

AMERICAN INSTITUTE  
OF FLORAL  
DESIGNERS®

NATIONAL SYMPOSIUM



*Reflection* 2025  
PALM SPRINGS  
*July 12-15*



# AIFD® SALUTES OUR 2025 ELITE SPONSORS

## EDUCATION SPONSOR



Educational  
Funding in part  
by the AIFD  
Foundation

## PREMIERE SPONSOR



## DIAMOND SPONSORS



## PLATINUM SPONSORS

## GOLD SPONSORS



## SILVER PARTNERS

## POPPY



## BRONZE SPONSORS

## EMERALD SPONSORS





## Welcome to Reflection...

More than just an ordinary flower show, the AIFD® National Symposium stands out as the floral industry’s premiere floral design education event. Reflection 2025 is set to be an exclusive convergence of design talent from across the globe. With its unique and engaging lineup of programs and presenters, it promises to be a truly exceptional display of world-class floral artists under one roof.

The Reflection Symposium boasts 10 dynamic Main Stage educational programs, each one-of-a-kind and presented by leading floral educators from around the world. In addition, Reflection offers several Hands-On experiences that you can add to your educational journey. These workshops have limited seating, so be sure to secure your spot early.

You will also find many value-added educational opportunities, such as lectures on the hot topics impacting the floral industry, extended workshops that dive deeper into developing masterful techniques, and motivational sessions to get you pumped up and ready to take on the flower world. Also included is the popular Industry Showcase, where attendees are introduced to new products and can network with various floral suppliers and growers.

Register early and take advantage of the new multi-payment option and “Early Bird” pricing.



Photo by Jonathan Borba on Unsplash

## Welcome to Palm Springs...

Palm Springs is a desert oasis offering unforgettable experiences and endless opportunities for adventure and relaxation. Immerse yourself in the local arts and culture scene, tour the Art or Air Museum, discover Palm Springs’ best midcentury modern architecture, or relax at a nearby spa. Palm Springs also offers unforgettable dining experiences that will tantalize your taste buds. Most are within walking distance of the Symposium. Whatever your pleasure, Palm Springs has something for everyone.

## Table of Contents

Elite Symposium Sponsors.....	2
Welcome.....	3
Main Stage Programs.....	4
Hands-On Workshops.....	6
Additional Educational Experiences.....	9
AIFD Foundation Events & Activities .....	11
Schedule At-A-Glance.....	12
Symposium Information.....	15
Meal Functions & Special Events .....	17
Student Events & Activities .....	18
Special Events & Activities.....	19
Industry Showcase, Sponsor Spotlight.....	20
Ambassador Information and Gallery.....	21
Registration Form.....	22



# Reflection 2025 PALM SPRINGS

## Follow All The Excitement

See the latest information and share your Symposium experience with  
#proudtobeAIFD #AIFD2025REFLECTION  
#AIFDpalmsprings2025  
#AIFD2025REFLECTION

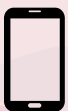
### FOLLOW AIFD®



@AIFD.CFD



@AIFD\_official



Download the App in June 2025! Keep an eye out for your email invitation to download the app so that you can have all of the event details and resources at the tip of your fingers.

# Main Stage Programs

SATURDAY, JULY 12 | 7:00PM



## LEGACY: CELEBRATING 60 YEARS OF AIFD®

Presented by Jacob McCall AIFD  
Sponsored by Diamond Elite Sponsor Accent Decor and Gold Elite Sponsor Jet Fresh

Join Jacob McCall as he shares historical moments that represent and influence the AIFD of today. Through creative design, Jacob will weave a story of legendary designers, inspirational moments, and organizational milestones, adding a few surprises to keep you on the edge of your seats. "LEGACY" is a celebration of AIFD's past, present, and future.

SUNDAY, JULY 13 | 9:30AM



## OUTLINES

Presented by Björn Kroner-Salié  
Sponsored by Premiere Elite Sponsor Teleflora

What does floristry mean? What are its roots? Join Björn as he dives into design theory and discusses how to recognize the outline and purposes of your floral designs. Björn will explain basic and advanced techniques and explore new ways to use materials while sharing his expertise in combining modern aesthetics with tried-and-true theories.

SUNDAY, JULY 13 | 12:00PM



## ELEMENTAL

Presented by Lynde DiSomma AIFD, Sharrai Morgan AIFD, Patti Fowler AIFD, and Nita Robertson AIFD  
Sponsored by Platinum Elite Sponsor CalFlowers



Discover the intricate creative process of floral design, inspired by the natural elements of fire, earth, water, and air, as well as their seasonal influences. This program brings together four AIFD designers, each representing a unique corner of the United States to bring this amazing session to life.

# Main Stage Programs

SUNDAY, JULY 13 | 2:30PM



## STYLUS

Presented by Derek Woodruff AIFD  
Sponsored by Platinum Elite Sponsor Syndicate Sales

Style - A word that encompasses a broad sense of emotion and expression. Style is also a lens through which others see you: your personality, process, and craft. In a world of floral saturation, having a floral identity is more important than ever. Join Derek and explore the meaning of "floral style" and discover your true reflection through your brand, design, color, life, and more.

MONDAY, JULY 14 | 9:30AM



## REFLECTION OF NATURE

Presented by Bart Hassam  
Sponsored by Diamond Elite Sponsor FTD® LLC  
Education in part by the AIFD® Foundation

Nature is a never-ending wellspring of inspiration. Each leaf, seed pod, branch, and stem hold a bounty of opportunity. Join Bart as he shares his love affair with engineering botanical structures. Blending industrial and natural elements, creating a harmonious balance between opposing forces. Your curiosity will peak as he demonstrates how to design with elegance and respect for the flower.

MONDAY, JULY 14 | 12:00PM



## A WINDOW INTO LIFE'S JOURNEY

Presented by Judy Janzen AIFD,  
Amber Kirkland AIFD,  
and Jesus Rivera AIFD



Sponsored by Diamond Elite Sponsor Accent Decor

Take advantage of your window of opportunity. Invite the world into your retail shop through intriguing window displays. The team of Judy, Amber, and Jesus will take you on an imaginative journey through the seasons of creative window displays. They'll share creative ideas and innovative recommendations to have your window displays dressed for success.

MONDAY, JULY 14 | 3:30PM



## THE SUSTAINABLE FUTURE

Presented by Per Benjamin and Max van de Sluis  
Sponsored by Diamond Elite Sponsors  
Accent Decor and FTD LLC



The only future is a sustainable one. And Per and Max believe the future is already here. Join this dynamic duo as they demonstrate how to design and create with purpose and the mindset to reuse and reduce. Per and Max will explore techniques and materials and explain how designing with a sustainable purpose does not compromise creativity or beauty.

TUESDAY, JULY 15 | 9:30AM



## SPIRIT OF ALOHA

Presented by Brenna Quan AIFD  
and Sue Tabbal-Yamaguchi AIFD  
Product Sponsored by Green Point Nurseries,  
Hawaii Tropical Flower Council and  
Hawaii Floriculture & Nursery Association.



Join Brenna and Sue on a tropical exploration as they travel through time, sharing the beginnings of Hawaiian flower exports and revealing the demands and growth of the current trade. Journey through a timeline filled with brilliant colors, textures, and culture represented through imaginative and innovative designs.

TUESDAY JULY 15 | 12:00PM



## WOW!

Presented by Harijanto Setiawan  
Sponsored by Diamond Elite Sponsor Smithers-Oasis

Known as a master of transformation, Harijanto Setiawan shares his secrets for transforming the ordinary flower composition into a Work Of Wonder. Using only a few methods to achieve this, Harijanto's tricks will be revealed, and he will demonstrate how the use of translation, reflection, rotation, dilation, and illumination allows him to create his one-of-a-kind floral masterpieces.

TUESDAY, JULY 15 | 4:00PM



## PINK PASSION

Presented by Pirjo Koppi  
Sponsored by Diamond Elite Sponsor  
Details Flowers Software

Passionate perfectly describes Pirjo Koppi's approach to creating colorful bouquets and intricately detailed floral designs. During this vividly energetic program, Pirjo will share how she magically weaves her passion for bridal bouquets, her eye for color, and her skills to masterfully intertwine materials, shapes, and techniques into stunning bouquets that would make any bride blush.

# Hands-On Workshops

## AIFD® Master Class Series

Take a deep dive into dynamically hands-on practical workshops with highly regarded designers. These Master Classes provide the skills, inspiration, education, and real-world know-how to help every attendee advance in the artistry of floral design.



## AIFD® Master Class Series

FRIDAY, JULY 11 | 9:30AM-12:30PM



### SUSTAINABLE MECHANICS

Presented by Per Benjamin and Max van de Sluis  
Sponsored by Diamond Elite Sponsor FTD® LLC

Join Per and Max for this three-hour master class as they address the art of commercial floral design using sustainable materials and concepts. Attendees will learn techniques and discover fresh ideas for turning sustainable designs into profitable creations.

SATURDAY, JULY 12 | 12:30PM-5:00PM



### PRINCIPLES OF PLACEMENT

Presented by Bart Hassam  
Education in part by the AIFD Foundation

During this four-hour master class, Bart will demonstrate how he manipulates line, form, proportion, focal points, growing points, and depth to create the award-winning sculptural creations that have taken him and his talents around the world. Students will be instructed on the importance of proper placement of different materials and how placement impacts the overall aesthetic and foundation of the design. \*Proceeds from this workshop go to support the AIFD® Foundation.

MONDAY, JULY 14 | 5:00PM-7:00PM



### FANCIFUL FLORAL NECKLACES

Presented by Pirjo Koppi  
Education in part by the AIFD® Foundation

Join one of Europe's most colorful and fascinating floral artists as she shares her award-winning techniques for creating intricate floral jewelry. During this two-hour masterclass, students will discover how Pirjo selects her materials, arranges colors, and combines techniques to create unique and innovative flowers to wear. \*Proceeds from this workshop go to support the AIFD® Foundation.

# Hands-On Workshops

## Rise and Shine Hands-On Workshops

Incredible floral design knows no time, inspiration and dynamism often comes when we first wake up. Rise and Shine with some amazing designers as we learn and grow together!

## Immersive Design Experiences

Floral design can be full body, mind and soul experiences and through incredibly immersive experiences, this year's Symposium promises to nurture every aspect. Join in and tantalize your artistic juices with these incredible experiences.

## Night Owl Workshops

Not ready to call it day just yet? Join your fellow night owls for one of these dynamic and innovative workshops.



## Rise and Shine Hands-On Workshops

SUNDAY, JULY 13 | 7:00AM-9:00AM



### PAYING ATTENTION TO TENSION

Presented by Joyce Mason-Monheim AIFD  
Sponsored by Diamond Elite Sponsor Accent Decor

Tension is derived from the principle of contrast, which creates interest and exerts energy. This workshop will take you through the journey of visual tension by developing and incorporating contrasting elements for a dynamic visual experience through flowers and engaging the viewer on multiple levels, making your design more memorable and impactful.

SUNDAY, JULY 13 | 7:00AM-9:00AM

REPEATED MONDAY, JULY 14 | 7:00AM-9:00AM



### FLORAL FAREWELLS: PAST, PRESENT AND FUTURE.

Presented by Chris Collum-Williams AIFD  
Sponsored by Diamond Elite Sponsor Syndicate Sales

During this hands-on workshop, attendees will reflect on how funeral flowers were prepared in the past and discover how florists are now adapting to the ever-changing funeral business today, focusing on creative floral design styles that celebrate a life well lived.

SUNDAY, JULY 13 | 7:00AM-9:00AM

REPEATED MONDAY, JULY 14 | 7:00AM-9:00AM



### BEYOND IMAGINATION

Presented by Donald Yim AIFD  
Sponsored by Diamond Elite Sponsor Smithers-Oasis

Unlock your creativity and explore unique designs, styles, and advanced techniques using Oasis® Midnight Floral Foam. Learn to showcase the foam itself in innovative ways. Discover how to create extraordinary and captivating arrangements that are trendsetting, sellable, and profitable.

# Hands-On Workshops

MONDAY, JULY 14 | 7:00AM-9:00AM  
REPEATED TUESDAY, JULY 15 | 7:00AM-9:00AM



## BRIDAL BOUQUETS MADE EASY

Presented by Marcela López-Vallejo AIFD  
Sponsored by Diamond Elite Sponsor Smithers-Oasis

Starting with a solid framework, you'll learn how to create a quick yet sturdy construction that sets the stage for your floral artistry. Perfect for those who love stunning bridal designs with a European flare but are short on time or unsure where to begin. Discover efficient techniques and time-saving tips to create bouquets with confidence.

TUESDAY, JULY 15 | 7:00AM-9:00AM



## TRENDY FLORAL HEADPIECE

Presented by Irasema Carranza AIFD  
and Vic Castillo AIFD  
Sponsored by Gold Elite Sponsor Mayesh

In this inspiring workshop, attendees will learn how to construct a modern floral headpiece fashioned from decorative wire, fresh blossoms, and unique details. Techniques for creating the frame, manipulation of accessories, and flower selection will be covered.

*\*This workshop will be conducted in both English and Spanish.*



## Immersive Design Experience

SESSION 1  
SUNDAY, JULY 13 | 7:00AM-9:00AM

SESSION 2  
MONDAY, JULY 14 | 7:00AM-9:00AM



## I JUST WANT TO BE WONDERFUL

Experience lead by Chris Norwood AIFD  
and Christina Day-Essary  
Sponsored by Elite Gold Sponsor Winward

Join your flower friends as you combine your love of flowers and fantastic design talents to create a one-of-a-kind bespoke floral display around the iconic Palm Springs Marilyn Monroe statue. Participants will work collaboratively to create the floral components in-house and install their lovely designs for public view at the statue site. This is a genuinely unique opportunity happening only at the AIFD® Symposium. Space is limited for this once-in-a-lifetime experience!



## Night Owl Workshops

MONDAY, JULY 14 | 7:00PM-9:00PM



## OUTLINING DESIGN THEORY

Presented by Björn Kroner-Salié  
Sponsored by Premiere Elite Sponsor Teleflora

In this hands-on workshop, Björn takes you deeper into design theory and explains how to recognize outlines and place flowers and materials for the best possible result. Attendees will explore movement and connection between materials, emphasizing techniques and creativity.

MONDAY, JULY 14 | 7:00PM-9:00PM



## THE RELATIVITY OF COLOR

Presented by Gretchen Sell  
Sponsored by Diamond Elite Sponsor Smithers-Oasis

How humans perceive color is influenced by the surrounding context of neighboring colors, lighting conditions, size, and quantity, what we look at before and after, and more. Let's explore these color intricacies as we fashion the art of fresh blooms and learn techniques to control the color of our floral media.

## Frequently Asked Questions

### WHAT IS PROVIDED IN THE WORKSHOPS?

Flowers and supplies are provided for the workshops.

### CAN I TAKE MORE THAN ONE WORKSHOP?

Yes, absolutely! Seats are on a first-come basis and limited so reserve your seat early.

### IS THERE A COST FOR THE HANDS-ON WORKSHOPS?

Yes. Pricing varies based on the workshop experience.

### IS THERE ANYTHING I NEED TO BRING WITH ME?

Yes. Bring your own floral tools as tools are not provided. A floral knife, scissors and wire cutters are the minimum you will need.



# Additional Educational Experiences

Attending an AIFD@ National Symposium helps foster so many aspects of increasing our skills and artistry as floral designers, but there is so much more to what we do. This year's offerings include sessions to reinforce, refine, and support our growth as professional floral design artists. Indulge in any of the many wonderful session that are included in the price of registration and lead us all into building and being a stronger designer and design community.



\*FRIDAY, JULY 11 | 3:00PM-4:30PM



## PRINCIPLES AND ELEMENTS: MILESTONES IN THE JOURNEY OF FLORAL DESIGN

Presented by Doug Bates AIFD  
and Sarah LoBue AIFD  
Sponsored by the National  
AIFD® Education Committee



Join Doug and Sarah as they push the boundaries of the Principles and Elements of design and explore how these core attributes encompass one's career path. During this inspirational program, Doug and Sarah will guide attendees on a reflective journey to establish a balanced track for a successful, creative, and impactful career in floral design.

\*SUNDAY, JULY 13 | 10:45AM-11:45AM



## WHAT WEDDING PLANNERS WANT YOU TO KNOW

Presented by Renée Dalo  
Sponsored Bronze Elite Sponsor Flower Clique

Are you a floral professional looking to elevate your game and forge stronger relationships with wedding planners? Do you want to connect authentically with Gen Z clients while managing industry stress and burnout? Look no further! In this dynamic, action-packed session, Wedding Planner & Industry Educator Renée Dalo will share insider insights and practical strategies to revolutionize your work and thrive in the wedding industry.

\*SUNDAY, JULY 13 | 10:45AM-11:45AM



## A FRESH APPROACH ON WEDDINGS

Presented by Cameron Hardesty  
Sponsored by Gold Elite Sponsor Poppy Flowers

After starting her floral design career in the White House, Cameron Hardesty founded Poppy to bridge the gap between overworked florists and starry-eyed clients. Poppy helps florists offload the admin work they don't have time for--so they can invest their energy in designing more weddings, earning more money, and helping more clients. Learn how you can add profitable revenue to your wedding floral business, improve your quality of life, and grow with Poppy.

\*Attendance is included in the price of Symposium registration.

# Additional Educational Experiences

Monday, July 14

\*MONDAY, JULY 14 | 10:45AM-11:45AM

## ASK THE EXPERT

Presented by a panel of industry experts.  
Sponsored by Platinum Elite  
Sponsor CalFlowers



The floral industry has seen many changes and in recent years projections indicate more pivots are in the future. Join CalFlowers as they lead a panel of industry experts. They will be discussing sustainability, mass market influences, supply chain issues and so much more.

\*MONDAY, JULY 14 | 10:45AM-11:45AM

## SPEAK WITH CONFIDENCE

Presented by Professional Floral Communicators International (PFCI)

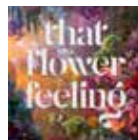


Are you ready to take your public speaking skills to the next level? This year's PFCI session is dedicated to helping you harness the power of your voice, whether you're addressing a live audience in person or engaging with followers on social media. Whether you're a seasoned speaker looking to refine your skills or someone new to the spotlight, this session offers something for everyone.

\*MONDAY, JULY 14 | 5:30PM-6:30PM

## THAT FLOWER FEELING

Presented by That Flower Feeling  
Sponsored by Platinum Elite Sponsor  
That Flower Feeling



That Flower Feeling is an industry-wide cooperative effort encouraging consumers to purchase more flowers regularly. For anyone in the retail sector this is an important message. Join That Flower Feeling as they share insight on how That Flower Feeling is working to grow consumer awareness, and more importantly, discover resources and tools available for you to increase that flower feeling in your community.

\*MONDAY, JULY 14 | 5:30PM-6:30PM

## CARE AND HANDLING BEST PRACTICES

Presented by FloraLife  
Sponsored by Diamond Elite  
Partner Smithers-Oasis



Plan on joining your friends from FloraLife along with Ralph Giordano for an engaging session designed exclusively for floral professionals! This presentation will transform the often-overlooked topic of flower care and handling into an inspiring and enjoyable experience. With insights from the leading experts in the field, we'll explore best practices and new products that not only enhance the longevity of floral products but also elevate your artistry.

\*MONDAY, JULY 14 | 5:30PM-6:30PM

## STEPS TO MEMBERSHIP: BECOMING A CFD® AND/OR AN ACCREDITED MEMBER OF AIFD®



Presented by the AIFD® Membership Committee

Discover the steps you'll take to earn the acclaimed professional designation of CFD (Certified Floral Designer) or become an accredited member of AIFD®. The AIFD® Membership Committee will share tips on preparing for the test, give you an insider's view of what to expect, and provide you with the resources to help you as you step your way to success.

Tuesday, July 15

\*TUESDAY, JULY 15 | 10:45AM-11:45AM



## MAKE SOME NOISE

Presented by CoryLive!  
Sponsored by Premiere Elite Sponsor Teleflora

You have a unique voice, but do you know how to access it? Join seasoned entertainer and warm-up host CoryLive! as he unlocks the critical steps for distributing that noise pattern in your life, enabling you to unlock your unique voice professionally, personally, emotionally, intellectually, and spiritually. Overcome your fear of failure; embrace your individuality. It's all about you, amplifying your creative voice and making some noise!

\*TUESDAY, JULY 15 | 2:00PM-3:00PM



## TAKE THE LEAD: A COMPREHENSIVE GUIDE TO AMAZING FLORAL PRESENTATIONS

Presented by Corrine Heck  
Sponsored by Diamond Elite Sponsor  
Details Flowers Software

Join the Details Team in this innovative class to discover powerful ways to integrate technology into your business strategies. With the information provided in the session, planning and executing any floral presentation of any size will become smoother and more efficient. The Details team will share straightforward techniques for creating captivating presentations and demonstrate how the software can simplify procurement, streamline inventory management, and seamlessly enhance your design plans.

\*Attendance in these sessions is included in the price of Symposium registration.

# AIFD® SYMPOSIUM EVENTS TO BENEFIT THE AIFD FOUNDATION

FANCIFUL FLORAL NECKLACES  
ENHANCED HANDS-ON DESIGN SESSION WITH



**Pirjo Koppi**

Monday, July 14, 2025 • 5:00 p.m. - 7:00 p.m.

## FRIENDS REGIONAL COMPETITION

**THERE ARE THREE WAYS TO GIVE AND TWO WAYS TO WIN!**

Three Ways to Give to Become a Friend of the AIFD Foundation  
Annual Contribution • Monthly Donations • One Time Bequest

Two Ways to Win and Expand Education

Join Your Friends to Win an Educational Grant for  
Your Regional Chapter!

\$1,000 Educational Grant awarded for the Most Funds Raised!

&

\$1,000 Educational Grant awarded for the Most Participation!

## DESIGNER PROP SALE

Props, graciously contributed to the AIFD Foundation  
from Main Stage Designers, will be offered for sale in the  
Gallery throughout the AIFD® Symposium.

Plan now to purchase your favorite so that your  
education continues to Bloom!



**Reflection 2025**  
PALM SPRINGS  
AMERICAN INSTITUTE of FLORAL DESIGNERS

PRINCIPLES OF PLACEMENT  
WORLD-CLASS HANDS-ON DESIGN EXPERIENCE WITH  
2019 WORLD CUP CHAMPION



**Bart Nassam**

Saturday, July 12, 2025 • 12:30 p.m. - 5:00 p.m.

## ANNUAL AUCTION

Help us grow floral design education!

Your support of the Annual Auction can do just that!

Please bring your items to REFLECTION or ship in advance  
to the address noted below:

Lori Novak AIFD • Archibald Flowers

9688 Foothill Boulevard • Rancho Cucamonga, CA 91730

## Body Flower Boutique

The Boutique will open prior to the Awards and Induction  
Ceremony and Gala and will remain open leading up to  
the Leadership Celebration.

Shop early to select from available designs or  
purchase loose blossoms and trinkets to design your own!  
Proceeds will benefit students, in a number of ways, through  
the AIFD Foundation SAIFD Fund.

## Hands & Heart

It has been said that we design with our “hands and our heart”  
making a difference in the lives of those that experience our  
creative expressions! To participate, simply purchase one or more  
tokens from an AIFD Foundation Trustee, prior to game time!  
Tokens will also be available throughout REFLECTION!

**Hands & Heart Game Day**

Tuesday, July 15, 2025

3:15 p.m. - 3:45 p.m.

# Schedule- At-A-Glance



## Reflection 2025 PALM SPRINGS



### WEDNESDAY, JULY 9

- 4:00pm-5:00pm .....Student Competition Orientation
- 5:00pm-6:00pm .....PFDE Registration
- 6:30pm-8:30pm.....PFDE Orientation

### THURSDAY, JULY 10

- 7:00am-5:00pm.....Registration Desk Open
- 7:00am-1:00pm .....PFDE Session
- 8:00am-3:00pm.....SAIFD Competition
- 9:00am-10:30am.....Certified Evaluators Workshop
- 2:00pm-3:30pm.....National Finance Committee Meeting
- 3:30pm-4:00pm .....Regional Chapter Treasurers Meeting
- 5:00pm-7:00pm.....AIFD Foundation Board of Trustees Meeting
- 7:00pm-8:30pm.....SAIFD After Competition Meet and Mingle
- 7:00pm-8:30pm.....PFDE Candidate Afterglow

### FRIDAY, JULY 11

- 7:00am-5:00pm.....Registration Desk Open
- 7:00am-9:00am .....Coffee with the Candidates: PFDE & Student Competition Preview (cash coffee and pastry cart)
- 7:30am-12:00pm.....National Board Meeting
- 7:00am-7:30am .....Industry Showcase Exhibitor Meeting
- 7:30am-6:00pm .....Industry Showcase Set-Up
- 9:30am-12:30pm.....Master Class: Sustainable Mechanics with Per Benjamin and Max van de Sluis
- 12:30pm-2:00pm .....AIFD Annual Membership Meeting
- 3:00pm-4:30pm.....Education Session: Principles & Elements with Doug Bates and Sarah LoBue
- 3:00pm-4:00pm .....Regional Chapter Board Meetings
- 4:00pm-5:00pm .....Regional Chapter Membership Meetings

*Evening Open to Explore Palm Springs*

### EVENT COLOR KEY

- Included with Registration
- Additional Ticket Purchase Needed
- Included with Premium Registration or Ticket Purchase
- Closed Session or by Invitation

# Schedule-At-A-Glance

## SATURDAY, JULY 12

- 7:00am-5:00pm.....Registration Desk Open
- 7:00am-9:00am .....Certified Evaluator Judge Certification Exam
- 8:00am-12:00pm .....Industry Showcase and Book Fair
- 8:00am-7:00pm .....FFA Educational Experiences
- 8:00am-5:00pm.....SAIFD Educational Sessions
- 12:30pm-5:00pm .....Master Class: to Benefit the AIFD Foundation presented with Bart Hassam
- 3:30pm-4:30pm.....International Members Meetings
- 4:30pm-5:30pm.....First Time Attendee Meet & Greet
- 6:00pm-6:45pm.....Opening Reception (cash bar)
- 7:00pm-8:00pm.....Main Stage Program: LEGACY featuring Jacob McCall
- 8:00pm-9:30 pm.....Sponsor Suite Promenade Premiere



## SUNDAY, JULY 13

- 7:00am-5:00pm.....Registration Desk open
- 8:00am-3:00pm.....SAIFD Educational Session
- 7:00am-9:00am .....Rise and Shine Hands-On Workshops
  - Hands-On: Paying Attention to Tension with Joyce Mason-Monheim
  - Hands-On: Floral Farewells with Chris Collum-Williams
  - Hands-On: Beyond Imagination with Donald Yim
- 7:00am-9:00am .....Immersive Experience: I Just Want to be Wonderful-Part 1 Chris Norwood and Christina Day-Essary
- 8:30am-9:00am .....Sponsor Spotlight Stage Presentation
- 9:00am-5:00pm.....Sponsor Suites Activities
- 9:30am-3:30pm .....FFA Educational Experiences
- 9:30am-10:30am.....Main Stage Program: OUTLINES featuring Björn Kroner-Salié
- 10:30am-12:00pm.....AIFD Foundation Experiences
- 10:30am-12:00pm.....AFE Career Center
- 10:45am-11:45am.....Inspirational Lecture: What Wedding Planners Want You to Know with Reneé Daló
- 10:45am-11:45am.....Inspirational Lecture: A Fresh Approach on Weddings featuring Cameron Hardesty
- 11:00am-11:30am.....Sponsor Spotlight Stage Presentation
- 12:00pm-1:00pm.....Main Stage Program: Elemental featuring Lynde DiSomma, Sharrai Morgan, Patti Fowler and Nita Robertson
- 1:00pm-2:00pm .....Lunch on your own
- 1:00pm-2:30pm.....AIFD Foundation Experiences
- 1:30pm-2:00pm.....Sponsor Spotlight Stage Presentation
- 2:30pm-3:30pm .....Main Stage Program: Stylus featuring Derek Woodruff
- 5:00pm-6:30pm.....New Inductee Reception
- 5:30pm-6:30pm .....Awards & Induction Cocktail Reception (cash bar)
- 6:30pm-8:00pm.....Awards and Induction Ceremony
- 8:30pm-10:00pm.....Awards and Induction Gala
- 10:00pm-11:00pm.....Gala Afterglow (cash bar)

### EVENT COLOR KEY

- Included with Registration
- Additional Ticket Purchase Needed
- Included with Premium Registration or Ticket Purchase
- Closed Session or by Invitation

# Schedule-At-A-Glance

## MONDAY, JULY 14

- 7:00am-5:00pm.....Registration Desk open
- 8:30am-5:30pm .....FFA Educational Experiences
- 7:00am-9:00am .....Rise and Shine Hands-On Workshops  
Hands-On: Floral Farewells with Chris Collum-Williams  
Hands-On: Beyond Imagination with Donald Yim  
Hands-On: Bridal Bouquets Made Easy with Marcela López-Vallejo
- 7:00am-9:00am .....Immersive Experience:  
I Just Want to be Wonderful-Part 2  
Chris Norwood and Christina Day-Essary
- 8:30am-9:00am .....Sponsor Spotlight Stage Presentation
- 9:00am-8:00pm.....Sponsor Suites Activities
- 9:30am-10:30am.....Main Stage Program: Reflection of Nature featuring Bart Hassam
- 10:30am-12:00pm.....AIFD Foundation Experiences
- 10:30am-12:30pm.....AFE Career Center
- 10:45am-11:45am.....Informative Lecture: Ask the Experts with CalFlowers
- 10:45am-11:45am.....Special Session: Speak with Confidence presented by PFCI
- 11:45am-11:30am .....Sponsor Spotlight Stage Presentation
- 12:00pm-1:00pm .....Main Stage Program: A Window into Life's Journey featuring Judy Janzen, Amber Kirkland and Jesus Rivera
- 1:00pm-3:00pm .....Lunch on your own
- 1:00pm-3:30pm.....AIFD Foundation Experiences
- 1:30pm-3:00pm.....Design of the Decades Design Contest Finals
- 3:30pm-4:30pm.....Main Stage Program: The Sustainable Future featuring Per Benjamin and Max van de Sluis
- 4:45pm-5:15pm.....Sponsor Spotlight Stage Presentation
- 5:00pm-7:00pm.....Master Class to benefit the AIFD Foundation with Pirjo Koppi
- 5:30pm-6:30pm.....Informative Lecture: That Flower Feeling with CalFlowers
- 5:30pm-6:30pm.....Special Session: Steps to AIFD Membership
- 5:30pm-6:30pm.....Informative Lecture: Care and Handling Best Practices presented by FloraLife
- 7:00pm-9:00pm.....Night Owl Hands-On Workshops  
Hands-On: Outlining Design Theory with Björn Kroner-Salié  
Hands-On: The Relativity of Color with Gretchen Sell

## TUESDAY, JULY 15

- 7:00am-2:00pm.....Registration Desk open
- 7:00am-9:00am .....Rise and Shine Hands-On Workshops  
Hands-On: Bridal Bouquets Made Easy with Marcela López-Vallejo  
Hands-On: Trendy Floral Headpiece with Irasema Carranza and Vic Castillo
- 8:30am-9:00am .....Sponsor Spotlight Stage Presentation
- 9:30am-10:30am.....Main Stage Program: The Spirit of Aloha featuring Brenna Quan and Sue Tabbal-Yamaguchi
- 10:30am-12:00pm.....AIFD Foundation Experiences
- 10:45am-11:45am.....Inspirational Lecture: Make Some Noise with CoryLive!
- 11:00am-11:30am.....Sponsor Spotlight Stage Presentation
- 12:00pm-1:00pm.....Main Stage Program: WOW! Featuring Harijanto Setiawan
- 1:00pm-2:30pm.....Lunch on your own
- 2:00pm-3:00pm.....Informative Lecture: featuring Corrine Heck
- 3:00pm.....Announcement of the Design of the Decades Winner
- 3:15pm .....Foundation Hand & Hearts
- 4:00pm-5:00pm .....Main Stage Program: Pink Passion featuring Pirjo Koppi
- 5:15pm-5:30pm .....Elevate...Orlando 2026 Symposium Preview
- 7:30pm-11:00pm.....Leadership Celebration

REGISTER HERE

## EVENT COLOR KEY

- Included with Registration
- Additional Ticket Purchase Needed
- Included with Premium Registration or Ticket Purchase
- Closed Session or by Invitation

# Symposium Information

## HOTEL, TRAVEL, OTHER INFO



## Reflection 2025 PALM SPRINGS



### Early Bird/Advance/On-Site Registration

The program line up for AIFD®'s Reflection Symposium is truly sensational and early registration sell-out is possible. Early Bird discounted registration will close on May 15. Advanced standard registration will continue through July 1 at which time On-Site registration opens on July 2 through the close of Symposium. Checks will NOT be accepted for On-Site registrations, cash, or approved credit cards only.

### Registration Options

*Premium Registration Includes: (Great Value)*

- Main Stage programs and break out seminars
- Two dinner functions
- Hospitality receptions
- Industry Showcase

*General Registration Includes: (Good Value)*

- Main Stage programs and break out seminars
- Industry Showcase
- Hospitality receptions

### ADDITIONAL REGISTRATION OPTIONS

Symposium offers Daily Pass registration options designed to fit everyone's budget and time expectations.

**New this year** is the opportunity to select a monthly payment option allowing you to make scheduled payments through May 15, 2025. Further, details on this new feature, can be found on the Symposium Registration site.

*\*Note: You must have either a Premium, General or Single Day registration to purchase the optional workshops. Optional Hands-On workshops require an additional fee. Those purchasing a Single Day registration may purchase additional workshops available for the same day.*

### Cancellation Policy

Full refund if canceled by May 15. A \$150.00 charge will be applied to any cancellation between May 16 and July 1. There will be no refunds made after July 1.

Direct all inquiries, and registration questions to:

**AIFD®**  
3620 American River Drive, Suite 230  
Sacramento, CA 95864  
Email: [info@aifd.org](mailto:info@aifd.org)

[REGISTER HERE](#)

# Symposium Information

## Dinner Seating

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

Upon check-in with the AIFD® Symposium Registration Desk guests who registered for a meal function will receive a seat assignment ticket. Turn in your seat assignment ticket at the Symposium Registration Desk to be assigned your table number.

Most tables will be set to accommodate 10 guests. If you know that you would like to sit with certain friends or family be sure to coordinate the collection of all tickets in advance to ensure you can be seated together. No seats will be held if all tickets are not turned in at the same time. Tickets turned in together will be seated together.

Once table assignments have closed there will be no changing tables and all open seats will become available. If you forget to select a seat you must bring your ticket to the meal function and wait to be seated after all assigned seats are filled. There is, however, no guarantee of a seat if you have not pre-selected your table. **NO REFUNDS WILL BE GIVEN.**

*Meal function tickets will note your preferred meal selection and will be collected at the meal function. Preferred meal selections are not guaranteed without a ticket.*

## Where to Stay

The AIFD® 2025 National Symposium will take place at the beautiful Palm Springs Convention Center in Palm Springs, CA. AIFD® has secured discounted room blocks at two choice hotel locations for your convenience.

AIFD® registered guests receive the following benefits at both host locations:

- Complimentary basic internet in guest rooms.
- Complimentary access to the fitness center.

### THE RENAISSANCE PALM SPRINGS HOTEL

is conveniently connected to the Palm Springs Convention Center. The AIFD® group rate has been reserved on an exclusive basis at the discounted rate of \$189.00 per night for single or double occupancy, plus tax. The Renaissance Palm Springs features a vast selection of single king rooms and limited double/queen rooms.

- Hotel self-parking is available at the rate of \$15.00 + per day for overnight guests.

BOOK YOUR STAY

**HILTON PALM SPRINGS** is located a short 3-minute walk from the Convention Center. The AIFD® group rate has been reserved on an exclusive basis at the discounted rate of \$190.00 per night for single or double occupancy plus tax.

- Hotel self-parking is available at the rate of \$14.00 + per day for overnight guests.
- Complimentary Airport Shuttle service to and from PSP International Airport

BOOK YOUR STAY

## How to Get There

Palm Springs International Airport (PSP) is less than 2 miles from both host hotels and the Palm Springs Convention Center. Taxi and Ride Share services are available and efficient transportation options.

Ontario International Airport (ONT) in Southern California is approximately 70 miles from the Symposium location.

Los Angeles International Airport (LAX) is approximately 120 miles from the Symposium location and may be a good option for our international guests.

## What to Wear

Proper attire for most Symposium events is “business casual.” Attendees are encouraged to dress in layers as rooms are kept cool to preserve the floral displays, while the temperature in Palm Springs in July is sure to be hot and dry. Attire for the Awards and Induction Gala is black tie, attire for the Leadership Gala is festive cocktail.

Volunteers plan on sporty casual attire and comfortable non-slip, closed-toe shoes which are a requirement for entering the Flower Room.





# Awards and Induction Ceremony

## Disco in the Desert

**SUNDAY, JULY 13 | 5:30PM-8:00PM**

*Décor created by Katherine Gonzalez AIFD and Ikuko Hashimoto AIFD*  
*Sponsored by: Elite Gold Sponsor Certified American Grown*

Join friends and colleagues as AIFD® honors this year's awards recipients, student competition winners, and inducts the newest class of Accredited Members. Everyone is invited to what some consider to be the highlight of the Symposium. A cash-bar Reception opens the evening. Open to all Symposium attendees.

**SUNDAY, JULY 13 | 8:30PM-10:00PM**

### AWARDS AND INDUCTION GALA

*Décor created by Katherine Gonzalez AIFD and Ikuko Hashimoto AIFD*  
*Sponsored by: Elite Gold Sponsor Certified American Grown*

Immediately following the Awards and Induction Ceremony we'll continue the celebration at the annual Awards and Induction Gala. Imagine the ballroom filled with opulent floral designs and all your best friends. Truly a night to remember as we eat, drink, and celebrate the evenings honorees and inductees. Ticket required for this black-tie dinner.

**SUNDAY, JULY 13 | 10:00PM-11:00PM**

### AWARDS AND INDUCTION GALA AFTERGLOW

The lights are dimmed, and the music is cranked up as we continue the party with dancing and more celebrations. Open to all Symposium attendees. (Cash Bar)

# Leadership Celebration

## Shine Bright Like a Diamond

**TUESDAY, JULY 15 | 7:30PM-11:00PM**

*Décor created by Derrick Vasquez AIFD*  
*Sponsored by Platinum Elite Sponsor The Elite Flower*

As the Symposium comes to a close, we'll gather to celebrate the leadership teams who served and supported AIFD® throughout the year. Join us for a festive, fun-filled evening with over-the-top floral décor. Ticket required for this festive cocktail attire celebration.

# Meal Functions and Hospitalities

**THURSDAY, JULY 10 | 7:00PM-8:30PM**

### PFDE CANDIDATE AFTERGLOW

Join your fellow PFDE Candidates for an evening cocktail. It's the perfect time to get acquainted with your classmates, share stories, and build relationships that will last a lifetime. (Cash Bar)

**FRIDAY, JULY 11 | 7:00AM-9:00AM**

### COFFEE WITH THE CANDIDATES: PFDE AND STUDENT COMPETITION RECEPTION

Open to all registered attendees, an informal time to view the creative works of this year's PFDE Candidates and participants of the SAIFD Student Competition. (Cash coffee and pastry cart)

**SATURDAY, JULY 12 | 4:30PM-5:30PM**

### WELCOME TO REFLECTION: FIRST TIME ATTENDEE MEET AND GREET

So, is it your first time attending the AIFD® Symposium? Here's a great opportunity for you to get acquainted with fellow first-time attendees and be introduced to some of the Institutes most enthusiastic members. We'll answer all your questions, give you an overview of all the activities and welcome you into the AIFD® family. Open to anyone who has never attended the AIFD® Symposium.

**SATURDAY, JULY 12 | 6:00PM-6:45PM**

### REFLECTION OPENING RECEPTION: THAT' 70'S SHOW

*Décor created by Tom Simmons AIFD*

The 2025 AIFD® National Symposium gets underway during an awesome 1970's themed cash-bar reception. Pull on your bell bottoms, throw on your boogie shoes and we'll bust a move as we celebrate the official opening of the 58th AIFD® Symposium. Cash bar and hors d'oeuvres.

**SATURDAY, JULY 12 | 8:00PM-9:30PM**

### SPONSOR SUITE PROMENADE PREMIERE

The party continues following the opening main stage program with a disco boogie down the Sponsor Suite Promenade. Join your favorite Elite Sponsors in their private suites for cocktails and fun. Special surprises await in each suite.

# Student Events & Activities



## Reflection 2025 PALM SPRINGS



THURSDAY, JULY 10

### PROFESSIONAL FLORAL DESIGN EVALUATION SESSION (PFDE)

Interested in becoming an accredited member of The American Institute of Floral Designers? Each year professional floral artists test their knowledge and skills by participating in the PFDE session. For those participating in PFDE it is a major step in their professional development which can lead to new experiences and opportunities. If you are interested in starting your journey to becoming an accredited member of AIFD® visit [aifd.org](http://aifd.org) for more information on how to register or start the process.

Symposium attendees will have the chance to walk through the completed PFDE session room and view the designs created by this year's candidates during the Coffee with the Candidates: PFDE & Student Competition Preview Reception. This is a fantastic opportunity for those considering future PFDE involvement to see firsthand what is involved in the process.

THURSDAY, JULY 10

### SAIFD STUDENT COMPETITION

Each year students from SAIFD Chapters around the country converge at the AIFD® Symposium to compete in the SAIFD Student Competition. It is an exciting time for the students as they show off their skills and talents while representing their Schools and Universities. The Student Competition is a long-standing, much anticipated event held annually during the AIFD® National Symposium. Following the competition, Symposium attendees will have the chance to view the students' design work and vote for the People's Choice Award. Plan now to attend the Coffee with the Candidates: PFDE & Student Competition Preview Reception to meet and talk with the industries next superstars.

SATURDAY, JULY 12 - MONDAY, JULY 14

### BRINGING FFA TO SYMPOSIUM

EDUCATION IN PART BY AMERICAN FLORAL ENDOWMENT

*Product sponsored by Gold Elite Sponsor Allure Farms*

AIFD® is once again excited to welcome FFA students from around the country to participate in the Bringing FFA to Symposium experience. During their time at the AIFD® Symposium, FFA students and FFA advisors participate in a variety of educational events and workshops curated especially for them.

Want to learn more about this worthwhile project visit [click here](#)

To donate: [click here](#)

SATURDAY, JULY 12 - SUNDAY, JULY 13

### SAIFD SUMMER INTENSIVE EDUCATIONAL EXPERIENCES

*Product sponsored by Gold Elite Sponsor Allure Farms*

For the second year SAIFD Student chapters will experience two days of dedicated education and workshops developed to inspire and encourage their continued pursuit of floral education. Through the efforts of the AIFD® Education Committee several uniquely curated programs have been planned for our valued SAIFD Student members.

# Open Evenings to Explore Palm Springs

## FRIDAY, JULY 11

---

Before all the hustle and bustle of the Symposium begins, you will have the opportunity to venture out and enjoy the desert nightlife of Palm Springs. Just a short walk or ride from the Convention Center, downtown Palm Springs is filled with quaint boutiques and unique restaurants.

## MONDAY, JULY 14

---

Stretch your legs and take in the sights of Palm Springs. Be sure to journey over to the iconic Marilyn Monroe statue where your fellow Symposium attendees have created a unique public floral installation. The perfect photo op before heading to dinner and cocktails.



Photo by Mazin Omron on Pexels

## Special Events & Activities

### SATURDAY, JULY 12 - MONDAY, JULY 14

---

#### OUTSTANDING VARIETIES DISPLAY

Once again, the AIFD® Symposium, in partnership with The Society of American Florists (SAF), will feature the “Outstanding Varieties” display. Floral artistry starts with suitable materials. Here is your chance to see, smell, and touch award-winning floral varieties entering the floral market.

### SATURDAY, JULY 12 - MONDAY, JULY 14

---

#### A WALK THROUGH THE GARDENS OF COLOMBIA

*Sponsored by Silver Elite Sponsor  
Asocolflores - The Flowers of Colombia*

Brought to you by our friends at Asocolflores you'll enjoy learning about the different varieties of beautiful flowers grown throughout Colombia. This unique display will feature several of AIFD®'s Latin American Society members.

### MONDAY, JULY 14 | 1:30PM-3:00PM

---

#### DESIGNS OF THE DECADES FINALIST COMPETITION

*Flowers provided by Gold Elite Sponsor Certified American Grown*

You have been following along all year, and now the six finalists meet to test their talents and skills in an exciting live competition. You'll want to take advantage of this opportunity to see some of the industry's finest designers take on the challenge of the decades. Come cheer on your favorite, or enjoy watching the creativity unfold.

### MONDAY, JULY 14 - SUNDAY, JULY 15

---

#### BLOOMS OVER PALM SPRINGS

Every year, tens of thousands of stems of beautiful blossoms move their way through the AIFD® Symposium, and every year, thousands of those blooms are recycled into lovely bouquets that are shared with the local community through the AIFD® Blooms Over project. This year, we'll again join local volunteer groups to distribute bouquets across the greater Palm Springs area.

To make this project successful, we'll need hundreds of helping hands to volunteer time between symposium programs and events. Participating in Blooms Over is a fun opportunity to meet new friends or gather a group of old friends while supporting this vital initiative. Plan now to participate and share your love of flowers with those in need.

# Industry Showcase

**SATURDAY, JULY 12**  
**8:00AM-12:00PM**

Everyone is invited to browse the new products and amazing displays brought to you by a variety of industry suppliers, growers, and service providers during the annual AIFD® Industry Showcase. This year's Showcase will kick off the AIFD® 60th Anniversary celebration with a 1960's theme featuring groovy displays created by our sponsors and Industry Partners.

Can't attend the entire Symposium? AIFD® offers a One Day educational registration providing access to the Industry Showcase, that evening's Main Stage education program and the Opening Reception!



**SUNDAY, JULY 13-TUESDAY, JULY 15**

## SPONSOR SPOTLIGHT STAGE

The Sponsor Spotlight Stage is returning this year with a little twist. To make more room for additional participation in the Showcase, the Sponsor Spotlight Stage has been moved out of the Showcase room and will take place over three days between the main stage programs. These 30-minute presentations were a big hit last year and expected to be an even bigger hit this year!

**SUNDAY, JULY 13-TUESDAY, JULY 15**

## ELITE SPONSOR SUITES

Back by popular demand, Reflection will again host the Elite Sponsor Suites, where our Elite sponsors meet, entertain, and educate attendees in an intimate and exclusive setting. Each participating sponsor will have activities scheduled throughout the three days of education, expanding on opportunities to familiarize attendees with their products and services.

Are you a supplier or service provider interested in getting your products and services in front of the movers and shakers of the floral industry? We'd love for you to participate in the AIFD® Industry Showcase. For details on how you can participate contact [info@aifd.org](mailto:info@aifd.org). Deadline to sign up is May 15. Space is limited and expected to sell out.

**BECOME AN INDUSTRY PARTNER**

# Ambassadors, Design Gallery

## Ambassador Experience

Be part of an innovative experience that brings the participant up close and personal with all Symposium activities. Make an impact by being part of a team of leaders, working together, and making a difference, all while meeting new friends, making connections, and gaining experience.

### OPPORTUNITIES

- Work side-by-side with the industry's most creative and inspiring people.
- Discounted registration fee includes a ticket to the Leadership Celebration.
- Scheduled time to enjoy programs and workshops.
- Special volunteer gift bag for each participant.
- Perfect for anyone new to AIFD® and those attending Symposium for the first time!

### COMMITMENT

- The Ambassador Experience begins July 8 and continues through July 16.
- Required to attend a volunteer orientation and training session.
- Willing to actively participate in various volunteer assignments for a total of 4 hours each day for a total of 6 days. (Assignment hours will vary, allowing participation in other Symposium events.)

### PREREQUISITES

- Complete and return the Ambassador Application form.
- Standing, walking, lifting, and carrying are expected.
- Floral design experience is not required. A sincere desire to get involved, a friendly disposition, and a can-do attitude is required.
- Must be at least 18 years old.
- Credit cards only will be accepted for payment.

### ELIGIBILITY

- The Ambassador Experience is open to the first 45 registrants.
- Because Ambassadors are scheduled in two shifts, applicants must commit to attending the Symposium between July 7 and July 13 for the first shift or July 10 and July 16 for the second shift.
- AIFD National or Regional Board Members, National or Regional Committee members, PFDE Candidates, and SAIFD Members are not eligible.
- The standard cancellation policy applies. However, if you arrive and decide you cannot fulfill your commitment, you will be charged the full on-site General Registration and Leadership Celebration fee.



## Reflection Design Gallery

One thing that makes the AIFD® Symposium unique is the opportunity to get up close and personal with the Headliners and their designs. Not only will the Gallery provide attendees time to view and photograph the spectacular designs they've just seen on the main stage, but you'll also have the chance to meet many Headliners in person immediately following each program! The Reflection Design Gallery is also a great place to kick back and relax, meet up with friends, or tend to business while you wait for the next education event.



AMBASSADOR EXPERIENCE FORM

**FEES**

<b>PREMIUM REGISTRATION</b>	<b>GENERAL REGISTRATION</b>
<b>EARLY BIRD (before May 15)</b>	<b>EARLY BIRD</b>
<input type="checkbox"/> AIFD/CFD Member <b>\$1,249</b>	<input type="checkbox"/> Nonmember <b>\$1,399</b>
<input type="checkbox"/> AIFD/CFD Member <b>\$1,424</b>	<input type="checkbox"/> Nonmember <b>\$1,574</b>
<input type="checkbox"/> AIFD/CFD Member <b>\$1,649</b>	<input type="checkbox"/> Nonmember <b>\$1,799</b>
<input type="checkbox"/> AIFD/CFD Member <b>\$1,199</b>	<input type="checkbox"/> Nonmember <b>\$1,349</b>
<input type="checkbox"/> AIFD/CFD Member <b>\$1,199</b>	<input type="checkbox"/> Nonmember <b>\$1,349</b>
<b>ONSITE (after July 2)</b>	
<input type="checkbox"/> AIFD/CFD Member <b>\$1,649</b>	<input type="checkbox"/> Nonmember <b>\$1,799</b>
<input type="checkbox"/> AIFD/CFD Member <b>\$1,199</b>	<input type="checkbox"/> Nonmember <b>\$1,349</b>
<input type="checkbox"/> <b>Ambassador Registration \$579</b> - Includes Leadership Celebration - limited to 45 people. Application and prior approval necessary.	

**SPECIAL FEES**

<b>ONE DAY - EDUCATIONAL PASS   \$249</b> - Includes Industry Showcase, First Time Attendees Reception, Evening Main Stage Program, and Opening Reception	<input type="checkbox"/>	July 12	July 13	July 14	July 15
<b>ONE DAY - EDUCATIONAL PASS   \$399</b> - Includes all Main Stage educational sessions, access to the Gallery, lecture sessions and opportunities to purchase workshops on July 13	<input type="checkbox"/>				
<b>ONE DAY - EDUCATIONAL PASS   \$399</b> - Includes all Main Stage educational sessions access to the Gallery, lecture sessions and opportunities to purchase workshops on July 14	<input type="checkbox"/>				
<b>ONE DAY - EDUCATIONAL PASS   \$399</b> - Includes all Main Stage educational sessions access to the Gallery, lecture sessions, and opportunities to purchase workshops on July 15	<input type="checkbox"/>				
<b>INDIVIDUAL MEALS   Awards Induction Dinner</b>	<input type="checkbox"/> Standard Meal   <input type="checkbox"/> Vegetarian/Gluten Free	<input type="checkbox"/> Early Bird <b>\$200</b>	<input type="checkbox"/> Standard <b>\$225</b>	<input type="checkbox"/> Onsite <b>\$250</b>	
<b>INDIVIDUAL MEALS   Leadership Celebration</b>	<input type="checkbox"/> Standard Meal   <input type="checkbox"/> Vegetarian/Gluten Free	<input type="checkbox"/> Early Bird <b>\$200</b>	<input type="checkbox"/> Standard <b>\$225</b>	<input type="checkbox"/> Onsite <b>\$250</b>	
<b>SUBTOTAL BOX A</b>					

**WORKSHOP | MASTER CLASS FEES**

TITLE	TYPE	TIME & DATE	EARLY BIRD	ONSITE
CHRIS COLLUM-WILLIAMS: Floral Farewell	Rise & Shine Workshop	7:00am - Sunday, July 13	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
DONALD YIM: Beyond Imagination	Rise & Shine Workshop	7:00am - Sunday, July 13	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
JOYCE MASON-MONHEIM: Paying Attention to Tension	Rise & Shine Workshop	7:00am - Sunday, July 13	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
CHRIS COLLUM-WILLIAMS: Floral Farewell	Rise & Shine Workshop	7:00am - Monday, July 14	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
DONALD YIM: Beyond Imagination	Rise & Shine Workshop	7:00am - Monday, July 14	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
MARCELA LÓPEZ-VALLEJO: European Styled Bridal Bouquets	Rise & Shine Workshop	7:00am - Monday, July 14	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
MARCELA LÓPEZ-VALLEJO: European Styled Bridal Bouquets	Rise & Shine Workshop	7:00am - Tuesday, July 15	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
IRASEMA CARRANZA & VIC CASTILLO: Trendy Floral Headpieces	Rise & Shine Workshop	7:00am - Tuesday, July 15	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
CHRIS NORWOOD & CHRISTINA DAY-ESSARY: / Just Want to be Wonderful	Immersive Experience	7:00am - Sunday, July 13 and Monday, July 14	<input type="checkbox"/> \$99	<input type="checkbox"/> \$129
BÜÖRN KRÖNER-SALÉ: Design Theory	Night Owl Workshop	7:00pm - Monday, July 14	<input type="checkbox"/> \$149	<input type="checkbox"/> \$169
GRETCHEN SELL: Playing With Color	Night Owl Workshop	7:00pm - Monday, July 14	<input type="checkbox"/> \$79	<input type="checkbox"/> \$99
PER BENJAMIN & MAX VANDESLUIS: Sustainable Mechanics	Master Class: to benefit the AIFD Foundation	9:30am - Friday, July 11	<input type="checkbox"/> \$179	<input type="checkbox"/> \$199

TITLE	RESERVED SEATING	EARLY BIRD	STANDARD	ON-SITE
AIFD® FOUNDATION MASTER CLASS	Until 3/1	3/2 - 5/15	5/16 - 7/1	7/2 - 7/16
Bart Hassam: Principles of Placement	<input type="checkbox"/> \$399	<input type="checkbox"/> \$299	<input type="checkbox"/> \$349	<input type="checkbox"/> \$429
12:30pm - Saturday, July 12				
Prijo Koppil: Fanciful Floral Necklaces	<input type="checkbox"/> \$299	<input type="checkbox"/> \$199	<input type="checkbox"/> \$249	<input type="checkbox"/> \$299
5:00pm - Monday, July 14				
<b>SUBTOTAL BOX B</b>				

Name \_\_\_\_\_

First Name for Badge \_\_\_\_\_

Business Name \_\_\_\_\_

Phone ( ) \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Emergency Contact \_\_\_\_\_

Phone \_\_\_\_\_

Please check here if this is your first time attending Symposium

**REGISTRATION OPTIONS (check one or more)**

Premium  General

Single Day:  July 12  July 13  July 14  July 15

**REGISTRATION SUBTOTAL** \_\_\_\_\_

**SUBTOTAL FROM BOX A** \_\_\_\_\_

**SUBTOTAL FROM BOX B** \_\_\_\_\_

**TOTAL AMOUNT** \_\_\_\_\_

Check Enclosed

Please Charge my:  Visa  Mastercard  AMEX

Cardholder \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_

Signature \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Submit Registration to AIFD  
3620 American River Drive, Suite 230  
Sacramento, CA 95864  
Fax 916.294.0415  
Register Online: www.aifd.org



As a registrant of AIFD's National Symposium I have read and agree to abide by AIFD's Image Use Agreement, the Symposium Cancellation Policy, AIFD's Code of Conduct, and AIFD's Communicable Disease Waiver and Release of Liability Agreement. If I choose to volunteer or work in the Flower/Work Room I have read, understand, and agree to abide by AIFD's Flower & Work Room Release & Waiver of Liability Agreement.

Yes

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**IMAGE USE AGREEMENT:** Registration, attendance, or participation in any Symposium meetings or activities constitutes an agreement by the registrant to the use and distribution (both now and in the future) of the registrant's or attendee's image or voice in live streaming, photographs, video, electronic reproductions, and audiotapes of such events and activities by AIFD® and other third parties, including but not limited to the association, the venue, the host city, etc.

**SYMPOSIUM CANCELLATION POLICY:**

Full registration refund if canceled on or before May/15, 2025. Cancellations received May 16-July 1 incur a \$150.00 administrative fee. After July 1, refunds will only be considered due to death in the immediate family, airline cancellations that make travel impossible, or serious illness of the attendee that prevents any form of travel. Proper medical and/or legal documentation will be required. All requests are reviewed in August by the AIFD® National Executive Committee, PFDE and Partners' Showcase refund policies apply separately.

**AIFD® CODE OF CONDUCT:** By

registering for this event you are agreeing to abide by AIFD's Code of Conduct as outlined at <https://aifd.org/code-of-conduct/>.

**AIFD's COMMUNICABLE DISEASE WAIVER AND RELEASE OF LIABILITY AGREEMENT:** The American Institute of Floral Designers (herein AIFD) has taken preventative measures to reduce the spread of communicable disease including, but not limited to COVID-19 ("Communicable Disease") at its National Symposium (the "Event"). However, I acknowledge that AIFD® cannot guarantee that I will not be exposed to or contract a Communicable Disease at the Event. Further, due to the nature of the facilities, services and programs offered at this Event, I understand that attending the Event could increase my risk of contracting a Communicable Disease. I agree to abide by all applicable COVID-19 related requirements, advisories, policies, procedures, and protocols of Palm Springs Convention Center, Renaissance Palm Springs Hotel, Hilton Palm Springs, AIFD®, the State of California, Riverside County, the City of Palm Springs, and any other governmental authority for the duration of my stay. I understand the risk that I may be exposed to or infected by a Communicable Disease by attending the Event and that such exposure or infection may result in quarantine requirements, serious illness, permanent disability and/or death. I further understand that the risk of becoming exposed to or infected by a Communicable Disease at the Event may result from the actions, omissions or negligence of myself and others, including, but not limited to, AIFD®, its officers, employees, contractors, agents, representatives, sponsors, other participants, and any owners and lessors of premises used to conduct the Event ("Releasees"). I KNOWINGLY AND FREELY ASSUME ALL SUCH RISKS, BOTH KNOWN AND UNKNOWN, EVEN IF ARISING FROM THE NEGLIGENCE OF THE RELEASEES, and assume full responsibility for my participation in the Event. In consideration of being allowed to participate in the Event, I, for myself and on behalf of my heirs, assigns, personal representatives and next of kin, acknowledge and agree as follows: HEREBY RELEASE, COVENANT NOT TO SUE, DISCHARGE AND HOLD HARMLESS the Releasees, with respect

to any and all liabilities, claims, penalties, suits, demands, judgments, costs, interests and expenses (including attorney's fees and costs) arising from or relating to the illness, disability or death of myself (or any person who may contract a Communicable Disease, directly or indirectly, from me), as a direct or indirect result, in whole or in part, of a Communicable Disease, to the fullest extent permitted by THIS WAIVER AND RELEASE OF LIABILITY INCLUDES ANY CLAIMS BASED ON THE ACTIONS, OMISSIONS OR NEGLIGENCE OF THE RELEASEES, WHETHER AN INFECTION OCCURS BEFORE, DURING, OR AFTER PARTICIPATION IN AIFD® National Symposium. Anyone failing to accept the terms of this agreement will not be permitted to attend or participate in AIFD® National Symposium.

**FLOWER/WORK ROOM AND OTHER RESTRICTED AREAS RELEASE & WAIVER OF LIABILITY AGREEMENT:**

I understand that my participation as a Volunteer, Ambassador, or any work in the Flower/Work Room at the National Symposium, held by the American Institute of Floral Designers® (hereinafter "AIFD®") is my own decision. I recognize that there are certain dangers inherent in volunteering in a flower/work room at the National Symposium. Therefore, on behalf of myself and anyone who may have legal right to make claim, I hereby release AIFD® from all liability and responsibility for any injury, death, or damage to my person, or personal property occurring as a result of my participation in the National Symposium as Volunteer, Ambassador or individual choosing to work in the Flower/Work Room and restricted areas (including transit to and back from the venue). This release includes all officers, directors and agents of AIFD®. I agree not to sue AIFD®, its officers, directors and agents for any claims or damages arising out of participation in the National Symposium. I agree to indemnify and hold harmless AIFD®, its officers, directors and agents from all claims, damages, losses, injuries and expenses arising out of or resulting from participating in the National Symposium. I agree that if AIFD® is forced to defend any

action, lawsuit or litigation I bring or that is brought on my behalf, I will pay AIFD®'s costs and attorney's fees if it successfully defends such action, lawsuit or litigation. I will otherwise defend and indemnify AIFD® against any claims, losses or damages that it may incur as a result of my participation in the AIFD® National Symposium. I have adequate health, disability, and life insurance for my family and myself. I am in good physical condition and able to undertake this activity. I agree not to use any illegal drugs or excessive alcohol while volunteering and participating in the AIFD® National Symposium. I give permission for transportation to any medical facility or hospital, and I authorize any qualified person or medical personnel to render medical care to me. I have read the above waiver and release and, by signing it, agree it is my intention to exempt and relieve all officers, directors, and agents of AIFD® from liability for personal injury, property damage or wrongful death caused by negligence or any other cause related to my participation in the Flower/Work Room activities during AIFD® National Symposium.



Reflection 2025  
PALM SPRINGS  
July 12-15