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American Institute of Floral Designers

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FOR IMMEDIATE RELEASE

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Over 1,100 Floral Professionals From Around the Globe Attend AIFD's 2009 National Symposium in Kansas City, Mo.

BALTIMORE (Aug. 4, 2009) – Over 800 floral design artists from around the world gathered together in Kansas City, Mo. in mid-July to celebrate “The Sky’s the Limit,” the 2009 National Symposium of the American Institute of Floral Designers (AIFD).

With representatives from 22 countries including the U.S., Canada, Mexico, Australia, Korea, China, Hong Kong, Japan, Barbados, Honduras, Philippines, Puerto Rico, England, Trinidad West Indies, Barbados, United Kingdom, Belgium, Singapore and Brazil, the AIFD Symposium was an action-packed educational extravaganza that featured 14 design education stage presentations, seven grand special event meals with abundant floral decor and a multitude of other spectacular events.

“The Symposium was an incredible success this year,” exclaimed AIFD’s new President Tina Stoecker AIFD of Florida. “From the educational programs to the receptions to the opportunities to network with one another, ‘The Sky’s the Limit’ gave each person an opportunity to open their eyes to new ideas and possibilities within the floral design industry.”

Coordinated under the direction of Lynne Moss AIFD, AAF, PFCI of Kansas and Bill Harper AIFD of Missouri, AIFD’s 2009 Symposium was a balanced collaboration between design artists that loosed the imagine so attendees could truly see “The Sky’s the Limit” when it comes to floral design.

AIFD’s Kansas City event kicked-off with the Institute’s annual Accreditation Evaluation Session in which florists attempted to demonstrate their design capabilities in an effort to achieve the coveted status as a Certified Floral Designer (CFD). The candidates were each required to make five designs in four hours. Their work was then evaluated by a panel of AIFD members who consider such critical criteria as creativity, mechanics, elements of design, use of floral product and more. Results of the evaluations will be announced in mid-August.

After the AES, AIFD members conducted numerous Institute business sessions including those of their board, committees, regional chapters and annual membership meeting. New officers for the Institute were elected and installed.

Elected as officers were President Tina Stoecker AIFD of Melbourne, Fla.; President-Elect Sharon McGukin AIFD of Carrollton, Ga.; Vice President Tom Bowling AIFD of Fairfield, Ohio.; Secretary Ann Jordan AIFD of Naples, Maine; and Treasurer Richard Salvaggio AIFD of Los Angeles. Vonda LaFever AIFD of Dixon, Ill. and Walter Fedyshyn AIFD, PFCI of Chicago will also serve on the AIFD Executive Committee as its membership chairman and past president, respectively.



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Then it was on to the future of AIFD and the floral industry as student designers from nearly a dozen universities and colleges in the U.S. and Canada competed in the annual AIFD Student Design Competition. Their creative works became the focus of the Symposium's opening welcome reception as they were placed on display for all Symposium attendees to see and vote for their favorite designs.

Exciting as the initial events were, they were only the preliminaries to the spectacular final four days that would include the fabulous stage presentations and meal events of Symposium.

Launching the celebration was AIFD's annual Partners Reception in which industry representatives from nearly 50 companies displayed their latest products and services. AIFD Industry Partners support the work of AIFD in advancing the art of professional floral design through their membership and contributions to Symposium. AIFD displays a list of these businesses on its Web site.

Then the curtains opened and the educational presentations began with such dynamic presentations as "Unlimited Influence Online" featuring Cathy Hillen-Rulloda AIFD, PFCI; "Sellabrate The Season" featuring Carol Caggiano AIFD, PFCI, Michael Jarvis AIFD, Link Johnsten AIFD, David Shover AIFD and Jimmy Threatt AIFD; "From Concept to Creation" featuring Corey Harbour AIFD; "It's Not Your Mother's Color Wheel" featuring Kevin Ylvisaker AIFD; "A European Exploration" featuring Isabel Gilber Palmer, Bruce Wright, Wendy Andrade NDSF, ICSF, Nancy Kitchen AIFD, Ania Norwood and Anthony J. Vigliotta AIFD; and "An Uncommon Exploration" featuring Coby Neal AIFD, PFCI and Beth O'Reilly AIFD. "Traditional Culture Contemporary Beauty" featuring Yutaka Jimbo AIFD of Japan;

On the evening of the first full day of education, AIFD presented its annual Awards and Membership Induction Dinner in which 73 floral design artists were inducted into membership and four distinguished awards were presented. Floral décor for the ceremony was designed by Susan McKnight AIFD and Kerry Sallabedra AIFD. "All That Jazz" the Awards/Induction Dinner Celebration was underwritten by Valley Floral Company in Wichita, Kan.

The luncheon program of the first day of Symposium was presented by the Syndicate Sales. "In Living Color – Crayola Café" featured floral décor by Tom Simmons AIFD.

Day two of the AIFD Symposium education presentations featured five stunning programs as well as the "Platinum Wedding Brunch" luncheon presented by Cindy Anderson AIFD, Jackie Lacey AIFD and Julie Reed AIFD.

Programs presented included "In Style for the Holidays" featuring Richard Hampton AIFD; "The WOW Factor – Space, Structure & Style" featuring Leighsa Montrose AIFD, and Jenny Tabarracci AIFD; "Ode to an Urn" featuring Talmage McLaurin AIFD; "Unleash the Picasso in You" featuring Chef Ray Duey, CEC and Chef James Parker on food and Tom Bowling AIFD on floral décor; and "Illusions" featuring Lori Novak AIFD and Derrick Vasquez AIFD.

On the final day of it's 2008 Symposium, AIFD offered three more dynamic education presentations as well as a business-oriented workshop and a look at the process it takes to achieve AIFD Accredited Membership. The programs that were offered included "No Leaf Unturned" featuring Ralph Null AIFD;



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"Imagine" featuring Deborah de la Flor AIFD, Tanus Saab of Brazil and Paulo Perissoto of Brazil; and the finale "Message From Nature" featuring Keiko Okade of Tokyo who was assisted by Kiko Zimmerman.

For those who missed the AIFD National Symposium, DVDs of the various program are available to order at www.aifd.org.

AIFD also has announced plans for its 2010 Symposium, "Revolution", which will take place in Boston, Mo., July 3-8.

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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.