

**AIFD 2011 San Francisco Symposium
Meeting
October 4th, 2009 Marriott Hotel**

David Kesler started the meeting off by thanking everyone for attending the meeting at The View Lounge at the Marriott Hotel.

Leanne and David did a brief introduction about themselves and played a video / audio presentation of the Symposium theme and title. This theme was presented to the National Board earlier in the day and was well received. Logo and other details like fonts / lettering types and colors to be used are still in the planning process. This presentation was to start the brainstorming process of what we would like the Symposium to be and how we should go about planning a vision for this event. The title that David and Leanne came up with (located below) and the words, pictures and colors that the presentation included.

**AIFD 2011 National Symposium
San Francisco, California
Imagine**

DREAM, CREATE, SHARE

Music of the 60's	Community	lava lamps	Disco
Platform Shoes	Flower Power	Psychedelic	Paisley
Flower Children	Bellbottoms	Pantyhose	Peace
Tie-dye	Haight & Ashbury		

"When you're going to San Francisco, be sure to wear flowers in your hair"
- Scott McKenzie - John Phillips

Here we are surrounded by the vivid imagery and colors of the 1960's.

Leanne talked a little bit about their proposal and what their thoughts were behind coming up with this. Everyone enjoyed the proposal and agreed that it was just great.

Leanne passed around a contact list sheet so that she could start to create a database of names of people who attended the informal meeting. Even though the meeting was "informal" everyone felt at "home" listening to everyone's thoughts about Symposium

and reconnecting from past meetings. Attendees also meet designers who they have not meet before and thus from this point on started a professional relationship within the AIFD family.

Leanne and David – What does Symposium mean to you? What brings you to Symposium? To put on Symposium is a huge affair. We must have 700 attendees to break even. We want to take it into the 800-900-1200 or above level.

Symposium Chair – David
Program Chair – Leanne

Leanne – You can email either one, they will both get it.

David – The Video Presentation is just for us to get our ideas flowing and to start thinking of what to do.

Leanne – We have about 10 months of planning and then we have to bring it to Boston. Connecting with people is important at Symposium. The shows / programs are great, just as important as connecting with the AIFD family.

David – San Francisco has been an environment ly important City. Have seen a lot of design work at Symposium that later on became the standard in the Industry.

Phase 1 is about creating a Vision

Phase 2 we will deal more with the Programs

(Continue to go around the room to tell David and Leanne what Symposium means to them, and what they want to see at Symposium)

Gerry Greg – Traveling to see all the people that I do not get to see during the year is always fun. Symposium is a like a Mecca to me. Seeing what other people are doing in the design world.

Wil Gonzales – I gravitate to Symposium annually. For me it's a thrilling opportunity to see what other designers are doing. Having Symposium here – there are so many things to do just right around the hotel. We have the Yerba Buena gardens, the Gay Pride parade (weekend before Symposium), and baseball games. There are many things to do here for those attending to bring their family and friends here that do not attend the programs.

Lynne (friend of Wil) – Symposium for me is inspiration and getting design ideas from all over. Dress warm though it will be cold here.

David – Remember those Tie dyes. Should we sell sweaters?

Diana Vigil – Grew up in the 60's. Symposium has always been an inspiration to me. It is all about seeing people and all the designs – it makes you feel good all over.

Jim Vigil (Diana's Husband) – Remembers going to the Boston Symposium. Great to see so many cities, wherever Symposium is held. It is a great place for inspiration.

(Leanne – introduces Sharon McGukin and her husband as they came from another meeting)

Sharon McGukin – Symposium is a great place to network. This networking with all the knowledge and talents of all the AIFD people is what we need to take with us.

Jennifer (Michael Diagian Floral Designs) – Supporting local growers at these events. Grew up with cut flower growers and learned design later on. Supporting California grown product.

Michael Diagian (Michael Diagian Floral Designs) – I really didn't get into the floral design thing until later in life. Wished though that I had gotten into it earlier. Worked with Jenny in Kansas City with her program. Tested for AES as well. Enjoyed and loved working in the back in the design workroom. I met a lot of people in the industry overall. It was a great experience.

Jenny Tabarracci – Most important for me is the inspiration that I get at Symposium absorbing as much as you can. You get to know what's happening in the Industry. I really enjoyed doing the program last year in Kansas City.

Toni Chow Tibbits – Again for me it's the inspiration I get when going to Symposium. Being that we are all under one roof and we have all these international and local talent to learn from. To see all these international designers is great. Also networking with all the people is great too.

Sheryl McGuire – Brings me back to those memories and experiences from competing in the student competition. You don't have to explain yourself, like you would to regular people; (AIFD people) know what you're talking about already. For example, like I would be pointing at that arrangement and say you know that flower etc.. etc and they would say oh ya I know what your talking about.

Katherine Zhang – I love to travel and going to Symposium helps me see all the different designs people have put together. It is great energy to see all the different ideas in these ideas.

Kay – Working behind the scenes at Symposium was great because I got to see what goes on behind the scenes. It is very inspiring to watch all the different programs at Symposium. I would like to see the Hands-On portion of Symposium more accessible to more people. The "extra" hand on session is at the end of the Symposium week and I would like to see it included in the general session and not at the end – left as an after thought. It is great to see all these inspiring designs, but I need it pared down to the saleable retail level. The "Bring to the Streets" idea. – More outreach to the community.

Amy Kee – Networking and seeing friends at Symposium is always great to do. Seeing who the designers are is important as well. We have to have a continually new group of designers and not the same ones all the time. We cannot rely on the “same one” to use as a draw to Symposium. We should have some kind of AIFD night out, so that people can go out as group to do something in the City. AIFD needs to get the word out even more than before with the media.

(Much discussion to what Amy mentioned)

David – It’s a hard sell to tell the media to come and get excited about flowers and all. Possibly a 1960’s Flower Power in the City idea would catch people’s attention. I sure would like to have the same attention that the Bouquets to Art has for Symposium.

Amy – Starts telling us what the Bouquets to Art is about.

Michael – Describes in detail what the Bouquets to Art is all about, since he has done it since its beginning.

Jenny – Tells David that he should get in contact with Bob at the Flower Market to make people aware of AIFD and the Symposium as a whole. Many people still do not know who we are.

Amy – Remember we need to get the students more involved with the programs. Possibly more interactions with the programs on the stage, not just in the back rooms.

Tina – Yes a good blend of local and international designers is something we will try and aim towards. Having a composite design program made up of SAIFD students would be a good thing as well.

David – I have been in communication with Isabel for designers from Belgium. There are a whole lot of Belgium designers, both known and unknown. How do we tap into those unknown Belgium designers that are up and coming? (Jenny please email me a list of local talent).

Katie McCormick – New AIFD member to San Francisco. Moved to San Francisco a month ago. It’s good to have the students involved in the back room processing and learning what’s going on and all, but would like to see the students on the stage more. We should always be looking to promote new designers.

Sheryl – Oh yeah when the NW Region sponsored a program at Symposium with Donald and Paul.

Greg Lum – With 5 Board members and Officers from the NW Board we would like to do something for Symposium. We are here to help in any way. Symposium is a great time to network and reconnect with friends and learn great new design ideas. We are not sure what the Region will do for Symposium, but this is one of our top items to think about.

David – NW is the host region for Symposium and it is only fitting that maybe you guys can host a hospitality night and or something else as well if you would like. We do have to plan for after hour's entertainment. You guys would have first pick of what you want.

Chizuru Inoue – Symposium is always a great time together with friends. I would like to get back into helping more with region / Symposium.

Jessica – The first Symposium I went to was the one in San Francisco in 1999. It was a very exciting time and I learned a lot. I would like to bring my friends to Symposium and introduce them to AIFD and what it means to be a part of it.

Emil Yanos – For me Symposium is a time for getting inspired from all the designers. It is great to be able to work in the work room and see how everything is put together.

Sheryl – Maybe we can bring the work room on stage some how.
(More how did they put it together stuff).

David – This past year Bill Wyatt put a TV screen in the back room so that the people working could see the program going on.

Tina – When I did a program for Symposium we (all the regions participated in this) were given a chair and had to design in everyone's come out differently. The second part was when everyone was given a surprise package to design with. It was very exciting and full of energy seeing how it all came out.

Amy – How do we promote these up and coming Belgium designers? We need to utilize the AIFD website more often. When Symposium comes up we need to have more bios with current pictures.

Tina – We have that already like when Preston Bailey came, sometimes too much is not good, other times it is. We are going to try to do more posting on sites like facebook and the like.

Gerry – We need to also keep in mind the future generation of designers. Organizations like the Boys and Girls Club and FFA are all important. I can probably bring down 100 or so kids to help at Symposium. We need them to choose this as a goal.

Sharon – You are so right on track with this.

Tina – The kids programs would be exciting, this is something we should look into. Been involved for past the 5-6 years with Symposium planning and this Symposium will be great. The attendance we should not have to worry about.

Sharon – So excited for this Symposium to come here, I can not wait. Like I was talking to Greg Lum at SAF we discussed how we need to reach out to the consumers and the young people. The young generation is what we need to focus out attention on.

David / Leanne – We have done a lot so far for this presentation for Symposium and it has been a lot of fun so far. (David does digital recordings / CD's / DVD's and had a great time putting this presentation together).

Sheryl – Like the Bouquets to Art here in SF (City), having the designers show their designs in public. For the BTA designers are given the opportunity to create a design at a public venue in the city. Along with their designs there is a small sign promoting the BTA. We could possibly do the same thing for Symposium, where local designers are given the opportunity to design an arrangement and the Symposium Committee provides the signage about Symposium and the designer.

David – Would the de Young Museum like to work with Symposium since they have been doing this for awhile?

Jenny – I know that they would be very excited to work with us on Symposium.

Diana – Something that we should also keep in mind is getting back to promoting local growers, promoting California Cut Flowers.

Chizuru – Possibly tying it in with something about the History of the Flowers Market, while showcasing the local growers of the area.

David – Do we have any local designers that are Eco-Green floral artists? We have some up where we are, but I wanted to find someone in the City.

Wil – Another idea is to have local artists on day and on another day we can have international artists.

David – Once again, I have to remind everyone about after hour's entertainment / programs. Since we have guests coming from all over we need to have something here for them. Our Region hopefully can help in this area.

Wil – Yes I am sure our Region can do something. Greg has brought this up earlier – about the idea of a hospitality night and or something as well.

David – Another idea is to discuss about SF Flower Market tours. Market mornings, and or something in the afternoon that would give people a choice?

(Much discussion followed – the lounge got to be a little dark to take any more minutes).

Meeting ended around 7:30pm-& 7:45pm (Some of us went out to eat dinner afterwards).

Respectfully submitted

Greg Lum
2009-2010 North West Regional Secretary

