

NW AIFD Regional Board Meeting October 26th, 2009 Teleconference

President Mike Hollenbeck called the meeting to order at 6:10pm.

Roll Call: Greg

Present: Mike Hollenbeck, Ian Whipple, Paul Jaras, Greg Lum, Emil Yanos, Wil Gonzales

Excused:

Stella Shen and Toni Chow Tibbits

Absent: Katherine Zhang, Jon Throne, Corene Jones, Kimi Ynigues, Lori Britton, Nonai Tai, Heather De kok

Agenda: No additions to the agenda were made. Motion made by Paul to approve the agenda, 2nd by Emil and approved by all.

Minutes of the previous meeting were accepted without changes. Motion made by Greg to accept the minutes as is and 2nd by Ian and approved by all.

Correspondence: Mike – Let's talk about the meeting that took place in San Francisco with the Kesler's about Symposium.

Greg – So David and Leanne Kesler held a meeting at the Marriott hotel earlier this month to discuss the 2011 SF Symposium. They presented to us their vision which included a video / audio production. They came up with the theme of "Imagine" – Dream, Create, and Share.

It was like a brainstorming meeting everyone giving input about what we should include. Everyone went around talking about their favorite times at Symposium and what they remembered most. We all also told everyone what we thought was most important that we gained from being at Symposium.

I told everyone that the Board was here to help with any part of the Symposium planning process. We could possibly sponsor a program and/or a social night.

They are just in the idea stage and we gave suggestions of what kind of programs we would like to see. We also discussed outside Symposium program activities for that week such as Flower Market tours and going to see a Show in the City.

It was also brought up that since we are the host region that we are to provide some sort of after hours entertainment because there will be many out of town guests visiting. This

entertainment can be in the form of a social night at the hotel. (Please refer to the minutes from the 2011 SF Symposium meeting that was sent out).

Ian – One thing that I saw in Kansas City was that the Region did a hospitality table.

Paul – Was there a hospitality table every night?

Ian – Yes, ask Jon, he did the decorations for the opening night.

(Ian, Mike, Paul – Discussion about if we did something more than a hospitality table or such, there would be more expenses incurred. Other avenues to research later on would be a more elaborate hospitality night / room with things to eat / drink and socialize)

Ian – It should be brought up too that Stella put in her resignation from the Board.

Mike – Yes, we should do that and that should take in effect today October 26.

Emil – Received a thank you card from the College of San Mateo for the Region giving to the Student's scholarship fund. I guess Wendy is not at San Mateo anymore?

Officer Reports (Verbal):

President: (Mike) – Once again thanks for everyone for calling in, we do have a bunch of things to cover tonight (Spring Show).

President-Elect / Regional Rep.: (Paul) – Thank you everyone for the support from the Board at the Idaho State Florists Convention. It was a good PR move Mike that we convey to everyone that AIFD designers are regular people that you can come up to and talk too. This helps with the relationship between the florists and AIFD designers in the Region. Thanks especially to Mike and Ian for all their help with the program at ISFC.

(Mike) – Thank you Paul, we got a lot of positive feedback from that program from everyone who attended.

(Paul) – The Marketing committee will take part in the TPIE (Tropical Plant Exposition) in Ft.Lauderdale, Florida. We thought that this would be a good place to market AIFD and so National moved their meeting to there. This would be like in Idaho, tying in with other events. Deborah De La Flor and I have been asked to do a program at TPIE showcasing tropical flowers. We will be doing something along the lines of interpreting different regional gardens. Tom Simmons will be our liaison between TPIE and Deborah and myself.

(Paul) – There are 11 people in the region who have not paid their membership dues and I will be emailing them directly. We need to keep on top of this because we get money directly from this.

(Paul) – Will be running for Secretary of the National AIFD Board this coming spring.

(Ian) – As our Regional Rep. and our President-Elect, would it be a problem if you were the Secretary for the National Board at the same time?

(Paul) – There would be no problem with being the President of the Region and Secretary for National, but as for the Regional Rep, I will double check on that.

(Paul) – There are some minor changes to the CFD. As you recall there are 5 pathways to becoming CFD. (If you're a student or have been in the industry for awhile etc etc). Those who have been in the industry for awhile were required to take a test and then another test before the hands on portion. There was a lot of confusion about this so the now this pre-test is not required only optional.

(Paul) – Symposium 2010 – Boston – The programs have been set and now except for one group of designers that needs a head designer. A discounted Education only registration with a ticket to the Awards Dinner is being offered and a discounted Full Registration for Students only which will be different than from before.

Symposium 2011 – David and Leanne Kesler gave a presentation in SF as Greg mentioned earlier. Their title is Imagine.

Symposium 2012 – Has been confirmed and will be held in Miami (Hollywood), Florida.

Symposium 2013 – The contract has been signed for the Paris Hotel in Las Vegas – June 29th – July 3rd, 2013.

January 15th, 2010 is the next National Board Meeting.

(Mike) – Kimi has a new facebook page for the Region for everyone to join and post pictures and news of the region.

Secretary: (Greg) – Last month Toni, Katherine, Heather and I went to the SAF (Society of American Florist's) Annual Convention in Phoenix Arizona. Toni, Katherine and I competed in the Sylvia Cup Competition while at SAF. Heather also was inducted in PFCI during the awards dinner night. We all had a great time visiting with many AIFD people who were attending as well. We had the chance to talk to Tina Stoecker and Sharon McGukin in between programs at the reception about the upcoming October Symposium planning meeting in SF. It is most likely that we may attend next year. The date for next years SAF Convention and Sylvia Cup Competition is September 22-25, 2010 at the Omni Hotel (ChampionsGate) in Orlando, Florida.

Treasurer: (Emil) – Sent out report and received from Monica that the checks went out. Ian's stipend was not included, so that needs to be taken care of.

Mike – Let's submit everything at once so that it gets in with Ian's miscellaneous items.

Committee Reports

Newsletter:

Mike – Being worked on and updated.

Scholarship:

Mike – Did everyone receive a copy of the scholarship form?

Paul – I think it only got sent to you?

Mike – Ok, I will send it out to all the Board Members. Please reply in 2-3 days if any changes need to be made.

Sunshine:

Emil – Nothing to report

(There was some discussion about if an AIFD member from another region passes away are we to send a card etc. to that region. National handles all that and we do not have to do anything.)

Old Business:

Chapter Page: - VP:

Mike – Looks good.

Updated Contact List of Board Members to VP.:

Mike – Looks fine.

Western States Design Show:

Mike – South West Region backed out and has something else planned for that weekend. We would like to keep on track and plan for something in the spring. We should do something with the Kesler's. A design show in March or April in Portland, Oregon with the Kesler's is a good time for them.

Paul – Would that be our spring meeting?

Mike – What does the Board think?

Greg and all – That sounds good.

Paul – Are you thinking of something like after school using their facility?

Mike – A Hands on and or Design show, I'll throw it out to the Board and see what everyone thinks. I like to bring back the idea of having a group of designers (the Board members) come and design, that seemed to work out pretty well last time.

Paul – That sounds good to me.

Ian – Since the Board is all there we should use them like before.

New Business:

Spring Design Shows (cont.):

Mike – Toni is trying to get Thomas de Bruyne, we could possibly sponsor him. This is a concern since the cost per person would be \$200-\$300.

Ian – Isabel (Gilbert Palmer) has a facebook page and her work is just as impressive. I like Thomas, but it might be costly to sponsor. If we could not get Thomas we could try and get Isabel.

Mike – We'll see, Toni is supposed to get back to me. ISFC is having a spring design show, but if we go, it would not be a Board meeting we would just put on a program for the weekend. It is a wedding show; we could still do the show / meeting in Portland, Oregon and the wedding show in Boise (Kimi).

Board Appointments:

Mike – Would like to appoint Karen Genoud to fill in for Stella's open position. Karen is in the Sacramento area and does some corporate account design work, she is very interested in being on the Board. Told her that when a position becomes available I would let her know. She is extremely good in procuring product and a good contact to have in the Sacramento area.

Wil – That area has a spring show(Teleflora), but they would want an upscaled hands on workshop.

Paul – The Belgium designer if we chose one, would have to do the spring show program and hands on.

Mike – Not sure if that would work out since Teleflora is running that weekend in Sacramento. We still could do something on Saturday, while they have their program on Sunday.

Wil – That could work well to have an European designer doing a hands on / program in the area.

Mike – You guys just had an event with Tom Simmons and had like 75-80 people there. You work with Karen on the Teleflora Northern CA Unit up there?

Wil – Yes and Yes, we haven't had a program up here in about 10 years and it was the first time at that wholesaler.

Mike – Don't you guys usually pull in at least 100 or so people?

Wil – Yes we do, but we were happy anyway with what we had.

Mike – We can combine with other events in the area to make our presence stronger if anyone else knows of any other events going on.

Mike – Has anyone contacted Hitomi at Design 358?

Paul – Hitomi was in Taos finishing up her trip there. Alexis Macleod wants to do something in terms of getting involved. We could possibly ask Hitomi to commentate while we have newer designers run the program. We would essentially be using Hitomi as a draw for the program.

Mike – Our next meeting should be when? January sometime?

Ian – There's a Europe event going on and then the Dallas show in the middle of the month.

Mike – So something like the 11th of the month? Jan 6th at 6pm 2010.

Paul – Concerned about the attendance of this conference call.

Mike – Will reinforce the idea of attendance at all the Board meetings. Gerry Greg may like to help out with the scholarship? Anyone know where anyone else is at or why they could not make it tonight?

Greg – I saw Heather at SAF, but I didn't hear from anyone.

Paul – Where is Heather, Nonai or Lori, I do not believe I have met Nonai.

Mike – Lori had a wedding and Toni is traveling up from San Diego. She was going to try and call in, but it might be late.

Paul – You need to let people know that we could not do any business tonight since only 6 of us called in. We are busy too and have to readjust our schedules so that we can make this happen.

Mike – Here I have them (reads the NW AIFD By-laws to everyone).

(Asks Greg to send him attendance records for all Board members so that Mike can review it), I was also surprised at the attendance record since this is a teleconference meeting. We'll hope for better attendance at the next meeting.

There was motion made to adjourn the meeting by Ian and was 2nd by Wil at 7pm.

Respectfully submitted,

Greg Lum AIFD
2009-2010 NW Secretary

