COMPLETE INFORMATION
CLICK to VISIT the AIFD Foundation Website
aifdfoundation.org



International tutors workshop in France

Tina Parkes AIFD



In celebration of women, success, innovation and friendships, here at the British Academy of Floral Art we took a trip together to the International Tutors workshop in France. Hosted by Floriform and organised by the Floriform president Didier Giles with Gregor Lersch leading the event.

Our key question we always ask when choosing any opportunities presented to us at the Academy is, will it be fun, will it be innovative, and will it create family; these are the key values of our business. This journey spoke yes to all three, so we set about seeing which of the team would like to join us. Julie, Amanda, Sarah Hills-Ington (honouree team member) and I, chose to take this opportunity.

A train journey was agreed as the best way to get there, and so on Sat 4th of February we boarded a train heading to London, then from London we joined the Eurostar to Paris, and after a slight challenge in timings in Paris, we boarded our final train to Nimes.

Awaiting us in France was a friendly hotel in the small village of Remoulins, which was to be our home for the next 4 days. The workshop venue was a beautiful old church in Saint Hilaire-d'Ozihan.

We had been warned to wrap up warm as the church had limited heating (an understatement), but with the beautiful blue skies and the warmth of the other wonderful international floristry tutors, we began a floral exploration into three key areas that Gregor proposed as interesting and pertinent to our current times and potentially the future.

Day one was focused on creating mats and how they could be used (flat, filled, wall hung, layered, or included in a free standing structure. Day two focused on Minimalism/purism. The third day was focused on technique driven lead design with winding and wrapping as the key techniques. We explored for ourselves how these design starting points worked, how they influenced the design we created within the group and how we could deliver these to our students.



I have included some photos of designs we made with some shared thoughts on the processes.

We did get cold during the morning discussion and demonstrations, with at least 5 fabulous designs created by Gergor everyday to help us visualise his concepts, but maybe a little adversity (the cold) encouraged a more caring collaborative group. This was definitely our experience, and this year's tutors were really fantastic, very generously sharing their knowledge, ideas and gifts of food, wine and a little something sparkly (which always helps the creativity I think). The countries represented included France, Italy, Spain, Israel, Lithuania, Germany, the Netherlands and England.

The discussions during the workshop, and afterward over dinner, created loads of interesting ideas, teaching methods, concepts, connections and thought processes. The floral design work produced was of such an innovative and high standard, we could not help but be inspired by both the amazing Gergor Lersch and all the talented tutors who were attending. And for the lovely Didier who organised everything and translated for the French tutors, he was as fabulous as ever.

Did it do what we hoped for..... yes, it strengthened and developed our team's friendships, created new international friendships and connections, broadened our understanding of the challenges facing international students, florists, tutors and the industry. It definitely stimulated our creativity, and as to the innovation well, we will let our lovely students be the judge of that.....



THE GROWTIQUE: A POP-UP BODY FLOWER BOUTIQUE

Submitted by Renee Tucci AIFD

Back by popular demand, the Body Flower Boutique will be open for business to help you dress for our Symposium dinners in Chicago!



This year, The Growtique, will be found near the design gallery, on the lower level of the Hilton Hotel. There, you'll find everything you can think of to adorn your body in show-stopping flowers.

Fabulous jewelry, both flowered and not
Over the top head pieces
Styled wigs
Traditional and non-traditional bouquet to carry
Adorned armatures
Boutonnieres including non-traditional materials
In addition to flowers to wear, there will also be several garments like dresses, wraps and boas.



You won't want to miss the shopping scene of the year at this fun pop-up shop. Picture flowers for sale, marvelous models, and everyone's favorite quirky shopkeeper Ron Mulray AIFD.



**The shop will be open to
get you decked and
dressed for both the
Awards and Leadership
dinners, and will accept
cash and credit cards.**

**All proceeds will benefit
the SAIFD Fund through
the AIFD Foundation.**

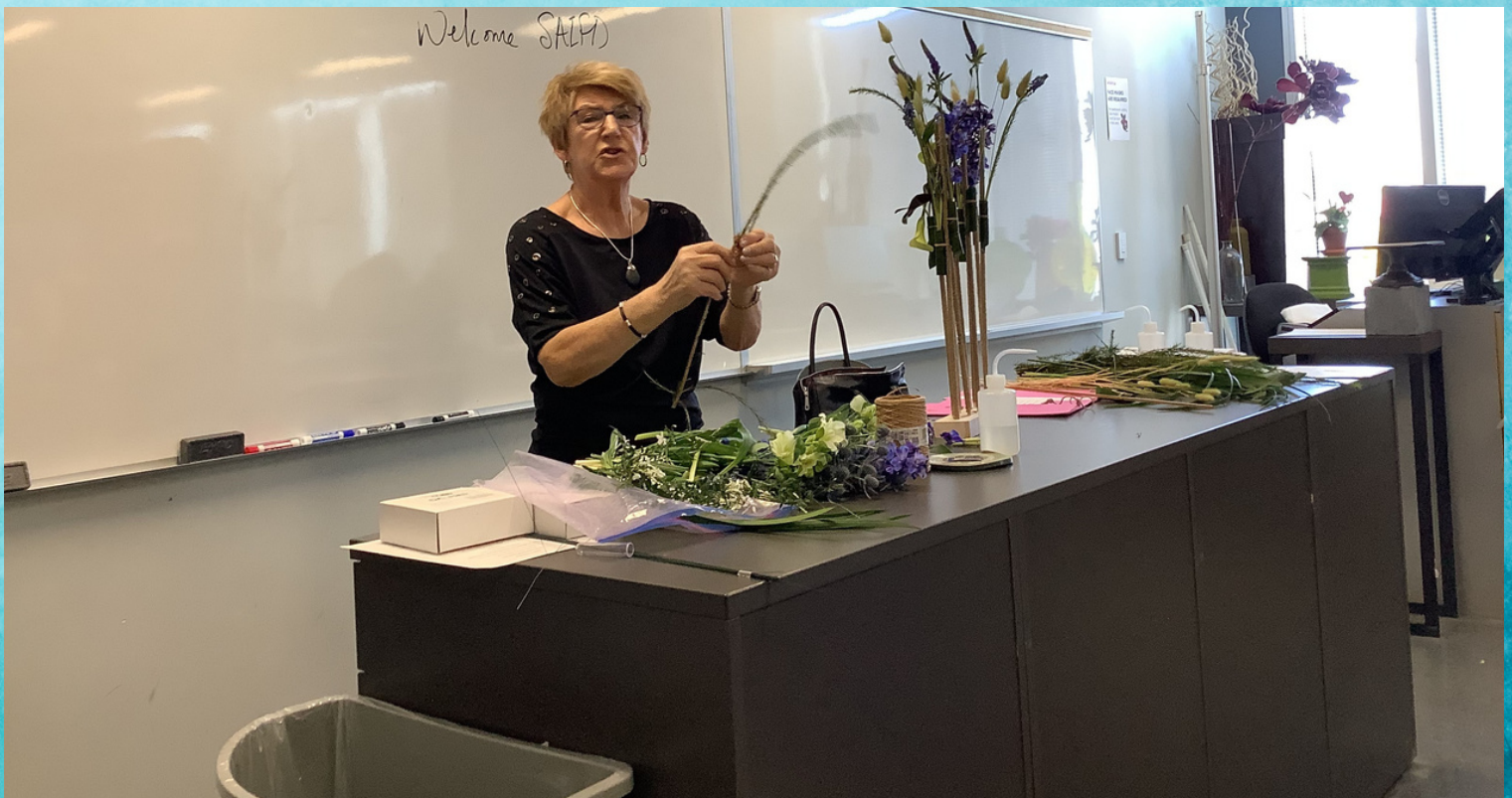
SAIFD Trillium Chapter Artist in Residence program: March 2023



Anne Leeson, AIFD, CFD, CAFA was our designer for our annual AIR Program.

It was such a privilege to invite Anne to our Chapter as she is actively engaged in many projects around the world. Her next big project coming up is the FTD World Competition in England, where she will be assisting the Canadian competitor.

The students were provided with a wonderful wooden base structure which was produced by Anne's talented husband. Anne displayed many different ways this structure can be used, and emphasized the fact that our industry is very active in finding ways of sustainability and environmental friendly design practices. This definitely was a great example. Vials of different sizes were used, which provided great flexibility and creativity. The student members so much enjoyed the process, and the playful perspective it provided.





'Into the Wild'

The Belgravia in Bloom festival, which took place from 22 to 29 May, 2023 returned for its eighth year with an Into the Wild theme. The festival saw Belgravia come alive with incredible floral installations and displays depicting creatures of all sizes. Think majestic tigers, colourful butterflies, proud peacocks and so much more! During the festival, Belgravia's shops and restaurants bloomed with floral-themed events, cocktails and experiences, all taking inspiration from the 'Into the Wild' theme!



North East AIFD member Karen Barnes, along with Kathryn Sherwood, RHS accredited judges (UKFJG members) were honoured to judge Belgravia in Bloom 2023. With 46 entries, and a theme of 'Into the Wild' the task was enormous.

Neil Strain won the best floral design, it had much impact, was very colourful and covered the area very well with consideration to sustainability.







What is the Interflora World Cup?

Imagine the Olympics crossed with the Chelsea Flower Show, then add extra drama, challenging creative workshops and seriously delicious food and drink – that's the Interflora World Cup 2023. The main event though, is the floristry competition. It's the world's biggest, bringing together exceptional florists from around the globe together to compete to be world champion. These are the best in the business, and they're here to create stunning floral art (and maybe a bit of drama too).

What to expect

A day out like no other

Come for the high-stakes competition, stay for the floral fun, there's something for flowers fans of all kinds across the three days. Expect creative workshops and hubs, live demonstrations, artisan markets, delicious food and drink and live music & entertainment.

Celebrations!

As if the excitement of hosting the world's biggest floristry event wasn't enough, in 2023 we're also going to be celebrating our 100 year anniversary. We'll be marking this huge milestone in style in Manchester, come along to join the party.

Can't go in person?

Don't worry, we've got you covered. We'll be streaming the event across each stage of the competition, with expert commentary, so you'll still be able to enjoy the Interflora World Cup wherever you are in the world. -

Get involved

Behind the scenes of the World Cup all sorts of clever volunteers help us keep things running smoothly, in exchange for all sorts of perks. How do you fancy being one of them?

**If you're a florist, designer, grower, student, or just a flower fan and you want to help during competition week (it kicks off Monday 4th September 2023) get in touch at worldcup@interflora.co.uk to find out more.
[more.worldcup@interflora.co.uk](mailto:worldcup@interflora.co.uk)**

Philadelphia Flower Show's "Garden Electric" Best in Years

Although outside for the past two years, the show fortunately returned indoors. This way visitors enjoyed a wide variety of exotic and trending flowers from floral artists vs. a focus on outdoor landscape design. Having it inside allows artists to control temperatures to make flowers last vs. wilting in the hot June sun which limited their options.

IMMERSED

Leave it to the AIFD team (American Institute of Floral Design) to immerse themselves in both philosophy and design. Each floral artist was given the task of using one monochromatic color and then letting their imagination soar. "It's pushing the boundaries of floral design by working with one color and one complimenting flower," says Theresa Colucci. "This allows you to immerse yourself in the color, the flower, and the design."



Colucci and Laurie Lemek created inspired ballerina tutus using a variety of carnations. Check out this one – called solomio dianthus. Doesn't it look like a sweet pea? One of the many appeals of this show is learning about and seeing new flowers from around the globe.

Without amaranthus readily available, Caroline Brady was so resourceful and found this fabulous yarn to illustrate her design.

Then there was the modern use of Craspedia to be outer-worldly and a turquoise explosion of protea.



Eye Candy

At award-winning Schaffer Designs, who routinely win and deserve fistfuls of medals, the concept was the sweetness of flowers.

“It’s inspired by the candy-coated colors, yummy fragrance and confectionary textures of flowers,” says Bill Schaffer. “This floral exhibit is so sweet you can almost taste it!”

Among the flowers were lush pink scabiosa from Danziger in Israel, Paphiopedilum orchids and dancing blue alliums from Japan, and colorful pampas grasses and roses from Miami’s Jet Fresh.

Forget bubblegum balls, some of the orchids were as big as lollipops. “That’s because Japanese culture often focuses on one big flower vs. many,” says Schaffer, noting that their growers put their efforts into the one showstopping flower.



In their “Eye Candy” store, developed by Kris Kratt, the designer spray-painted eucalyptus leaves to serve as bodices and skirts. As a collector of rare papers, she also used pink tissue paper to make another character’s top. You can see also the tubes in the skirt where flowers will be placed. After all, these installations have to last over a week.

[Click Here to read the full article](#)

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....

Wishing everyone a fun filled summer as they say take time to smell the roses and a few minutes of me time.

If you have any news please send to me for the next issue by August 1st, 2023.

**Please have a complete article with pictures and of course your name.
earthworks@btinternet.com**