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American Institute of Floral Designers

720 Light Street, Baltimore, MD | P: 410-752-3318 | F: 410-752-8295 | E: aifd@assnhqtrs.com | www.aifd.org

FOR IMMEDIATE RELEASE

CONTACT:

Erika Williams

erikawilliams@assnhqtrs.com

(410) 752-3318

AIFD Announces Accreditation Results

BALTIMORE (Jan. 12, 2009) – Seventy-three of 142 candidates who participated in the American Institute of Floral Designers' (AIFD) Accreditation Evaluation Session (AES) in Chicago, were successful in their quest to become AIFD Accredited, it was announced by AIFD today.

Held July 1 immediately prior to AIFD's acclaimed National Symposium, the AES provides the Institute a forum in which candidates seeking to become Accredited Members of AIFD can be evaluated based on 10 points of professional floral design including mechanics, balance, color, theme, line and creativity.

The candidates who were successful in their AES evaluations have been invited to be inducted as members of AIFD during the 2009 Symposium held July 11-14 in Kansas City, Mo.

"To receive the AIFD accreditation is a very prestigious honor awarded only to those who are able to achieve a successful AES evaluation and who have indicated their desire to help promote the art of professional floral design," noted the Institute's immediate Past President Walter Fedyszyn AIFD of Anthony Gowder Designs in Chicago.

"AIFD has high standards, and even though we are very anxious to grow membership, we will never lower the standards we have set for Accredited Membership," said Membership Chairman Ted Bruehl AIFD of The Chocolate Rose in Irving, Texas. "AIFD strives to hold the bar high and motivate designers to achieve that mark."

During an AIFD AES, candidates are provided all their flowers and materials and are given four hours to create five designs (funeral, base arrangement, flowers-to-wear, bridal, and designer's choice). The specific type of design for each of these categories, i.e., standing easel in the funeral category, is not made known to the candidates until right before they begin their designing. The candidates are also unaware of what flowers and materials they will be provided.

AIFD's influence in the floral industry is felt worldwide as is indicative of the 73 candidates who were successful in their AES evaluations: 36 were from the United States, 23 from Korea, six from Canada, three from Mexico and one each from the United Kingdom, Singapore, Australia, Hong Kong, and Japan.

Other U.S. states adding AIFD members were: California (2), Florida (2), Georgia (1), Illinois (5), Indiana (1), Iowa (1), Maine (1), Maryland (2), Michigan (1), New Hampshire (1), New Jersey (2), New York (1), North Carolina (4), Ohio (1), Oklahoma (1), Pennsylvania (1), Texas (1), Utah (1), Virginia (1) and Wisconsin (3).



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For further information on AIFD, its Accreditation process or plans for it's 2009 National Symposium, please visit www.aifd.org.

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About the American Institute of Floral Designers

Established in 1965, the American Institute of Floral Designers is, today, the floral industry's leading non-profit organization dedicated to establishing, maintaining and recognizing the highest standard of professional floral design. AIFD and its worldwide accredited members are in the forefront of the industry in presenting educational design programs and in designing flowers for such renowned events as the Tournament of Roses Parade, Academy Awards and Presidential Inaugurations.