

# Focal POINTS

June 2008 / July 2008

Newsletter of the American Institute of Floral Designers



www.aifd.org

*2008 Symposium*

## Not Too Late to Join the Bright Lights in Chicago!

### 5 Reasons to Attend AIFD's 2008 National Symposium

**Elverta Kenney AIFD** recently sent us these Top 5 Reasons to be sure to attend this year's AIFD Symposium, "Collaboration...Floral Education."

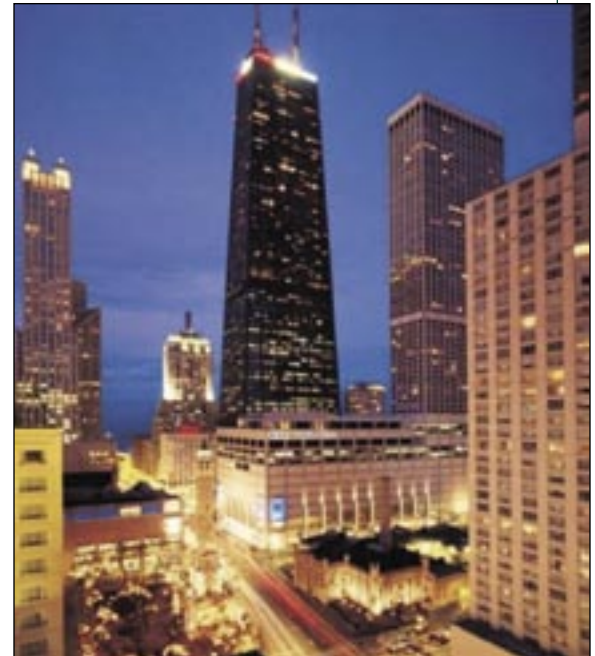
**#5** Exhibitors will be showcasing their products and services. Some will have show specials. You need to know what's new!

**#4** Your competition will be there and so should you. This is an opportunity to find cutting edge products and see leading floral design trends.

**#3** Chicago. Need I say more! We are back in Chicago, one of the most exciting cities in the country. Come and experience what this great city has to offer.

**#2** Hot Topic Programs by top world class floral designers and covering hot new trends. Where else can you learn from designers from all over the USA as well as Australia, Belgium, England and Japan?

**#1** Your business depends on it! The National Symposium provides an unprecedented number of products all serving the floral industry. Your customers come to your shops and depend on you for the latest trends in design and products. Flowers can be bought on a street corner, but the latest trends, design skills and superior products can only be found in shops with the best trained floral designers.



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## PRESIDENT'S MESSAGE

# Many AIFD Projects Beginning to Bloom

A quote from Alexander Graham Bell is a great definition of collaboration.

*"Great discoveries and improvements invariably involve the cooperation of many minds. I may be given credit for having blazed the trail, but when I look at the subsequent developments I feel the credit is due to others rather than me."*

Even though I could never compare myself to the likes of Alexander Graham Bell, I do know that many of the great developments and changes that occurred this year with AIFD would not have been possible without the efforts of "others." I don't even think I can take any of the credit for blazing the trail but more so in adding my own objectives and goals to the process of continuing to meet the mission of AIFD. Through the dedication of many, we all share a passion for flowers as we continue to encourage others to strive for excellence in floral design.

Last summer during the Annual Members' Meeting, I presented a list of my goals and objectives that I felt would be useful in keeping AIFD in the forefront as a leader in the industry. I spoke of the possibility of change that would occur as we ventured

into new projects. Much advancement has been made and others are still in the process.

- The CFD (Certified Floral Designer) has made great strides in developing strong programs which will be based on education. In conjunction with the Education and Marketing Committees, the Certification Committee is continuing on developing a strategic plan to bring quality educational programs at affordable prices to prospective candidates wanting to become certified which will prepare them for AIFD accreditation.
- The creation and implementation of the Regional Partner category, which will open the doors of opportunity for AIFD's Regional Chapters as well as the regional vendors and suppliers.
- One of the most exciting new developments is the new, contemporary look of the AIFD brand. The **Marketing Committee** has created a complete line of brochures, leaflets and standing placards that will be revealed in Chicago at the Regional Meetings as well as at the Annual Members meeting.
- In the area of Communication, consumers now have the ability to find links to members' business Web sites from AIFD.org. Another great addition for Member Communication will be the ability for all members' to update their personal information on the AIFD site.

As you can tell there have been many projects that took many hours by volunteers who worked tirelessly. These members have the dedication and a passion for the floral industry and will always continue to give of themselves to support the mission.

There are two very special women who have always taken my calls and answered my emails no matter how insignificant they may have thought the question was. **Kim Oldis AIFD** and **Suzie Kostick AIFD** have put together an amazing, educational event that will impress all of us.

I hope to see you all in Chicago this July. Whether you are there or not, please take the time to thank the many wonderful members for all the work that has been accomplished this year. Without them, my objectives would have been impossible.

Thank you for the experience, the support and the sharing you gave me this year. I feel much honored to have represented you and AIFD, as it is one of the greatest professional accomplishments in my life.

Thank you for your support!



Tom Simmons AIFD - AIFD President

## American Institute of Floral Designers

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### Executive Officers

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### Symposium 2008 Chair

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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 hotspot 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 July 1 deadline date
- 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](mailto:flower@flowershop.kscoxmail.com)

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# SAIFD IN SESSION

## Ohio State University Hosts Ikebana AIR Program

Students at The Ohio State University capped off a spring quarter of contemporary floral design studies with an inspiring Artist in Residence program presented by **Mary Linda Horn AIFD**. Mary Linda's program focused on the art of Japanese Ikebana, a subject she has studied intensely for several years.

The lecture-demonstration featured several design examples, each explained in great detail to provide an understanding of the many moods of Ikebana. Students enjoyed Mary Linda's wit and wisdom as she shared not only her knowledge of Ikebana, but also her unique path through her career in floristry.

In the afternoon, students had an opportunity to design Shoka style arrangements of spring branches and blossoms. Mary Linda, co-advisor to the OSU Anderson Chapter SAIFD, also provided guidance to student members who will be competing in Chicago in July.

For more information, contact **Terry Lanker**, 330-287-1242, [Lanker.2@osu.edu](mailto:Lanker.2@osu.edu).



Artist in Residence Mary Linda (left) demonstrates proper mechanics with Ohio State University SAIFD member Liz Stocker.

# 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](mailto:info@shokubutu-kobo.com)

### Benz School of Floral Design

College Station, Texas  
979-845-3841  
[a-boney@tamu.edu](mailto:a-boney@tamu.edu)

### British & American Floral Art School

Kowloon, Hong Kong, CHINA  
852-2730-9873  
[info@www.bafloral.com](mailto:info@www.bafloral.com)

### Canadian Institute of Floral Design, Inc.

Toronto, Ontario, CANADA  
416-733-9968  
[info@proflorists.net](mailto:info@proflorists.net)

### Fiorissima Internacional

Jalisco, Mexico 45070  
0133-37201548

### Floral Design Institute

Portland, Ore.  
800-819-8089  
[David@FloralDesignInstitute.com](mailto:David@FloralDesignInstitute.com)

### Judith Blacklock Flower School

London, ENGLAND  
44-20-7235-6235  
[school@judithblacklock.com](mailto:school@judithblacklock.com)

### Koehler & Dramm's Institute of Floristry

Minneapolis, Minn.  
612-362-3102  
[abeveridge@koehlerdramm.com](mailto:abeveridge@koehlerdramm.com)

### Palmer School of Floral Design

Fort Collins, Colo.  
970-207-9476  
[Director@psfd.net](mailto:Director@psfd.net)

### South Florida Center for Floral Studies

West Palm Beach, Fla.  
561-684-8100  
[John@centerforfloralstudies.com](mailto:John@centerforfloralstudies.com)

### Southern Calif. School of Floral Design

Anaheim, Calif.  
714-776-7445  
[phil@philrulloda.com](mailto:phil@philrulloda.com)

### St. Louis Academy for Floral Art

St. Louis, Mo. 63104  
314-771-7691  
[designingdan@aol.com](mailto: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](mailto:tifs@aol.com)

## Putting on AIRs!

The Forbes SAIFD chapter at Kishwaukee College hosted an Artist in Residence (AIR) program on March 27.

**Ken Fetgetter AIFD**, owner of Bartlett Florist in Bartlett, Ill., demonstrated to the students how to create beautiful centerpieces for any budget and presented several new design techniques. He emphasized choosing and combining color in unique and eye-catching ways. Over the course of the morning, Fetgetter demonstrated nearly 20 centerpiece creations, some with the assistance of participating students.



**Ken Fetgetter AIFD working on one of the many centerpieces he created during a recent AIR program at Kishwaukee College.**

After lunch, students painted clay pots and made a topiary with fresh flowers.

**Janet Gallagher AIFD**, floral design instructor at Kishwaukee College, said, "Ken really challenged the students to think outside the box. The event was a real hit with the students!"

For more information on the Floral Design program at Kishwaukee College, contact **Janet Gallagher AIFD** at 815-825-2086, ext. 461 or by email at [jgallagher@kishwaukeecollege.edu](mailto:jgallagher@kishwaukeecollege.edu).

## Triton Students "Collaborate" With Dried Flowers

Working together as a team, MacKenzie SAIFD chapter students create an amazing structure on display in Triton College's Flower Shop.

**Walter Klimek AIFD** from Glenn, Mich. visited his alma mater to inspire and educate the students about AIFD. Working together with **Susan Bal AIFD**, Walter presented dried materials that were new to many of the students. A three foot grapevine sphere structure served as the base for this creation.

Working in teams of five, the students embellished the structure, utilizing various dried materials and faux botanicals. In addition to learning about new products and techniques, the teams experienced the valuable and

*continued on page 8*

# 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.

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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.nocalflowers.org](http://www.nocalflowers.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
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[www.nocalflowers.org](http://www.nocalflowers.org)



# HOMETOWN HERO

## Chicago's Walter Fedyshyn to be Inducted as AIFD President During "Collaboration"

AIFD's 2008 Symposium will mark a homecoming of sorts as Chicago resident Walter Fedyshyn AIFD PFCI is inducted as AIFD President during the event. Walter's fascination with flowers originally began as a child in Pittsburg and led him to pursue education opportunities at Hixon's School of Floral Design and the Art Institute of Pittsburgh before eventually being inducted into AIFD in 1988.

Now recognized as one of America's foremost floral designers, Walter has designed for two Presidential Inaugurations, art museums, the annual Academy Awards and presented at AIFD symposiums and FTD national conventions. *Focal Points* recently had the opportunity to query Walter on a wide range of topics.

**Q** As your term as AIFD President approaches what are some of the projects you intend to have a special focus on?

**A** First, I really want to share my passion for flowers and design with everyone that I can. I hope to really listen to floral designers across the country and hear what they have to say about helping our changing industry.

My main focus throughout my term will be on the Certified Floral Designer program. **Bill McKinley AIFD** and his committee have devoted so much time to this project, I know it will



Walter Fedyshyn AIFD PFCI dishes on goals for AIFD as well the Windy City's must-sees and delicacies.

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really benefit our industry in many ways and I will do all I can to help.

Continuing to promote floral education to students is another focus that I will devote my time to. Without our students, the future of our industry is really in question. Teaching them the correct basics will insure that our industry is headed in the right direction. I also hope to market AIFD to the consumer so they know who we are and just what we as an organization stand for. I think I have assembled a great marketing team to help me see that this happens. I also know that I have a very strong Board of Directors behind me so my plan is to make sure their visions become reality during my term as president.

**Q** *The floral industry has been undergoing tremendous change over the past half decade. What would your advice be for overcoming challenges resulting from these changes?*

**A** Staying at the forefront of design is the most important thing. Keeping abreast of the most current trends and translating them to your customer is the only way to stay at the top of the industry. The greatest challenge is to do this correctly so there is room to make a profit at it. If done correctly you can and will succeed.

**Q** *Symposium will be taking place on your home turf this year. Any tips to visitors?*

**A** Enjoy the city! The summer is probably the best time to be here. The weather promises to be warm and sunny, especially near the lake.

Be sure to visit the Art Institute of Chicago and be prepared to see the greatest place on earth - it is my favorite place to go in Chicago. For a bit of history you have to try and see Wrigley Field. It's a Chicago institution. For the best view of our city visit the Signature Room in the John Hancock Building. It's on the 95th floor and you will not be disappointed. A local delicacy has to be the homemade cinnamon rolls at any of the Ann Sather restaurants. And of course, just take a walk down Michigan Avenue and see why it is also called the "Magnificent Mile!"

**Q** *Who have been your professional mentors over the years?*

**A** Now that I look back my mentors have to be some of the people that I worked for when I was still working in flower shops in Pittsburgh. They really helped me in becoming a member of AIFD. One of my bosses helped me pay for my ticket to my first symposium in New York in 1986. Two others let me make my portfolio designs in their design room after we closed the store for the day. They even helped me type the pages that described my designs. **Nick Gallatte**, a past AIFD member, offered me my first job in Chicago in his flower shop. Once I got here, I never left. I will always look up to **Derrick Vasquez AIFD** and **Lynne Moss AIFD** and their visions of what the Membership Committee stands for. They were always there and have continued to work toward moving AIFD into the future in so many ways. I can only hope to do the same and offer my help and experience to aspiring students and new members of AIFD."

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# SAIFD IN SESSION

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sometimes difficult lesson of “Collaborating” on a creative project.

The result was amazing with a structure on display until the end of the spring semester. It also fulfilled the chapter’s goal of experiencing and exploring creative floral design opportunities beyond the classroom.

## Gateway Preps for Symposium

On April 16 the Gateway Technical College’s Gateway Chapter of SAIFD was blessed to have **Mike Lewis AIFD** of Grays Lake, Ill. for its Artist in Residence program. Mike’s program was titled “Contemporary to High Style & Every Day to Parties.” He led the students on an interactive tour through an array of table arrangements explaining the mechanics and techniques of how they were constructed. Then he turned them loose to create their very own masterpieces. For most of the students it was the first time they would be working with tropical flowers. Mike was so great in going to each student and critiquing them. The students all received such valuable information and just loved having Mike. Special thanks to the Bill Doran Co. in Milwaukee, Wis. for helping to



Sara Lucht, Joan Ivy, Michele Babu, Cory Lonsert AIFD, Jane Edwards AIFD, Tiffany Hoerres, Bekah Henry and Kayla Schnuell at a September AIR program.

sponsor this event and also AIFD for their grant. We couldn’t do it without your support.

This follows on the heels of another great AIR program in September presented by **Cory Lonsert AIFD** of Bellefontaine, Ohio. Cory did a two-day program with the first day featuring hands-on learning in the classroom. He taught them several designs using Oasis Rainbow Foam and the many Oasis wires and products. The

next day the students gathered to help Cory make body flowers for all the students and to produce a show for the public. As the students were preparing for the show Cory was even doing the girls’ hair. Imagine that! Our show went off and everyone loved all that Cory had done. Our sponsors included Smither’s Oasis, Rojahn & Maleny Co. Milwaukee, Wis. and The Bill Doran Co., Milwaukee, Wis. and AIFD.



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Throughout the year we have as many fundraisers as we can to help the students go to competition and help with AIR programs. This year we will have four students competing and a total of five students going to Symposium. We look forward to seeing everyone in Chicago.

## Triton College Design Students “Collaborate” With Dried Flowers

**Walter Klimek AIFD** from Glenn, Mich. visited his alma mater to inspire and educate SAIFD students at Triton College in River Grove, Ill.

Working together with **Susan Bal AIFD**, Walter presented dried materials that were new to many of the students. A three-foot grapevine sphere structure served as the base for this creation.

Working in teams of five, the students embellished the structure,



Triton College’s McKenzie Chapter of SAIFD is getting a head start on Collaboration.

utilizing various dried materials and faux botanicals.

In addition to learning about new products and techniques, the teams experienced the valuable and sometimes difficult lesson of “Collaboration” on a creative project.

The result was amazing. The MacKenzie Chapter structure will be on display until the end of the spring semester.

For more information about the MacKenzie Chapter of SAIFD at Triton College, please call **Susan Bal AIFD** at 708-456-0300 ext.3333 or email at [sbaifd@aol.com](mailto:sbaifd@aol.com).

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# AIFD Accolades

**Robert Gordon AIFD FELLOW** of San Obispo, Calif. was recognized with the Lifetime Achievement Award at the 2008 California Garden Club's Convention.

The second recipient in the award's history, Bob has given design programs and workshops for garden clubs across the United States and abroad for over 50 years. He has served California Garden Clubs at the district and state level serving as district director of the Montana De Oro District as well as president on the state board from 2003 to 2005.

The Award Dinner was held in Woodland Hills, Calif. and upon receiving the honor was surprised by his wife, children and grandchildren who had secretly joined the celebration.

A big THANK YOU to **Alice Waterous AIFD**, **Martin Murdick AIFD**, **Deb Royal AIFD**, **Robbin Yelverton AIFD** and **Jerome Raska AIFD** for volunteering a spring Sunday to promote AIFD




Bill Schaffer AIFD exhibited, "The Color of Emotion" at the Philadelphia Flower Show.

and floral design education at the Spring Vendor Fair in April at Nordlie, Inc. in Warren, Mich.

Eight AIFD members recently participated in a "People's Choice" design contest at the Dayton (Ohio) Home & Garden Show. Those who left attendees impressed included: **Michael Brown AIFD** of Nina's Florist in Springdale, Ohio; **Roger Conner AIFD** of Flowers by Roger in Middletown, Ohio; **David Hale AIFD** and **Jim Blied AIFD** of R.J. Claprod Floral Wholesale in Columbus, Ohio; 2008 inductee **Sue Huelsman** in Cleveland, Ohio; and **Brian Wenmoth AIFD** in Akron Ohio. **Loann Burke AIFD PFCI** of Furst Florist in Dayton, Ohio was the

competition's winning designer.

**Bill Schaffer AIFD** was recently recognized with the Society of American Florists' Flower Show Award at the Philadelphia Flower Show. His exhibit, "The Color of Emotion," was recognized for artistic presentation of flowers and plants for public enjoyment in the Floral Design Category. Congratulations Bill!



## Judith Blacklock Flower School

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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](http://www.judithblacklock.com)  
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# In Remembrance

**Mukesh Patel AIFD** of West Chester, Pa. passed away on February 20 at the age of 56. Born in Nairobi, Kenya, he had been a resident of Philadelphia since 1968 before moving to West Chester. Mukesh is remembered by the people who knew him best as a great designer who was very passionate about flowers and his heritage. "He was super talented. I looked to him for advice for a Hindu wedding and he really helped me out with the logistics," said **Ron Mulray AIFD**.

**Colleen Kelly AIFD** and her brother **Michael O'Neill AIFD** worked with Mukesh and remember him as a meticulous dresser who was always very well put together. "He was a real gentleman, just a really good guy," she said.

A graduate of Widener University with a BA in business and a minor in psychology he owned Blair's Florist. Mukesh was survived by his mother Savitaben, brother Randy, and sister Vinta.



**Mukesh Patel AIFD was inducted into AIFD in 2006.**

Charter AIFD member **David Wittry AIFD** passed away on April 1. Fellow charter member **Kirk Kirkpatrick AIFD** remembered that "David had an unparalleled reputation which helped him build a clientele of stars and celebrities."

During his 12 years of working for Wittry, **Bates Hinds AIFD** and he became best friends. Bates said that he couldn't help but learn from one of the industry's premiere talents as they worked on putting together extravagant events for the likes of Hugh Hefner, Charles Heston, and the cast of Dynasty, General Hospital, All My Children and more.

Wittry was a very private man. At the same time, this designer to the stars was a Disneyland addict who would be ready to go at the drop of a hat. "This sought after professional for Hollywood's best would suddenly transform into a child again," said Hinds as he recalled a few trips with his friend to the Magic Kingdom.

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## Design E-Forum

# Members Get Wrapped Up in Water

### AIFD'S FLORAL DESIGN E-FORUM NEARING 150

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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](mailto: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:** I'm doing around 500 mixed bouquets for a dance recital this weekend. How can these be done with a water source other than water tubes? What is the trick with the rubber banded "balloon" of water?

- Donna L Wehling AIFD  
Silver Spring, MD

**A:** I have used rainbow foam and corsage bags topped off with matching curling ribbon.

- Mark Massie AIFD  
MSMDesigns  
Bucyrus, OH

**A:** If you do them as hand-tieds, you can use regular cello and fill it with water. A proper hand-tied will stand on it's own, though 500 sounds like a ton of work!

- Anthony Palmieri AIFD



*A fresh approach*  
to dries



[www.knudnielsen.com](http://www.knudnielsen.com)

**Datura - A Modern Garden  
Middletown, CT**

**A:** Be careful with the rainbow foam. Although it looks great, it does not hold water the way regular floral foam does. Water passes through it and the only water that stays in the foam is below the actual water level. Anthony's suggestion with the cello might work better.

**- Carol Caggianno AIFD  
Jeffersonton, VA**

**A:** I'd spray the flowers with Crowning Glory allow to dry before arranging into the bouquet, top them off again after they are done. I've had roses last on an arch after a wedding overnight and in the sun for most of the day without a water source and they looked remarkably fresh. Just keep your flowers cool and make sure that the flowers are thoroughly hydrated.

**- Roni Campbell AAF AIFD  
Manassas, VA**

**A:** Thanks. I think I might just do the Crowning Glory Trick. I have been a big fan of it for years too. I just wondered how the Europeans deliver cello wrapped in water.

**- Donna L Wehling AIFD  
Silver Spring, MD**

**A:** It's easy...just double cello wrap your handtieds (dry)... and add water from the top. Kind of an insta-vase.

**- Roni Campbell AAF AIFD  
Manassas, VA**

**TO READ ADDITIONAL RESPONSES ON THIS TOPIC JOIN AIFD'S FLORAL DESIGN E-FORUM NOW!**

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# SAIFD IN SESSION

*continued from page 9*

## Gordon Chapter Seniors Organize Outstanding Event

The Gordon Chapter of SAIFD hosted their AIR program this year in conjunction with the Cal Poly State University's Crop Science Department Holiday Open House. Held the first Saturday and Sunday of December the artists in residence were **Bob Gordon AIFD FELLOW** and **Joe Guggia AIFD**.

Gordon, who founded the chapter, provided simple hands-on designs geared for the general public. Guggia of JP Designs in Santa Maria, Calif. completed designs staged in vignettes suitable for the retailers in the audience. Both programs were well received on both days.

In all the two-day event attracted 300 attendees ranging from students to alumni to faculty and



Cal Poly students and members of the general public were delighted to the design talents of Bob Gordon AIFD FELLOW and Joe Guggia AIFD as well as those of the Gordon Chapter of SAIFD.

staff to retailers in the audience.

The organization of this weekend event was all part of the senior projects for SAIFD members **Shannon Carlisle** and **Nicolette Lynch**. Gordon Chapter Instructor **Melinda Lynch AIFD** said, "They did a fabulous job advertising the event via the newspaper, direct mailings, posters, t-shirts, radio and television. Cal Poly's SAIFD students raised funds for AIFD's upcoming Symposium by arranging and selling holiday centerpieces, wreaths and designs at the event.

# 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

**March 6-8, 2009**

*2009 Southern Conference*  
Mississippi State University

**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



## A Note Concerning Dinner Tickets

Table seating for AIFD's two wonderful dinner events is coordinated through an assignment of seats prior to each event. Upon check-in with the AIFD Symposium Registration Desk in Chicago, guests who register for either or both dinners will receive a ticket for the respective events to which they have registered. **These tickets MUST be turned in to receive a table assignment.** Guests who wish to sit with friends, etc., need to collect all tickets before turning them in for table assignment. Tables will not be held without tickets. If you know that you want to sit with certain friends or family for either dinner, be sure to coordinate the collection of tickets in advance. **All tickets must be returned for table assignments by noon on the day of the dinner event otherwise AIFD cannot guarantee a seat for you even if you have purchased a ticket, and no refunds will be given.**

## Volunteer at Symposium, Create a Lifetime Memories

There is no better way to take advantage of the education opportunities offered at Symposium than volunteering your time in the workroom and learning from the best in the world! Additionally, it's a tremendous avenue for networking - over the years the Symposium workroom has been the origin of countless lasting memories and the starting point for friendships too numerous to count.

So what are you waiting for? To truly take advantage of the full Symposium experience by working behind the scenes, please contact **Donna Theimer AIFD** at [dtheimer@jic.edu](mailto:dtheimer@jic.edu) or **Craig Theimer AIFD** at [ctheimer@naperville203.org](mailto:ctheimer@naperville203.org) or 815-922-5687.

## AIFD to Reveal New Look

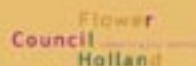
Marketing Chair **Emmett O'Dell AIFD** and the **Marketing Committee** are getting set to add a dash of color to **AIFD**. **AIFD's new brand will be unveiled at AIFD's Annual Members' Meeting on Friday, July 4 at 11:30 a.m. in the Waldorf Room (3rd Floor).**

## 2008 Sponsors

### Platinum



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### Gold

ACOLYTE



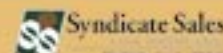
OASIS FLORAL PRODUCTS



### Silver



### Bronze



## Regional Meetings

AIFD's regional chapters will conduct their respective membership meetings at **10:00 a.m. on Friday, July 4** during the National Symposium in Chicago, IL. Chapter meetings are open to AIFD members and 2008 inductees, only.

	When & Where They Meet		Floor
<b>North East</b>	10:00 a.m.	Astoria	3rd
<b>Southern</b>	10:00 a.m.	Williford A	3rd
<b>North Central</b>	10:00 a.m.	Boulevard A/B	2nd
<b>South Central</b>	10:00 a.m.	Williford B	3rd
<b>North West</b>	10:00 a.m.	Joliet	3rd
<b>South West</b>	10:00 a.m.	Boulevard C	2nd

All Chapter Boards of Directors will meet at 8:15 a.m. on Friday, July 4 in the same rooms as indicated above. Southern Chapter will also meet on Tuesday, July 8, 8 a.m. in the Marquette Room on the 3rd Floor.

# 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

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

### Carnivalle Bravissimo Information

- July 6th, 6:30 p.m
- \$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](mailto:cnorwood@tiptonhurst.com) for more information.