

Holiday How To's



AIFD Designers
Wil Gonzalez and
Gerry Greg will
help you ring in the
holidays. They will

present dynamic designs that will
inspire you to make your customers'
holiday parties the talk of the town.
From simple, elegant gift arrange-
ments to fantasay themed dinner

Sunday, November 7, 2010

9:30 AM to 2:30 PM

Nurserymen's Exchange

2651 North Cabrillo Highway

Half Moon Bay, California

Pre-Registration:

\$45, includes bento lunch

Deadline November 1, 2010

At the Door: \$55

parties, you'll see the latest trends in
holiday decor.

Wil Gonzalez, is a San Francisco native
and resident to the north in Ukiah
California. His home in the mountains
give inspiration to his personal design
style. He was inducted into AIFD in 2007,
Sun Valley Cup 2007, one of Calif Top
Ten 2007. He is currently president of the
Northwest Region, is on the Teleflora
Education Unit Nor Cal /Nev. President
of the Ukiah Garden Club, contributing
writer 'Hey Flower Guy!' for the Ukiah
Daily Journal. He is also a Tournament of
Roses Parade floral designer for Fiesta
Parade Floats (most recently heading up
the team of designers on the Natural
Balance Float, which featured snow
boarding bulldogs on this Guinness Book of
World Records holder for Longest Single
Chasis Float).

Gerry Greg has been in the floral industry
for 26 years. Growing up in the northern
California city of Chico influenced his
passion for flowers from a young age.
The beauty of nature provided ample
wildflowers, moss, and manzanita for him
to create arrangements with his wild
imagination. Gerry was inducted into
AIFD in 2006. He has been a featured
stylist for Bride and Bloom magazine,
including two consecutive covers in 2008.
Other accomplishments include First
Place at Teleflora's LA and Coastal coun-
ties top ten Qualifying design competition,
in 2006 and receiving the People's Choice
award for his work in the annual charity
event, the Beverly Hills Headdress Ball
2010 (sponsored by las Floristas). Gerry's
continued support of charity work include
the local Enloe Hospital fundraiser and
the Boys and Girls Club of America to
name a few.

Schedule

9:30 - 10:30	Registration • Shopping
10:30 - 10:45	Welcome
10:45 - 11:45	Design Program
11:45 - 12:45	Lunch • Shopping
12:45 - 1:45	Design Program
1:45 - 2:30	Raffle • Shopping • Closing

Registration Form

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Name
.....
Company
.....
Address
.....
City State Zip
.....
Telephone
.....
Email address

Yes! I would like to attend Holiday How To's **\$ 45.00**

Sunday, November 7 9:30AM Nurserymen's Exchange, Half Moon Bay

Total Amount Enclosed **\$.**

Checks made payable to: AIFD NW

Remit payments to: Emil Yanos, AIFD, Rosebowl Florist & Wineshop, 601 Van Ness Avenue, San Francisco, CA, 94102

For more information about this event please contact Katherine Zhang, AIFD at 415.337.0808

Thank You Nurseryman's Exchange for Generously Hosting this Event!