

Focal POINTS

April 2008 / May 2008

Newsletter of the American Institute of Floral Designers



www.aifd.org

2008 Symposium

Early Bird Registration Deadline Approaching

Remember to Register by May 15 to Receive Discounted Registration!

AIFD reminding its members that there are only two weeks remaining to take advantage of the Early Bird Registration Savings to its 2008 Symposium taking place in Chicago's renowned Michigan Avenue, July 3-7. "Collaboration...Floral Education," will feature over a dozen education programs presented by nearly 30 floral industry talents.

Don't wait - the **early bird deadline is Thursday, May 15.**

Register online at www.aifd.org/2008symposium.



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OTHER SYMPOSIUM HEADLINES

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As is the case every year, rooms in the AIFD block will sell out! MAKE YOUR RESERVATIONS NOW, by contacting the Hilton Reservation Department at 1-877-865-5320 - be sure to mention the group code AIF.

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Interested in Presenting at Symposium?



The Show Must Go On Despite Rain at Oscars



Symposium Mentors Sought



AIFD Remembers Bea Frambach



Be a MENTOR



PRESIDENT'S MESSAGE

Many AIFD Projects Beginning to Bloom

In the last issue of *Focal Points*, I wrote about the workings of so many great committees and the Board in their efforts to move our association forward. I have talked about the focus we all must have in order to keep AIFD in the forefront as the leader in the floral industry and to meet the goals and objectives we put in place many years ago.

I am amazed by the many avenues of opportunity out there for AIFD, each one unique yet very similar. I know all former Presidents shared the same connection as **Walter Fedyshyn AIFD PFCI** and I do, that we are very fortunate to have many enthusiastic individuals willing to help in the goals of AIFD and have dedicated themselves to the organization.



Tom Simmons AIFD
AIFD President

In my travels this spring, I have witnessed the excitement about flowers at every event I attended. Even as we realize how much the industry has changed, I was able to share in the experiences of how important flowers were to everyone. That importance was validated when I had the opportunity to share the public's responses at the Philadelphia Flower Show as well as floral designers who attended the Southern Conference.

Colleen Kelly AIFD did an incredible job orchestrating the volunteer team from the North East Regional Chapter for the Philadelphia Flower Show. With the show's theme "Jazz It Up," the Region created designs influenced by the "Traditions of Louisiana." Each designer's interpretation mesmerized the thousands of attendees who packed the AIFD booth each day from opening to closing. Many thanks to **Chris Ondrak AIFD** and **Bill Murphy AIFD** for being great tour guides and the Regional Board for the sharing experience of their board meeting.

I also admired the hard work **Wendy Childress AIFD** and **Kebbie Hollingsworth AIFD** did by bringing together such a talented group of floral artists for the Southern Conference. Held in the beautiful setting of Pensacola Beach on Florida's gulf coast, the Conference was the perfect setting for "Legendary Events: Special Times and Southern Traditions." Being from the South myself, it was wonderful to share the hospitality of so many gracious and creative friends.

While I was in Florida, I was able to attend the World Floral Expo held in Miami. **Emmett O'Dell AIFD** and myself were allowed to stroll a Trade Fair filled with numerous growers from South America, Africa, Central America and the United States. We were able to introduce AIFD as the perfect liaison between the wholesale companies and the growers as the creative force that can effectively showcase their new products. This also gave us the opportunity to invite them to attend the upcoming Symposium in Chicago and possibly become an Industry Partner of AIFD.

The Board of Directors recently held their spring meeting in Baltimore. The meeting is considered a planning meeting for the upcoming year, dealing with new budgets and objectives. We still have many more opportunities we must address as we focus on a new year with new leadership. Walter has selected his committee chairs and members, president-elects and regional boards have been elected and we also welcome a new director at large and two new regional directors. This meeting is also a time we analyze the progress of many projects AIFD already has in place. The Marketing, Education and Certification Committees will continue with the projects they began at the beginning of this year.

Not to give all the secrets away, but the Board approved a new, contemporary BRAND identity for AIFD, creating consistency in all marketing materials. A "Regional Packet" is one major focus of the Marketing Committee and we are confident it will be completed in time for Symposium. The Education and Certification Committees are meeting April 18-19 to develop strategies and programs relating to the new Certified Floral Designer program.

I have to also thank **Kim Oldis AIFD** and **Suzie Kostick AIFD** for doing a great job in getting all the Symposium materials together. With the new Symposium guidelines, I think they have done an incredible job of implementing changes in order to create a more efficient Symposium. I hope by now everyone has registered for Symposium as well as secured their hotel accommodations. I am extremely excited to share

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American Institute of Floral Designers

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Member Web Site Links Added to AIFD.org Facebook Group Gains Users and Momentum

AIFD is happy to announce an added benefit to AIFD membership. Member Web site links have now been added to the online Find a Designer tool on www.AIFD.org. Thanks to all of those who responded to our requests for links. If yours is not listed, please send them to AIFD@assnhqtrs.com.

Even more exciting than this news may be the fact that we will be refining the Find a Designer tool even further later in the year!

Facebook Group Attracts Young Artists

AIFD's Facebook group is already at 67 members and counting. The Group is a great place for more experienced professionals and students and greener professionals to interact, ask questions, lend advice, share photos and videos, etc.

So... have you joined yet? Joining the AIFD Facebook group takes a few simple steps:

Log on to Facebook at www.facebook.com.

Click on groups and search for "The American Institute of Floral Designers."

Select the AIFD group page and click on "join now."

Have questions? Contact **Molly Baldwin** or **Eric Grammer** at AIFD headquarters at AIFD@assnhqtrs.com or 410-752-3318.

Provide a Link to AIFD.org

If you are a member of AIFD and you would like to educate your current or prospective clientele about your accreditation, why not do so by displaying a button and link to www.AIFD.org?

Members or Industry Partners can download one of our buttons at www.aifd.org/linktoaifd.htm and help spread the word about AIFD's site. It is a simple, five-step process with directions.



AIFD logo: A circular compass rose with a banner across it that reads "A WORLD OF CHRISTMAS".

JANUARY 2008

Tree text: A green Christmas tree with a red and white striped pot. The tree has several banners wrapped around it with the following text: "PRE-MADE", "FOLIAGE • TREES • PRE-MADE", "DECOR & RIBBONS • SEASONAL", "DRIES • SEASONAL".

Pot text: A gold sign on the pot that reads "CHRISTMAS IS BIGGER IN DALLAS".

Competition details:

 DMC HOLIDAY & HOME EXPO	TEMPORARIES: JANUARY 17 - 21	PERMANENTS: JANUARY 16 - 22	AFIA NATIONAL Christmas Tree COMPETITION 1 ST \$2500 2 ND \$1000 3 RD \$500 DEADLINE FOR ENTRIES DECEMBER 15, 2007 Submit your photos by December 15, 2007. For complete contest rules & to enter, visit afia.net .
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Calling All Symposium Proposals

Presentation Proposals for 2009 Program Due July 1, 2008

AIFD is now accepting presentation proposals for main stage and meal functions at the 2009 Symposium, scheduled to take place July 11-16 at the Hyatt Crown Plaza in Kansas City, Mo.

Featuring the theme, "Sky's the Limit," the premier floral design education event will occur in the center of the newly transformed Power & Light District. Having transformed Downtown Kansas City this spring the District is the largest new development project in the Midwest featuring an entertainment, retail and dining hot-spot for visitors and conventioners.

To ensure that all necessary information is included in program proposals, please review the following checklist:

- o Name and contact information for all designers involved
- o Brief professional bio
- o Complete outline of your program including concepts, theme, objectives and educational value
- o Sketches to support concepts (optional, but welcomed)
- o Special needs that may arise in the production of your program or function

- o Special sponsorship needs or if there is an interested party that is likely to give support to your program (this is so potential supplier/sponsors may be formally contacted by AIFD to be properly offered sponsorship opportunities.

Suggestions for submitting:

- o Make sure to meet the deadline date of July 1, 2008
- o You may submit your proposal either in hard copy form or electronically. However due to differences in software there is always a chance something may not be usable by all parties. You may be asked to resubmit if files are unable to be opened for review.
- o We suggest that your proposal be reflective of the creative intent of your program or function. Although it will not be an overall determining factor in whether your program is selected it does not hurt to put your best foot forward.

Send proposal to:

Lou Lynne Moss AIFD, Symposium Chair
201 E. 4th Ave. Pratt, KS 67124
flower@flowershop.kscoxmail.com

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CFD UPDATE

Special Task Force Continues to Improve CFD Program

A special AIFD task force met in Miami over a weekend in April to work on the continued development of an initiative to launch a Certified Floral Designer (CFD) program aimed at expanding the education of floral designers while simultaneously recognizing those who demonstrate proficiencies in the art of floral design.

The group included Education Committee members Chairman Joyce Mason-Monheim, Sylvia Bird, Roger Dennis, and Past President Lynne Moss; CFD Task Force members Chairman Bill McKinley (who chaired the special task force), Eldon Haab and Mary Linda Horn; Marketing Committee Chairman Emmett O'Dell; Membership Committee 1st Vice Chair Vonda LaFever; and Executive Committee members President Tom Simmons, President-Elect Walter Fedyshyn, Vice President Tina Stoecker and Executive Director Tom Shaner as well as

Past President Eddie Payne. Their meeting was held in conjunction with a site inspection of Miami in consideration of it being the host city for the 2012 National Symposium.

“The CFD program has the potential to be one of AIFD’s greatest contributions to the entire floral industry
- *Walter Fedyshyn AIFD*”

While several decisions were made for recommendation to the AIFD Board of Directors, several important concerns still need to be addressed by the task force; most importantly making the program affordable. The task force is striving to develop mechanisms that will assure the Institute that floral design education outcomes have been achieved before a designer would be eligible to be evaluated for his or her design

skills. The CFD program would be a stepping stone to the goal of ultimately becoming a member of AIFD and joining the Institute in

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AIFD ROUNDUP

It Never Rains in Southern California

AIFD Professionalism Shines Amidst Rain

It never rains in Southern California.

Try telling that to **Richard Salvaggio AIFD** and his team of AIFD designers who recently experienced the first rain in the Oscar Awards program's past 25 years.

It also rained most of the week leading up to this special evening, requiring a city of clear tents to hover over the red carpet, the grandstands and everywhere else that the stars would walk upon leaving their limos, from the elements. While this biosphere lookalike protected the grounds from the elements, it also created sauna like conditions for the designers during sporadic moments of sunlight.

Aside from that, the tent poles also presented an extra challenge to decorate. However, a great team of the following designers was well up to the task, creating a pleasant, hard working, stress free week: Design Co-director **Tom Bowling AIFD**, **Roger Dennis AIFD**, **Tim Farrell AIFD**, **Jim Ganger AIFD**, **John Hosek AIFD**, **Link Johnsten AIFD**, **Larry Kramer AIFD**, **Kim Oldis AIFD**, **John Pavich AIFD**, **Julie Poeltler AIFD**, **Noel Tribbey AIFD**.

The final results received many and great Kudos from the Academy staff.



AIFD designers battled the elements and sauna like conditions to ensure a tremendous floral presentation to Oscar Night participants.



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Do Your Part! Symposium Mentors Sought

In an effort to enhance the Symposium Experience for first time and greener attendees, AIFD is supplementing its First Timer's Orientation starting at 6 p.m. with a 6 p.m. pre-Symposium tour featuring mentorship by some of the Institute's most enthusiastic members!

If you are interested in giving back and serving as a mentor, there is no need to attend the Orientation - just show up shortly before the tour begins at 6 p.m.

For additional details, please **Chris Norwood AIFD** at cnorwood@tiptonhurst.com or 501-666-3333.

Classifieds

Event/Floral Designer Wanted - Full time person to work in a high end floral and events shop in La Jolla, CA. Individual must be highly knowledgeable in all facets of fresh and silk design as well as selling, creating, and set-up of weddings and event work. Organized, computer literate, accountability, extremely productive, excellent communication skills are a must. Great benefits. Send detailed resume to gina@adelaidesflowers.com. (4/08)

Floral Designer - Fantastic opportunity in upscale flower shop in Midtown Manhattan. We prefer 5 years of professional experience and confidence to take over for chief designer. Send resume to TerryMayNY@gmail.com. (4/08)

Myrtle Beach Florist For Sale - Sixteen years of strong operating history with stellar commercial and residential clientele. Great price, owners relocating. 843-294-5300. (4/08)

PRESIDENT'S MESSAGE - continued from page 2

this magical, educational experience with many friends and colleagues.

I am amazed at the number of emails I get on a weekly basis, asking me how they can get involved with AIFD. The best answer I can give to members as well as people outside our industry is primarily the same: "You need just need to 'step up' and be willing to work together."

As William Shakespeare said, "We know what we are, but know not what we may be."

Tom Simmons AIFD - AIFD President

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AIFD Accolades

Two AIFD designers were recently featured in the Style Network program, "Making It Big" on March 19. In the Floral Designers.

Each episode of Making It Big highlights the make-it or break-it world of a select career. From costume designers to Broadway triple-threats, three young professionals in each industry – chosen from hundreds of applicants across Canada and the United States – compete in a high-pressure, timed challenge that puts their skill set to the ultimate test. The trio must impress a panel of tough, high-profile industry experts who provide frank assessments of their work. The reward is a mentorship with a top leader in their industry.

Richard Salvaggio AIFD was one of the judges and **Hitomi Gilliam AIFD** made a special guest appearance in this floral design episode. Three up-and-comers were tasked to create elaborate floral design for a deluxe dinner party in just two hours, as they vied for the opportunity to be mentored by celebrity floral designer **Preston Bailey** in New York City.

Embodying her motto that it is the responsibility of AIFD

members to continue to improve floral design, **Frankie Shelton AIFD FELLOW AAF PFCI** has been busy! Not only has she recently presented a leadership programs for the National Garden Club in Boston, Mass, and at the California Garden Club's 75th Anniversary in Bakersfield, Calif., but has also presented a design workshop in San Luis Obispo, Calif and provided numerous consultations and training in flower shops in recent months. An inspiration to us all!

Paul Jaras AIFD, Toni Chow-Tibbits AIFD, and W. Ian Whipple AIFD recently presented a Spring Workshop and Design Show on behalf of the North West Regional Chapter of AIFD, at Pacific Wholesale in Spokane, Wash. on April 5-6. Paul lead two hands-on workshops on Saturday, April 5 and Toni and Ian presented a Design Show on Sunday, April 6. Thanks to these designers and the other AIFD members who served behind the scenes to promote AIFD to prospective members.

Speaking of branding AIFD to future design generations, kudos to **Matt Anderson AIFD, Hitomi Gilliam AIFD, Kevin Ylvisaker AIFD, and Kristine Kratt AIFD** for presenting the



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Judith is the author of 'The Judith Blacklock Encyclopedia of Flower Design' and seven other best selling books. She is editor of the Flower Arranger Magazine. Her Flower School is an Educational Partner of AIFD and has an international reputation for excellence.

Judith will be at the AIFD Conference in Chicago. The first 50 people who approach her will receive a complimentary copy of the latest issue of the Flower Arranger magazine.

www.judithblacklock.com

school@judithblacklock.com / +44 (0)207 235 6235



design education programs at the Wisconsin & Upper Michigan Florists Association's Spring Conference on Sunday, March 30.

Speaking of branding AIFD to future design generations, kudos to **Matt Anderson AIFD**, **Hitomi Gilliam AIFD**, **Kevin Ylvisaker AIFD**, and **Kristine Kratt AIFD** for presenting the design education programs at the Wisconsin & Upper Michigan Florists Association's Spring Conference on Sunday, March 30.

Up against 14 other experienced designers from across the Rocky Mountain State, **Cindy Anderson AIFD** of Design Works, A Floral Studio, in Colorado Springs, Colo., took home the inaugural Colorado Cup at the 2008 Colorado Floral Designer of the Year competition.



2008 Inaugural Colorado Cup 1st Place Winner and Colorado Designer of the Year, **Cindy Anderson AIFD**, of Design Works, A Floral Studio, in Colorado Springs, Colo. (center), **Shannon Conner**, 2nd place, of Schluter Floral in Durango, Colo. (right) and **Erica Rasmussen** 3rd place, of Bouquets in Denver.

The Colorado Retail Florists Association sponsored the event in which each contestant created a bridal bouquet, an arrangement for a children's party and a sympathy arrangement in about 2.5 hours.

"Everyone said they learned from the other designers as well as the judges because they all received their judging sheets back," says **Maggie Binet AIFD**, Colorado Cup co-chair. "Some said they gained confidence for upcoming AIFD testing since we used the AIFD AES evaluation criteria for judging. Others said it was fun to get away from everyday design."

Congratulations to **Frassie Ludwick AIFD** on her retirement after 41 years in the floral business.

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FLORA Goes Extreme!

It was the coldest January in years, but that didn't stop the cast and crew of ABC's Extreme Makeover, Home Edition from rolling into Albuquerque, New Mexico. They were in town to rebuild the home and lives of the Martinez family. The program, which aired April 27, is a remarkable story of a family who moved to ABQ to make a difference in the lives of a community in desperate need of renovation, and rejuvenation. The community, which is locally called "the war zone," is known for its homeless, drug, theft and prostitution problems.

Pastor Martinez and his family moved into the area with hopes to help the people of the neighborhood get back on their feet while giving them refuge in one of several small homes they had acquired. All of which were in terrible shape, but considering the alternative, were a safe haven for those who were trying to make a change in their lives. Over the past few years the Martinez family had given so much back to their community that they too were in risk of losing their home. Without the funds to repair or rebuild they soon found themselves in humble need of some help.

"Upon hearing that the show was in town, we just could not pass up the opportunity to help out," said Suzie Kostick AIFD, editor of FLORA Magazine. "At first we were hoping to be able to create the floral designs the EMHE team uses to accent the home. However many of those details were already set in place prior to the crew coming into town."

That did not stop the determined staff of FLORA Magazine from lending a helping hand. "We signed up to be volunteers which meant we were on stand by to do any of the hundreds of little jobs that needed to be done in order for this type of project to get accomplished. This meant doing such things as walking the neighborhood picking up garbage to shoveling gravel for the landscape team to sweeping the road once the construction crews left."

"It was an incredible process to be a part of. At first we were just happy and excited to be there. Our big break came when we heard the production assistants talking on the two-way radio that they needed designers to help move in and stage the house," said Kostick. "We jumped at the opportunity to really put our

talents to work." Little did the FLORA team know what there were getting into. "We were asked to come back in the evening. The production assistants warned us it would be a "long night," thinking we may be a little soft when it came to pulling an

all nighter," Kostick laughed. "They've never been to a AIFD Symposium. We were well prepared for what was to come."

Over the course of the next 18 hours the FLORA team moved furniture into the house, around the house, back out of the house only to move it back in for the final reveal.

"Several times during the day we were told by the production assistants to stop what we were doing and go with the volunteers for one of the several staged TV appear-

ances you see on the show," said Kostick. Opting to keep working rather than stopping to be on TV the FLORA team may never get their 15 minutes of fame. "Are you kidding," joked Kostick. "There was too much work to be done, who had time for the TV cameras?"

Once items were brought back into the home it was time to stage the home. With only three hours to go it was full steam ahead for everyone. Ana Maben, art director for FLORA, was sent to assist designer Paige Hemmis in the eldest daughters bedroom. Ana really dove in and rolled up her sleeves while Suzie was being held captive in Ty Pennington's "secret project" room which happened to be Mr., and Mrs. Martinez's bedroom. Both designers were unpacking, hanging, fluffing and cleaning until the final call of "5 minutes before the reveal" was shouted from the top of the stairs.

It is no doubt that the experience made a difference in not only getting to work beside the celebrity designers and being part of such a worthwhile community project. "At first we thought they will never let us help, but we just made the right connections and put ourselves out there and the EMHE crew was more than happy to have our help" Kostick remarked. "I would encourage anyone that has the opportunity to work on a project such as this to do so. Even if it is a small local project, the rewards personally and professionally will come back to you, you just have to pay it forward."



Flora Magazine crew left to right: Ashely Wentza, Suzie Kostick AIFD and Ana Maben are geared up and ready to work.

In Remembrance

Bea Frambach AIFD FELLOW passed away on February 28. **Gordon Schmuhl AIFD** wrote the following in remembrance of the driving force behind the formation of AIFD.



AIFD has lost the true founder of this wonderful organization. She was a true friend of many here in the US and touched the hearts of many others around the world when she promoted the floral industry through her many travels. She saw the desperate need to have floral designers be acknowledged for their professionalism and talent. She loved to teach and give of her knowledge and encourage others to develop their own talents in floral design. To develop AIFD was one of her major goals in her life. She was the first recipient of the FELLOW award. Even though she had not participated visually in the organization in recent years, she kept abreast of how the

organization was growing.

As Bea often said, flowers are for all occasions and for everyday as well. They soothe the heart in sorrow and give the heart gladness with happy occasions. The following is a short prayer by an unknown author with a few alterations.

God made the flowers everywhere of every shape and hue
And when we place them on a grave we do him honor too.
Each rose or gladiolus or humble daffodil
Is one more fragrant handiwork according to his will.
Ans as they bloom in the home or decorate the sod,
So do they speak of life and death with gratitude to GOD

We will miss you Bea!

PLEASE NOTE: Mukesh Patel AIFD and David Wittry AIFD have also recently passed away. We will have remember both of these gentleman in the next issue of Focal Points

CFD Program Updates

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its mission to expand the art of professional floral design.

Among the decisions that were made for recommendation are that designers who complete appropriate design education courses offered by AIFD Education Partners or who have completed their studies as a part of an AIFD Student Chapter would be eligible to apply to be evaluated for the CFD designation.

Further, in recognition of the quality of the floral design education required of certain state certification programs as well as a desire to work cooperatively and strengthen those programs while expanding others, it was agreed to recommend that designers who complete those programs also be eligible to apply to be evaluated (the state programs must meet expected classroom education outcomes as recommended by AIFD).

The next step for the task force is the refinement of a pathway to the evaluation of florists whose states do not offer such programs. Consideration was given to the development of preliminary computer-based learning programs as well as intensive advanced "hands-on" classroom courses followed by the design evaluation session. The primary issue is the cost associated with this pathway.

"While we recognize the ultimate value of the education we would

deliver, we have to be realistic in terms of motivating designers to aspire to the new designation and we don't want the cost to offset that goal," said President Simmons. "The CFD program needs to help expand floral design education; on that we all agreed."

"We are striving for a pre-evaluation education requirement," said McKinley, "but no matter what we are able to develop, we will emphasize the need for education by requiring those who earn the CFD designation to meet continuing education standards in order to maintain their certification."

Before the special task force concluded its work in Miami, it made assignments to the various committees (Education, CFD Task Force, Membership and Marketing) for them to work on during their meetings on July 3rd prior to the National Symposium in Chicago.

"The CFD program has the potential to be one of AIFD's greatest contributions to the entire floral industry," stressed President-Elect Fedyshyn. "If we can motivate floral designers to improve their artistry and techniques through education, we will be able to not only help produce a more well-rounded floral designer who can deliver a better product to the consumer, we will also be helping other floral associations by providing them a tool to use in attracting florists to their various education opportunities."



Design E-Forum

Using Honeysuckle Vine Under Water?

AIFD'S FLORAL DESIGN E-FORUM NEARING 150 USERS - HELP PUT US OVER THE TOP. AIFD's E-Forum is nearing 150 users and we need your help in reaching this milestone. To join, simply send an email to ericgrammer@assnhqtrs.com with "Subscribe to AIFD E-Forum" in the subject line. Please include your name in the e-mail, so we can confirm your membership.

RECENT DISCUSSION

Q: Calling on my smart & creative friends...

Please remind me what the downside is to using honeysuckle vine below water line as armature/control. We're using a lot of sheer ribbons, wires and beads within the water of our vase designs

without concern. We routinely use aspidistra and lily grass inside the vases for more short-term designs such as party work. Other times we just put the aspidistra on the outside of the vase to avoid encouraging bacterial growth. I'm just reluctant to sacrifice vase life for a cool look. Would appreciate hearing your take on this.

We pride ourselves in delivering long-lasting floral designs, but with style. Does it have to be a trade off? Please help me work through this dilemma!!!

Thanks for your help, everyone! You all are a wealth of knowledge!!

- **Gaylyn Murray Wattman AIFD**
Mary Murray's Flowers
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A: Fresh material, including honeysuckle below the water line exposes the design to breakdown and increased bacterial growth. As an armature, the honeysuckle vine is being manipulated and bent and even though you may not realize it, one is creating tiny breaks in the stems allowing for contamination and cell breakdown to increase bacterial growth. Once honeysuckle starts to green and leaves appear, contamination from the leaves will increase too.

Aspidistra and lily grass have a harder outer layer that is more difficult to break, thus breakdown and bacterial growth is not as fast as other green products below the surface. Beads, wire and ribbons are not live products and thus do not breakdown and contribute bacterial growth below the water source.

There are “newer” products that will give designs the moisture needed for vase life such as soil moist and other crystal and/or gel products that if used don’t seem to contribute as fast to the bacterial growth in vase design work.

**- Adrienne Summers, AIFD
Program Director, Floral Design CCBC
Baltimore, MD**

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SAIFD IN SESSION

Floral Industry Consultant/Coach is MSU Artist in Residence

By Jim DelPrince Ph.D. AIFD PFCI, Ogilvy of Airlie SAIFD Chapter

Mississippi State University's (MSU) Ogilvy of Airlie SAIFD Chapter hosted former AIFD President Frankie Shelton AIFD FELLOW PFCI of Houston, Texas for its Artist in Residence (AIR) program April 1-4.

Shelton spoke with students in floristry and other horticulture courses on sales skills and self-confidence. Students practiced techniques in addressing industry groups and building professionalism in the workplace. An important part of the program were meetings with **Dr. Melissa Mixon**, interim vice president of MSU's Division of Agriculture, Forestry, and Veterinary Medicine, **Dr. Lynn Reinschmiedt**, dean of MSU's College of Agriculture and Life Sciences, **Dr. Jac Varco**, interim head of the Department of Plant and Soil Sciences, as well as faculty and administration from Distance Learning and Agriculture Information Systems. **Susan Tomlinson AIFD FELLOW** and MSU faculty member was also in attendance. Frankie was selected as a White House floral decorator for four years under three U.S. Presidential administrations and chaired two



AIR Presenter Frankie Shelton AIFD FELLOW PFCI flanked by members of Mississippi State University's PSS 2343 Floral Design.

AIFD Partners in Education

The following floral design learning programs have been recognized by the AIFD Education Committee as having met appropriate standards to be saluted as an "AIFD Education Partner." We encourage you to refer interested students to these programs. Further information on AIFD Partners in Education is available at <http://www.aifd.org/newseducationpartners.htm>.

Aimi Floral Designers

Tsukuba City, Ibaraki, JAPAN
81-90-2634-2654
info@shokubutu-kobo.com

Benz School of Floral Design

College Station, Texas
979-845-3841
a-boney@tamu.edu

British & American Floral Art School

Kowloon, Hong Kong, CHINA
852-2730-9873
info@www.bafloral.com

Canadian Institute of Floral Design, Inc.

Toronto, Ontario, CANADA
416-733-9968
info@proflorists.net

Fiorissima Internacional

Jalisco, Mexico 45070
0133-37201548

Floral Design Institute

Portland, Ore.
800-819-8089
David@FloralDesignInstitute.com

Judith Blacklock Flower School

London, ENGLAND
44-20-7235-6235
school@judithblacklock.com

Koehler & Dramm's Institute of Floristry

Minneapolis, Minn.
612-362-3102
abeveridge@koehlerdramm.com

Palmer School of Floral Design

Fort Collins, Colo.
970-207-9476
Director@psfd.net

South Florida Center for Floral Studies

West Palm Beach, Fla.
561-684-8100
John@centerforfloralstudies.com

Southern Calif. School of Floral Design

Anaheim, Calif.
714-776-7445
phil@philrulloda.com

St. Louis Academy for Floral Art

St. Louis, Mo. 63104
314-771-7691
designingdan@aol.com

Stuppy's Mid America School of Floral Design

Kansas City, Mo.
816-842-3071

Teleflora Education Center

Oklahoma City, Okla.
800-456-7890

Trim International Floral School

Denver, Colo.
800-858-9862
tifs@aol.com

Presidential floral design teams. Her honors include The Tommy Bright Award for Outstanding Floral Commentating and the AIFD Distinguished Service to the Floral Industry Award. MSU-SAIFD is advised by Lynette McDougald AIFD and Jim DelPrince, AIFD.

Interactive Learning Theme to AIR Program

Seneca College's **Marianne Sues** AIFD reports that the Trillium Chapter of SAIFD hosted its annual AIR Program in February attracting the insights of **Anne Leeson AIFD CAFA**, from Ontario, Canada.



Anne Leeson AIFD CAFA leads an interactive AIR program at the Trillium SAIFD Chapter.

Anne presented a wonderful program on foliage and grasses prepared for the students.

Faculty, staff and the students from the visual merchandising program were invited to our AIR Program and they truly were fascinated by the presentation and workshop.

Anne demonstrated wonderful ways of bending, wiring and manipulating foliage into sculptures, which were then integrated into a design. With an emphasis on interactive learning the students were then able to create their own foliage sculpture using a sphere.

Anne also highlighted her experience with the 2004 FTD World Competition in Australia with a very interesting and detailed PowerPoint presentation.

The chapter has been very busy with different events such as its annual SAIFD Fundraiser held in December, a very busy Holiday Sale, our participation in a floral exhibition with the Toronto Botanical Gardens at the end of November, and involvement in Toronto's Canada Blooms event. Coming up in the near future are a floral design competition with other colleges in the province ...stay tuned for details.

California Association of Flower Growers & Shippers

is

"Dedicated to Serving the California Floral Industry"

California Association of Flower Growers & Shippers (CAFG&S) represents the professional needs and interests of the California Floral Industry by offering a variety of services that help strengthen the floral industry's wholesale organizations. Our member benefits, transportation programs, events and communications all help increase the flow of products through networking, lower freight costs and information.

We offer three levels of membership: Associate, Ag-Buddy, and Floral. All memberships have benefits that are designed with the express purpose of promoting businesses in the California floral industry.

Over the years, our services have changed with the industry's changing needs, but our goals remain constant: to build a better business environment in which our members may operate, to promote the sale of California cut flowers, and to provide the best possible services for our members' use in their daily operations.

EVENTS:

- Fun 'N Sun Weekend* (biannual convention)
- Member Meeting
- Membership Makes a Difference (biannual meeting)

COMMUNICATIONS:

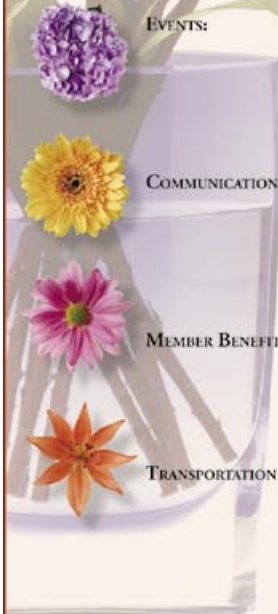
- Website: www.norcalflowers.org
- Membership Directory
- Floral Facts Newsletter
- Transportation Manual
- Wage & Benefit Survey

MEMBER BENEFITS:


- United Agribusiness League (UAL)
- CMA Business Credit Services
- ADP Payroll Services
- Hertz

TRANSPORTATION PROGRAMS:

- FedEx
- California Overnight
- UPS
- Long Haul Trucking
- Major Airlines



820 Bay Ave., Suite 210 • Capitola, CA 95010
 Phone: (831) 479-4912 • Fax: (831) 479-4914
www.norcalflowers.org



Chicago Offers Symposium Attendees

AIFD's 2008 Symposium will take place at the Hilton Chicago in the midst of the Windy City's famed Magnificent Mile. Anchoring this famed shopping district, the Historic Water Tower and Pumping Station (located at Michigan Avenue and Chicago Avenue) are two of the only buildings to survive the Great Fire of 1871 and have become synonymous with Chicago's rebirth and regeneration after the fire.

The story of Michigan Avenue becoming the shopping paradise it is today is an interesting one. In 1913, after much political debate, the idea of the Michigan Avenue Bridge was born, connecting the "old" south with the "new" north and creating a gateway to the city's new commercial district. With the opening of the double-decked Michigan Avenue Bridge in 1929, a building boom began along Michigan Avenue. Today the Magnificent Mile offers 460 stores within eight city blocks showcasing high-end retail to bargain shopping and everything in between. Beyond the Chicago favorites like American Girl Place, Garrett Popcorn Shops and Niketown, choose from delectable restaurants, unique shops and several museums and galleries to round out your stay on the Mile.

Outside of Michigan Avenue the city has plenty of more to offer, whether you're exploring the city's astonishing architecture during a guided tour (on foot or aboard a Chicago River boat, lakeshore cruise or sightseeing bus) or you're enjoying the birds-eye view from the 103rd floor Sears Tower Skydeck and the 94th floor Hancock Observatory. The city's 29 miles of lakefront paths are just one reason Chicago is one of the world's most walkable and beautiful cities.

Chicago is often called a friendly city – and you'll agree when you accept the city's warm invitation to sample such free attractions as Lincoln Park Zoo, home to more than 1,000 mammals, reptiles, and birds. Enjoy the peaceful gardens under glass at Garfield Park Conservatory and Lincoln Park Conservatory, or take in one of the free performances at Navy Pier. To make sure you don't miss out on anything the city has to offer, make your very first stop the Chicago Cultural Center - Chicago's Architectural Showplace for the Lively and Visual Arts and the city's official Visitor Center.



The Chicago Cultural Center houses the world's largest Tiffany stained-glass dome, valued at an estimated \$35 million.

Lincoln Park Zoo

Perhaps the wildest spot in Chicago (unless AIFD Symposium is in town) Lincoln Park Zoo is a world of wildlife in the shadow of skyscrapers. Located within a verdant park just minutes north of Chicago, the zoo has been a natural, free oasis for generations of animal lovers, who come to hear a lion's roar echo off nearby apartment buildings, see gorillas climb trees as the Sears Tower looms in the distance, or forget where they are as they immerse themselves in tropical rainforests, dry-thorn forests or spacious savannas. Two characteristics beckon impromptu visits - it is open every day and it is FREE!

Where: 2001 N. Clark Street, Chicago, IL 60614

Further Information: www.lpzoo.org

Garfield Park & Lincoln Park Conservatories

Adjacent to the Lincoln Park Zoo are the peaceful and enchanting gardens of the Lincoln Park Conservatory. One of the largest gardens under glass in the nation, Garfield Park Conservatory features five permanent collections, an indoor children's garden, outdoor gardens and five annual flower shows.. Again, both of these attractions offer free admission.

Where: Garfield Park Conservatory - 300 N. Central Park Ave. Chicago, IL 60624-1996

Further Information: www.garfield-conservatory.org

Chicago Cultural Center

As one of the most comprehensive free arts showcases in the

A Home Away From Home

country, this landmark building is a great place to start your journey of Chicago. Expect to find exciting daily programming covering a wide range of the performing, visual, and literary arts.

The building is famous for its 38-foot dome in the Preston Bradley Hall is the world's largest Tiffany stained-glass dome, valued at an estimated \$35 million.

Where: 78 E. Washington Street, Chicago 60602

Further Information: www.chicagoculturalcenter.org

Sears Tower Skydeck

You haven't seen Chicago until you've seen it from the Sears Tower Skydeck. At 1,353 feet (412 meters), the Skydeck is the tallest building in the Western Hemisphere. And as you might imagine, the view is amazing! You can see 40 – 50 miles (65 - 80 kilometers) on a clear day. Imagine seeing Michigan, Indiana, Illinois and Wisconsin, just by walking around the Skydeck. And there's no finer view of Chicago architecture.

Where: 233 S. Wacker Dr. Suite 3530 . Chicago IL 60606

Further Information: www.theskydeck.com

The Field Museum

The Field Museum was founded in 1893 and is part of a lakefront Museum Campus that includes the John G. Shedd Aquarium and the Adler Planetarium. These three institutions are regarded as among the finest of their kind in the world and together attract more visits annually than any comparable site in Chicago.

Where: 1400 S. Lake Shore Dr, Chicago, IL 60605-2496

Further Information: www.fieldmuseum.org

Chicago's Neighborhoods

A visit to Chicago is not complete without a visit to a sprinkling of the city's 77 neighborhoods featuring some of the most culturally rich communities in the country. Chicago's inclusive environment encouraged ethnic groups including Mexicans, Italians, Greeks, Irish and Polish to gravitate toward the city in the early part of the century. Each neighborhood maintains a strong identity due to the diversity in its residents with two different neighborhoods often looking like different parts of the world.

Further Information:

http://en.wikipedia.org/wiki/Neighborhoods_of_Chicago

Navy Pier

A 3,300-foot long pier on the Chicago shoreline of Lake Michigan, Navy Pier was built in 1916 as part of the Plan of Chicago. As Municipal Pier #2 (Municipal Pier #1 was never built), Navy Pier (pictured below) features a vast array of attractions from rides to restaurants, exhibitions to entertainment, shopping to dining cruises and tour boats.

Where: 600 East Grand Avenue, Chicago, IL 60611

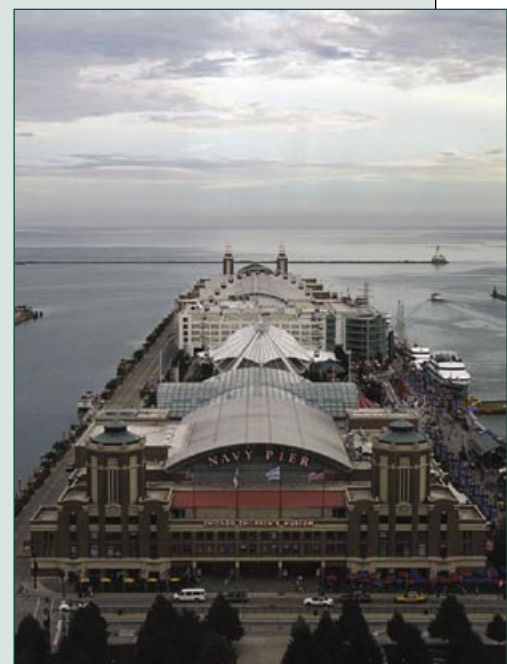
Further Information: www.navypier.com

Broadway in Chicago

The curtain is up on the Second City's vital theater scene! Talented local companies and top-notch traveling troupes are on stage in great classic theaters, smaller venues, and even storefronts – and they're generating rave reviews.

Landmark Loop theaters in the city's bustling Downtown Theater District – including the grand Cadillac Palace Theatre, Ford Center for the Performing Arts/Oriental Theatre, LaSalle Bank Theatre and Auditorium Theatre – host mega-hit musicals, plays, and dance productions straight from Broadway as part of Broadway in Chicago, as well as world premiere productions.

Further Information: www.broadwayinchicago.com



EYE ON EDUCATION

AIFD presented “WEDDED BLISS...with a Southern Flair” at The Special Event 2008 in Atlanta, Ga. this past January.

AIFD Marketing Chair **Emmett O’Dell** AIFD said the event is a great opportunity for AIFD to promote its members’ professionalism to event attendees, the majority of whom specialize in large-scale event planning. He also conveyed his pleasure in the way AIFD and its members’ talents were represented in design programs by **Sharon McGukin AIFD PFCI, Todd Bussey AIFD, Randy Baehre AIFD, Marlin Hargrove AIFD, Debbie Gosier AIFD, Greg Brown AIFD, Dan Hathcock AIFD** and **Bill Lindeman AIFD**.

With a central theme of “WEDDED BLISS...with a Southern Flair” designers used some of the following materials in their unique interpretations: silver, rusted wrought-iron, black wrought-iron, glass and crystal vessels; natural materials; fruits and/or vegetables.

Beverly Ireland AIFD, who was also on hand this year, will be chairing next year’s event in San Diego.



Sharon McGukin AIFD PFCI demonstrates the creativity, experience, and outstanding service that event organizers can expect from floral professionals Accredited in Floral Design at The Special Event 2008 in Atlanta, Ga.

Calendar

June 18, 2008

AIFD Connection
Denver, CO

July 1-2, 2008

2008 Accreditation Evaluation Session
Chicago, IL

July 3-7, 2008

2008 National Symposium
Chicago, IL

August 3, 2008

AIFD Connection
Louisville, KY

July 9-10, 2009

2009 Accreditation Evaluation Session
Kansas City, MO

July 11-16, 2009

2009 National Symposium
Kansas City, MO

July 1-2, 2010

2010 Accreditation Evaluation Session
Boston, MA

July 3-8, 2010

2010 National Symposium
Boston, MA

PRODUCT SPOTLIGHT

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Any Single DVD: \$25 +S/H **Any 3 DVDs: \$60** +S/H
Any 6 DVDs: \$100 +S/H **Full Set of 18 : \$250** +S/H

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U.S.	\$7.50	\$10	\$14
International	\$15	\$25	\$50

Quantity	Program Title	Quantity	Program Title
	Latin Art Influences - featuring California Cut Flower Commission Color Design Team		The Journey - featuring Hitomi Gilliam AIFD, Paul JarasAIFD, Donald Yim AIFD
	American Floral Trends Forecast 2008-09 - featuring California Cut Flower Commission Color Design Team		The Journey - featuring Hitomi Gilliam AIFD, Paul Jaras AIFD, Donald Yim AIFD
	Chic and Chilled - featuring Geert Pattyn		The Ultimate Wedding - featuring Preston Bailey
	Visualizing for Success - featuring Cathy Brunk AIFD		Let Them Eat Cake - featuring Sylvia Weinstock
	Tributes...A Celebration of Life - featuring Lynne Moss AIFD		Holly Days - featuring Holly Money-Collins AIFD
	Exotic Impression - featuring Nitaya Emig AIFD		Let Flowers Soar - featuring Cory Lonsert AIFD
	Architecturally Sculptured Floral Art - Events for Success - featuring Kevin Coble AIFD		Florals for the Home - featuring Rene Van Rems AIFD and Matt Woods AIFD
	Details for the Wedding - featuring Maria McBride		Flowers With Seoul - featuring Young Ju Kim AIFD
	Hip, Hyper and Happening - featuring Life3		Symposium Recap Highlights

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CARNIVALLE BRAVISSIMO

an evening in Venice!

AN AIFD FOUNDATION EVENT

Don't miss the Foundation's biggest and wildest event, ever! Gather up feathers, beads, and masks, and join your friends for a night of dancing and dining!

You and your friends will take a short ride through the streets of Chicago before arriving at CARNIVALLE BRAVISSIMO. You will be transformed as you enter the magical City of Venice, created by event planner Kirksey Gregg AIFD.

The chair of the event, Bill Taylor AIFD, and his committees will wine and dine you while you dance and celebrate to your favorite 70's and 80's music. During the evening there will be prizes given for best costume and other hilarious categories.

A 'costume bar' will be available on July 5th and 6th near the foundation information desk, where you can bring your gang and make your carnival masks and costumes.

PRIZES

- BEST COSTUME OVERALL - 2009 Hands on Workshop registration and \$100 Full Book of Raffle Tickets (5)
- BEST GROUP COSTUME - \$100 and a Full Book of Raffle Tickets (5)
- MOST HILARIOUS - \$100
- BEST THEME COSTUME - \$100.00

Avoid the crowds around Chicago, and join us for this unforgettable night.

Carnivalle Bravissimo Information

- July 6th, 6:30 PM
- \$85 per person
- Buses going to event starting at 6:30 pm to 8:00 pm
- Buses return to hotel starting at 10:00 pm to 11:30 pm
- Dinner, beer, wine, and non-alcoholic beverages provided
- Prizes for costumes
- Wear your dancing shoes and bring a camera!
- Your hosts: Kennicott Brothers and the AIFD Foundation

FOUNDATION AUCTIONS: A SYMPOSIUM TRADITION

The AIFD Foundation will again be hosting its Live and Silent Auctions at Symposium. Donating items to the auctions is an easy way you can help contribute to the future of the profession. Contact Chris Norwood AIFD at 501-666-3333 or cnorwood@tiptonhurst.com for more information.