



World Flower Council

WINTER 2008 NEWSLETTER

NEWS FROM OUR CHAIRMAN

Dear World Flower Council Chapter Presidents, Leaders and Members,

The World Flower Council XXIV Summit was a tremendous success in Nice, France, October 4-8, 2007. The total team of World Flower Council 2007 worked in such a devoted manner to produce a magical event that we will never forget.

All of the officials of the City of Nice, the Board of Tourism and their employees were very attentive to the needs of World Flower Council and to each of the participants.

The Honorable Mayor Peyrat, Deputy Mayor Jean-Claude Mari, Bernard Morel, Monique Voltarel and Michel Henocq of Parc Phoenix, all dedicated themselves along with Joel Marc Frappier and our team, kept us busy, informed, and entertained.

We had beautiful pre and post trips and 38 went to Peter Jungbecks "Two Faces" in Barcelona. Gregor Lersch and Klaus Wagener, along with Peter's team created an atmosphere seldom seen in the floral world. Magnificent to you Peter, and your total team.

This year we had new faces and new chapters join us in Nice. Ms. Eva Soo from Kuala Lumpur, Malaysia brought in a new chapter of 10 members and a chapter from Kunming, China with 10 members. Congratulations and thank you Ms. Eva Soo.

Along with Tourism Malaysia and Malaysia Airlines, we were treated with "A Night in Malaysia," on the 6th of October. Flowers Fashions, the Honorable Ambassador from Malaysia to France, Ministers of Government and representatives of Malaysia Airlines hosted all of World Flower Council with a great evening. We were then invited to Malaysia for our 2009 Summit.

Now it is time to plan and book for Macau 2008. Cindy Chao and her group tossed a magnificent champagne cocktail to introduce our XXV "Silver Jubilee" Summit in Macau, September 19-23, 2008. Reserve now with Home Office and start your plans for next September. The formal announcement follows this newsletter. So, mark your calendar now. 26 persons have already registered.

Pre and Post tours will be announced soon.

Have a joyous holiday and a most successful season.

Mr. Meinders, Mr. Newton, Mr. Chatto, and Mrs. Hazenberg join me in sending our kindest good wishes to each of you for a successful 2007 for World Flower Council.

My kindest regards,

Dean White
AAF AIFD PFCI CAFA
International Chairman of the World Flower Council

Happy New Year!!





Cindy and her team invite everyone to Macau in 2008.

“Let’s Shine Together” 19-22 September, 2008

Friday, September 19, 2008

- 09:00-17:00 – Arrival, registration, hotel check-in
- 15:00-23:00 – Selection of flowers for all Country and Feature Designers, preparation for demonstration
- 18:00 – Welcome cocktail reception



Saturday, September 20, 2008

- 07:00-09:00 – Delegates Meeting
- 09:00-17:00 – Indoor demonstration by representatives from 32 countries (Venue – Venetian Macao Resort Hotel)
- 13:00 – Lunch
- 14:30 – Half-day tour (1) (optional)
- 19:00 – Welcome Dinner Party (Fireworks show, Macau Tower Convention & Entertainment Centre)

Sunday, September 21, 2008

- 07:00-09:00 – Delegates Meeting
- 09:00-12:30 – Set up exhibition for Masterpiece (Last for 3 days)
- 12:30 – Lunch on own
- 14:30 – Half-day tour (2) (optional)
- 15:00 – Exhibition Opening Ceremony
- 19:00 – Gala Dinner with wine

Monday, September 22, 2008

- 07:00-09:00 – Delegates Meeting
- 09:00-12:30 – Showpiece preparation by invited florist
- 12:30 – Lunch
- 14:30 – Event rehearsal and set-up
- 18:00 – Closing Ceremony
- 19:00 – Farewell Dinner party

Tuesday, September 23, 2008

Departure



AROUND THE GLOBE...

CANADA – Don Patrick reports – **The Nice Report** – What can one say about the south of France in early October? What can one say about the people of Nice? And what can one say about the 24th World Flower Council Summit held in Nice? Fantastic; friendly, magnificent and world class are only a very few words that come to mind.

Thursday October 4th started out for most weary travelers with the welcome reception and a presentation entitled “A Salute to Nice” presented by that world renowned designer Phubast Chesdmethée, CAFA. This gave the delegates from some 20 countries time to relax and to renew old friendships before the getting down to the business of designing, touring and having a good time and of course seeing to the business of the WFC.

The next morning, very early for some of us, we were shuttled off to the Phoenix Park, the local botanical gardens where the floral presentation for the day was to unfold in the park’s main greenhouse. The most beautiful thing to my mind was that the day’s activities were opened and advertised to the general public, giving them an opportunity to see flowers as they have never seen them before. 29 designers from 17 different countries taking part in two events; “les Batailles de fleurs du monde” Battle of the Flowers from Around the World based on a very old tradition that had floats of flowers parading through the streets throwing flowers to the populace with the crowds throwing flowers at the floats and marchers. Hence the word Battle.

The second event was “Hommage a Nice-Armories en fleurs” A Salute to Nice Floral Armories where participants produced and paraded floral creations based on the City of Nice’s coat of arms.

I can only say that the level of artistic creations was at an all time high and it just makes me more eager to see what these talented artists will come up with next when we see them in Macau.

That night ended as fantastically as it had started with well over 100 of us attending dinner at a famous local restaurant where we were first greeted on the street which had been closed in our honor and where we were entertained by a fantastic display of modern music performed by L Fanfare du 27th Bataillon de Chasseurs Alpains-Gran-Gevrier. They had us dancing in the streets..

Upon entering the restaurant we were greeted by three of the most gorgeous young ladies in 17th century gowns complete with powdered wigs. The skirts of their outfits were different than normal ending in tables that surrounded them (while still looking like hooped skirts). Those in turn were on wheels so that they could move about with drinks on the tables which we were indicated by hand gestures (they were mimes as well) that we should help ourselves and we did indeed.

Then we were led into the sumptuous dining room for a taste of that world famous cuisine and while we dined we were entertained by opera singers in again 17th century costume. This was truly a night to remember.

In keeping with past Summits it is not all work and play but education is a large part of what we do, not only in the floral sense but in this case in the olfactory sense. Early the next morning we boarded our deluxe coaches and drove to Fragonard de Grasse, a famous local perfumery where we learned how perfumes are made and the science behind them. We also had an opportunity to buy local first-rate perfumes at factory pricing and we took advantage of that offer!

The day drifted on with lunch for some of us on the beach in the tranquil fall sunshine where we feasted the body on fine French foods and drinks and the eyes on the fabulous local scenery. Then a stroll to the flower market and off to visit a medieval cathedral where the Dominican friars were celebrating their own reunion and the occasion of Sainte Fleur. The church from pew to pew, altar to altar, light to light, front to back was festooned in blooms of every type. Most impressive were the amaryllis hanging from every chandelier. These were the longest and largest that I have ever seen. Hats off to the local contingent who dressed this facility for the Dominican order just prior to the opening of the summit.

Then an evening hosted by the lovely and charming Eva Soo AIFD and Tourism Malaysia and the Malaysia Airlines. Eva and her crew of Malaysians and several CAFA members were instrumental in producing around 39 huge garden urns to decorate the famous fashion street Alphonse Karr a few days before. She once again used her team, with the help of Rada Ristich CAFA, to produce a fashion show dedicated to the Batik fabric that is so important to their region of the world. The drinks and food flowed as we were entertained both by fashion and film of the area. The evening was designed to promote Malaysia’s Flora Fest 2008 to be held in Putrajaya, Malaysia between July and August of 2008. This

is yet another world class floral event to be endorsed by WFC. Sounds like an ideal opportunity for a vacation now, doesn't it?

Sunday found us on a bus going up into the delightfully tranquil hills to visit a local rose grower and to sample local crafts and food products that the area is famous for. Our suitcases were close to overweight with the jars of Tapenade olive paste and bars of beautifully scented olive soap.

Then came a most entertaining afternoon, as guests of the mayor and the City of Nice were invited to view the Nice International Military Tattoo Parade. This took place during the sunny afternoon on the Avenue Anglais, which paralleled the Mediterranean. Sitting there with city and military dignitaries we viewed bands from France, Spain, Monaco, Belgium, the Czech Republic, Italy, Great Britain and the French Foreign Legion.

After that everyone prettied up for the Gala Evening at the Casino Ruhl. We arrived by bus at the entrance where we were greeted with a red carpet and we were ushered into an outdoor cocktail party by the Versailles Palace Military band. While we were plied by numerous libations from the Macau delegation, our hosts. The general populace thronged to catch a look at us in our "Bib and Tucker" wondering what this gala was all about. Perhaps we were foreign movie stars or government dignitaries. It was like the Cannes Film Festival gone floral. Before a most elegant feast, Macau enthralled us all with their plans for the 25th World Flower Council Summit Macau, 2008, entitled "Let's Shine Together," our 25th Silver Anniversary Jubilee, September 19-22, 2008. This looks like it will be the best ever Summit and that's saying a lot.

I am sure that this upcoming Summit will have the largest attendance ever! Patricia and I booked the moment we arrived home and I strongly urge you to do so now as this promises to be the trip of a lifetime; flowers, friends, fireworks and food; what could be better?

CAFA report - Don Patrick reports for CAFA - The CAFA Conference entitled Floral Haute Couture was held in Niagara Falls Ontario on Sept. 15th/16th.

It was billed as CAFA's 15th Anniversary Floral Gala that promised to provide a glamorous and fun filled weekend featuring design shows showcasing international designers.

The first program was entitled Two Worlds of Floral Fashion; Canada to New Zealand featuring Anne Leeson AIFD, CAFA from Canada and Franca Logan CAFA from New Zealand.

The highlight of the day was the Gala where CAFA inducts its newest members. It was during this evening that our own Dean White was awarded an honorary CAFA membership. This only happens rarely and it is given to those who not only advance floral design as an art form but to those whom CAFA deems advance floristry and the good it stands for to the world at large. A notable previous recipient was Els Hazenberg AIFD, CAFA. Great job Dean and very well deserved!

The entertainment for the night was orchestrated by Ms. Rada Ristich CAFA; and was entitled Calendar Girls. 13 AIFD, CAFA and WFC members each took 1 month of the calendar and were asked to dress a model to show the month. Then came New Years, which was presented by our very own Phubast Chesdmethee CAFA. After that Joel-Marc Frappier CAFA presented a lavish and spectacular show featuring florals and fashion for the males in the audience. The evening ended with dancing to the early hours of the morning.

Sunday saw Patricia Patrick AIFD, CAFA and a dynamic team of 10 AIFD designers from Canada and the US produce "Above and Beyond.....A Wedding Fantasy". Patricia was one very busy lady not only did she design for this show but she also commented all the previous shows as well.

The whole conference was wrapped up exquisitely and extravagantly by Poo under the auspices of the World Flower Council and the Canadian Thailand Embassy in a program entitled "From Thailand to Canada". The audience sat in rapture while model after model paraded yet another floral creation down the runway. It was a fitting ending that lived up to its glamorous title.

Events like this are not the work of one person or one designer. They are indeed team events and CAFA's president Inta Turins CAFA and her show manager Velta berzins CAFA along with their board of directors; student volunteers and the odd spouse or two should be highly complimented for producing one of the most memorable events in Canadian Floral history.

More CAFA News – Inta Taurins from Canadian Florist reports - When CAFA celebrated its 15-year anniversary during the Floral Haute Couture gala in September, it was clear the organization wasn't experiencing any teenage growing pains.



Chantal Blondin and Dean White
awarded CAFA membership.

On the contrary, the gala was a perfect example of CAFA's sophistication beyond its years.

The two-day event was held at the Sheraton on the Falls Hotel in Niagara Falls and attracted 150 florists, designers, students, suppliers and wholesalers. The weekend was filled with design shows featuring the top designers in Canada and the world as well as a trade fair.

The feedback from the attendees was positive and many were wowed by the four design shows that took place. Susan Sottile, one of the owners of Astra Florist in Toronto says she attended the conference "to get some inspiration, to learn some new techniques and to meet new people." As a result of the weekend she is now looking into becoming a CAFA member. Out of all the events that took place during the two days, her favourite was the Charm of Thailand show by Phubast Chesdmethee. "It was fabulous, breathtaking," she says.

Another Toronto florist, Emily Strapagiel, the owner of Moon Flower Florist, was also looking to get new ideas from the conference. We were very interested in getting new ideas for designing, to see what trends there were and see if there were new suppliers," says Strapagiel. She walked away from the show with a new supplier, lots of photographs and she was even able to take home one of the wedding bouquets.

And florists weren't the only ones who saw the event as a learning opportunity. Conestoga professor Dorina Idvoiran brought some of her students to the CAFA Conference so that they could take in all the new trends and designs. Monique Neubert was one of the students and says "overall I really enjoyed the weekend, I'm glad I had the opportunity to be there."

CHINA (Guangzhou Chapter) – Ms. Lizzie Su wishes for everyone of World Flower Council a great successful and Happy New Year for 2008.

INDONESIA – Els Tiwar reports – The Indonesia Chapter of World Flower Council International is doing very well. They are working strongly with the government on economic issues and have been asked to have an Indonesian World Flower Council gathering or Mini Summit, encompassing all the states/provinces of Indonesia. Following the Summit in Jakarta, the government is strongly supporting World Flower Council and would like to see a large WFC event again in Indonesia.

JAPAN – June Shishikura reports - Happy New Year! On behalf of the Japan Chapter, I would show you our wishes for your happiness in 2008. We would celebrate the 25th anniversary of World Flower Council.

Activities in 2007

-The corporate member, Sapporo Floral Creation School had some events. The students with instructors (20 persons) visited the flower farm for study and the social gathering in August. The host, who was the flower farmer, was the graduate of Sapporo Floral Creation School. They learned Hokkaido flower industry at the lecture and made bouquets gifted from farmers.

In November, they held the exhibition & sale of Christmas & New Year arrangements at the tea room near the school. There were 120 designs. It was wonderful!

-Ms.Helena Yeo, Nobleman's student in Singapore, studied at Mr.Kazuhiko Tanaka's shop in December. She got the prize at FDSS Cup 2006 and will open her flower shop in Singapore. She learned Japanese Christmas & New Year arrangements, especially preservation of pines. Of course she went to the flower market for the New Year pines auction.

-In November, we had the 7th International Abilimpic in Shizuoka. Ms. Teresa Wong came to Japan as its jury. It was so happy the Hong Kong designer got the bronze prize. Congratulations!! The publish will needs that designer's information to represent this event. Teresa kindly sent me the details. Thanks Teresa.

-June's school had the exhibition & sale of Christmas & New Year arrangements, also in December. It was unique to open lesson for children.

For 2008

We will strengthen the network of Japan Chapter. The Japan chapter office will forward the Newsletter with translation & Japanese members news. We make it easier to correspond to each opinion/thinking by website. One of the chapter

offices jobs is corresponding between the home office and each member. This year, we will strengthen the network between each member/each country and to the Home Office.

Many Japanese members will attend the WFC Macau Summit. We are looking forward to meeting all delegates.

This year, Mrs. Yoshiko Yokoyama's school, Sapporo Floral Creation School is the 20th anniversary. Congratulation, Mrs. Yokoyama, all staffs and students!! I quote the message from Mrs. Yokoyama as follows.

--"It is so happy that we have the 20th anniversary on August 18, 2008. 20 years ago, IKEBANA is very familiar to young girls as flower arrangement. (In Japan, we had a custom to be accomplished for flower arrangement, tea ceremony and other Japanese culture before marriage.) Then, I decided to show the floral design which brings us enjoy and comfortable to many people and settle the floral design for florists. About 2000 graduates work as the florists and instructors now. - - - I will work for peace through loving flowers."---



MACAU (Founding Chapter) – Cindy Chao and her team, for the Silver Jubilee in Macau, wishes everyone a most happy and successful 2008 and is looking forward to hosting all of you on September 19-23, 2008 in Macau.

MALAYSIA – Ms. Eva Soo and her team wishes to congratulate World Flower Council on their most successful Summit in Nice, in October 2007 and is looking forward to welcoming World Flower Council to Malaysia in 2009. This July, in Kuala Lumpur, World Flower Council members are invited to Flora Fest 2008. More news on this in the next newsletter. Thanks to Joel Marc, Flowers for Alphonse-Karr Fashion Street were fabulous and well received. Photo from Nice newspaper.



Jacqueline Harroch, President of Association of Merchants of Alphonse-Karr Fashion Street, with Joel Marc Frappier, co-chairman of the summit.

The NETHERLANDS – Els Hazenberg reports - While I am writing this short report from the Netherlands, the florists are working day and night to create Christmas designs for their customers. The trend is harmony in color between natural and artificial products in design. Some designs are true floral art objects. The glossy magazines are showing flowers in every interior picture. The styles of bouquets have an influence on what the customers are requesting from the florist. Florists and editors are working closely together in inspiring the buyers.

The sales of flowers and plants in grocery stores are increasing due to better trained staff and often the 'shop in shop' concept with their own managers. The traditional flower shops are mainly used for gift purchases.

During the Horti Fair in Amsterdam, in October, a highlight was the promotion of 'Plants that make you breath'. In an attractive presentation the attention was on plants that create better mental and physical health because they clean the air. Ideal for home and office are for that reason: Spathiphyllum, Sanseveiria, Phaleanopsis, Nephrolepis and Chamaedorea.

George and Els traveled to Pasadena, California to attend the annual Rose Parade on the first of January. The theme this year is: 'Passport to the Worlds Celebrations'. They have decorated the VIP vehicles for 30 years and have now turned this job over to the younger generation. So this time it is a visit without having to work.

Els' new hobby is painting and drawing plants in the botanical way, very accurate and detailed. After taking several courses she has been accepted as a member of the 'Botanical Artist Society of the Netherlands'. In March she will participate with 4 pieces in a exhibition in a museum, organized by the members.

George and Els wish everyone in World Flower Council peace, good health and joy in the New Year.

PHILIPPINES – Efren and Nikki send good wishes to all World Flower Council members worldwide.

From World Flower Council Home Office, we wish to congratulate Nikki for her feature arrangement being photographed and being printed so beautifully in the Nice feature newspaper, NICE-MATIN “News from Cote d’azur.”



RUSSIA – Vlad reports – He was very happy to be a part of World Flower Council XXIV Summit in Nice and to attend “Two Faces” in Barcelona with 37 other International members of World Flower Council. Vlad wishes everyone good health and good cheer from St. Petersburg, for 2008.

ST. KITTS – Purretta Wilkin reports - "This report marks the end of another year of my presidency of your association (St. Kitts Flower Arranger Association AGM) and importantly the 27th year of the Association's existence. It has been a challenging one, but one I believe most of us face courageously, and I commend you highly, especially those of you who stuck it through thick or thin. This report will not be as concise as I would like it, but it certainly gives a true picture of our activities throughout the year in review.

The mandate you gave to conduct the affairs of the association was immediately put in place, and with your appointed Executive in October, 2006, the following activities were effected.

In November, 2006 at the invitation of the Government and People of the Kingdom of Thailand, and in association with the World Flower Council, two of our members, Mrs. Dulcie Richardson and Purretta Wilkin traveled to Chiang Mai to join and assist in the preparation of the Floral horticultural Exposition. The Expo was a significant activity in celebration of the 60th Anniversary and 80th Birthday of the world's longest reigning Monarch, His Majesty, the King of Thailand.

The publication of the 25th Anniversary Magazine was finalized in December 2006 and promotion and sale began immediately. Thanks and appreciation to all those who contributed in one way or another.

The Annual Christmas dinner took place at the Sugar Bay Hotel and Resort with many members and their spouses attending.

In February several members journeyed to St. Croix to attend the USVI Annual Orchid Show. Our Secretary Dalia John gave a very colorful and impressive description of that experience.

The activities continued in March with Floral demonstrations at the regular meeting. Mr. Lynn, an experienced horticultural expert from the Agricultural Mission of the Republic of China, was our first guest speaker. Mr. Lynn spoke on growing and caring of cut flowers, in particular Anthurium lilies and orchids. On an on-going basis Mr. Lynn also makes himself available as a resource person in areas of shadehouse construction and other related matters.

In April Ms Sylvia Manning, a retired nutritional officer was very well received when she made a presentation on Food and Nutrition. On April 26 the Association made its presence felt at the Annual Agricultural Open Day with an impressive, imaginative, and vibrant display at the main entrance to the Open Day grounds. This I might add has now become an annual activity in our program.

In May the Association conducted a series of lectures and demonstrations in basic floral designing. Registration for this exercise exceeded expectations and almost 20 persons completed the workshop, and were awarded certificates of participation.

Our regular monthly meetings continued on the first Monday of each month and in July we were truly fortunate and privileged to have Dr. Derek Jeffers' presentation on women's health which was very enlightening and informative. His lecture created a greater awareness and consciousness of healthy and dietary habits and concerns, particularly among women

As the period for the preparation of our 27th Anniversary approached, an opportunity arose that could not be overlooked or allowed to pass by. Mr. Phubast Chedsmethee (Poo) informed me that he would be on assignment in Toronto, Canada during the month of September. The relatively close proximity of Mr. Chedsmethee in the Caribbean precipitated the initiative to invite the illustrious and accomplished floral designer and educator to St. Kitts-Nevis. The idea was welcome by our association and Poo, as he is popularly known came to us as a goodwill ambassador of the World Flower Council of which St. Kitts-Nevis and the St. Kitts Flower Arrangers Association are members. I wish record our thanks and

appreciation to Mr. Chedsmethee and his mother Mrs Supatra Chedsmethees. I wish to remind us that we are uniquely the only Caribbean nation with membership in this esteemed organization. Our WFC Chairman, Mr. Dean White has mandated us to encourage membership of other Caribbean countries.

The next WFC Summit is scheduled for September, 2008 and the host country will be Macau, in Asia. I am advising members to start thinking of making that trip. These summits are experiences that cannot easily be forgotten.

Our own Anniversary Thanksgiving service was held at the Co-Cathedral on 16th September and I thank those very willing members who came out and assisted with the decorations at the Church.

I am sure we will all agree that the Anniversary year has been one that bore fruits. Membership increased by at least 9 (nine). The lectures and presentations have all been very enlightening, and without a doubt the presence of Mr. Chessmethee and Mother Chedsmethee gave us much mileage which money certainly could not have bought. The wealth of information and ideas is beyond measure. We staged a successful show for which we had not programmed. On this note I would also like to record the Association's appreciation and thanks to Mr. Bob Newton of Teleflora, The Thai Ambassador for Canada, for assisting with flowers, the Embassy of the Republic of China on Taiwan, the management of Sugar Bay Hotel Resort, the Government of St. Kitts-Nevis, Mr. Maurice Widdowson, Caribelle Battic and Island Hopper, the Management and Staff of Ocean Terrace Inn, Brown Sugar and Sybil Welsh and all the models who gave time and talent to make our show successful.

I am grateful for the support of everyone. Whatever is accomplished during the year in review could not have been without most of you.

SINGAPORE – Anson Low reports – Anson's new Nobleman certificates that are WFC endorsed are now in circulation. The first graduate, Ms. Ng Keat Foon (Catherine), has just become a new member of World Flower Council.

SOUTH KOREA - Ms. Jin Ae Kim reports – Ms. Kim wishes to send praise for a great meeting in Nice. A special time was had by all their members. They send good wishes for all WFC members for 2008.

THAILAND – Poo reports – Good wishes for all WFC members for 2008 from the World Flower Council members in Thailand, from Poo and from his family. Canada, St. Kitts, and Nice, followed by Barcelona were all exciting events for 2007. May World Flower Council continue its strength and growth.

U.S.A. – Special to World Flower Council...

November 3, 2007

News Release:

Chieko Crain awarded the International Floral Nobel Prize

Chieko was a cornerstone of the formation of the Pan-Pacific Flower Conference held in Gifu, Japan in 1983. The Pan-Pacific Flower Conference later became World Flower Council International. Chieko is a very subtle, Japanese woman and has attended every meeting of World Flower Council and served as translator for Mr. Sekiye and later was the Japanese Chairperson. She operated an importer exporter firm of floral greens from the Northwest to Japan and knew everyone. With her quiet and efficient ways, she connected World Flower Council to everyone in Japan. At the time we had 90 World Flower Council members there.

Chieko paved the way for our Asian growth and membership, starting in Japan, and she helped with two World Flower Council conferences in Japan as well as Society of American Florist tours and American Floral Service tours.

It is a pleasure for the World Flower Council International Floral Nobel Prize committee to bestow this medal upon Chieko Crain of Puyallup, WA. This great honor is a public blessing for peace throughout the world and is treasured with thoughts of world peace through the beauty of flowers.

Respectfully presented.

Mr. Herman Meinders, International Chairman Emeritus, World Flower Council AAF
Mr. Dean White, International Chairman, World Flower Council AAF AIFD PFCI CAFA



Eric Grammer, AIFD reports - **AIFD to Offer New Designation** - (Baltimore, MD) - With a resounding vote of support from its Board of Directors, the American Institute of Floral Designers (AIFD) is advancing plans to offer a new professional floral design designation that will assist both the industry and the public in recognizing designers who are proficient in the fundamentals of floral design.

"Before it is made available to the general floral industry, AIFD's new Certified Floral Designer® (CFD) designation will first be tested by a team of AIFD design evaluators and a group of up-and-coming retail floral designers," said William McKinley AIFD, Associate Dean at Kishwaukee College and chairman of AIFD's CFD Task Force. "We want to make sure that the evaluation system, while subjective, is fair, impartial and reflective of a designer's artistic talents."

The CFD evaluation system will be comparable to the one AIFD now uses for designers to become Accredited Members. AIFD Members receive the professional designation "AIFD" as an addendum to their name. This recognizes their excellence in floral design as well and their commitment to the advancement of the art of floral design.

"CFD candidates will have to participate in an on-site evaluation session. They will be asked to create four designs: arrangements, flowers to wear, weddings and duplication. Each design will be evaluated based on a standardized set of criteria such as elements and principles of design, mechanics, category interpretation and creativity.

Candidates will also have an option to slightly bolster their final design evaluations by successfully completing a written quiz.

Educational pre-requisites to participate as a CFD candidate include any of the following: AIFD educational workshop, AIFD Education Partners workshop, higher education degree or a self-evaluation analysis.

Once a designer is awarded the CFD designation, he or she will need to meet certain continuing education standards every three years to remain "certified" (as do all AIFD Accredited Members). It is anticipated that the CFD program will become a pre-requisite for designers to be able to move on to achieve AIFD Accredited Membership.

"In part, we hope the CE requirement will help support existing floral design education programs as well as stimulate the need for more," said AIFD President Tom Simmons of Palm Springs, Calif.

Words of Wisdom from Planet Joyride

Give more. Expect less. – Anonymous

Life is not measured by the breaths we take, but rather by the moments that take our breath away. – Stanley Kony

The average human heart beats 100,000 times a day. Make those beats count! – Bits & Pieces Magazine

The people who build the future are those who know that greater things are yet to come, and that they themselves will bring them about. Their minds are illuminated by the blazing sun of hope. They never stop to doubt. They haven't time. – Melvin Evans

All who would win joy, must share it; happiness was born a twin. – Lord Byron

Believing is all a child does for a living. – Kurtis Lamkin

Passions are wired into the real world more directly than our workday routines are. If you love something, you bring so much of yourself to it that it will create your future. – Francis Ford Coppola

SPECIAL THANKS...

**WORLD FLOWER COUNCIL HOME OFFICE WISHES TO THANK AND
RECOGNIZE OUR SPONSORS OF THE WINTER 2008 NEWSLETTER.**



**CHAIRMAN EMERITUS
MR. HERMAN MEINDERS
AAF**

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