AIFD NORTH EAST REGION NEWSLETTER

July 2022 **Editor Jo A Jarvis AIFD CFD**

American Institute of Floral Designers®
NATIONAL SYMPOSIUM | LAS VEGAS NV
July 4 - 9, 2022

ROOTS
GROWING FORWARD TOGETHER

CONGRATULATING THE BEST

Congratulations to the 80 Certified Floral Designers (CFD®) who have distinguished themselves as professional floral artists, and who are being inducted as Accredited Members into the American Institute of Floral Designers (AIFD®).

2022

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Jennifer Butcher CFD
Bunker Hill, IN
Lori Crom CFD
Nebraska City, NE
Amanda Elliott CFD
Castle Rock, CO
Harumi Esaka CFD
Frisco, TX
Amy Ferguson CFD
Columbia, MO
Elvira Fernandez Morin CFD
San Pedro Garza Garcia, Mexico
Bridget Habetler CFD
Snellville, GA
Ailen Hernandez CFD
Miramar, FL
Nuri Kim CFD
Seoul, South Korea
Suzanne Koeppen CFD
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Amanda Nicolai CFD
Crystal Lake, IL
Timothy Ryan CFD
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Michael Smith CFD
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Victoria, BC Canada
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Edmond, OK
Bertha Canedo AIFD, CFD
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Kam Chung Keith Cheng AIFD, CFD
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Central Mid-Levels, China
Summer Cheung AIFD, CFD
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Cindy Chu AIFD, CFD
Tai Po, China
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La Feria, TX
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Ada Lee AIFD, CFD
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Suet Ching Christina Lie AIFD, CFD
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Tricia Won AIFD, CFD
Round Rock, TX
Ying Xu AIFD, CFD
Shenzhen, China
Bao Yi Xuan AIFD, CFD
Guangzhou, China
Lai Fong Yeung AIFD, CFD
Hong Kong
Jiseon Yun AIFD, CFD
Toronto, ON Canada

Summer is Here!

It's officially summer! Having just finished celebrating the summer solstice, no I did not dance around the monoliths at Stonehenge, well not this year, maybe in a past life. Of course I have visited at sunrise years ago and it is a feeling like no other.

Summer is a time for enjoying the longer days and warmer temperatures; it is for many the most anticipated season of the year. It is a time to de-stress, go on much needed holidays (vacations), have picnics, enjoy the parks, be outdoors celebrating nature, outdoor concerts, ballgames (baseball in the USA and cricket in the UK), for many a time to relax for others manic crazy with weddings.

In the floral world it is a time for likeminded people to get together for the much anticipated AIFD Symposium "ROOTS", in Las Vegas. The designers are gearing up for showcasing their floral artistry to attendees and PFDE candidates will be getting ready for testing. Inductees are packing their fancy clothes to be pinned and officially able to use the AIFD initials after their names. Memories will be made that will last a life time and imaginations will be stretched by all the designs on display. Let us not forget all the hard work from the support teams and members who have been working flat out to get everything in place, make sure to say a big Thank You to all the worker bees.

This issue of the newsletter sees us saying farewell to our North East Chapter President Darcie Garcia AIFD, a snippet of the Philadelphia Flower Show by Mame Brody AIFD, wonderful designs from the Jiseon Yun AIFD CAFA, and a few other articles to round off this issue.

Good luck to Jorge Urbie AIFD in the Gateway to Americas Cup in August and to Caroline Crabb AIFD MDPF in her endeavors in the Interflora Florist of the Year competition in July to represent England in the World Cup in 2023 and the Europa Cup in August in Poland. Everyone in the North East are sending best wishes to both of these truly talented floral designers.

Don't let the days of summer pass you by — maximise the season, from relaxing activities to outdoor adventures and lots of carefree fun in between this year.

See how many activities you can check off your summer bucket list!

Your Summer Bucket List:

- Go on a picnic.
- Read a book or two.
- Watch a sunrise or sunset.
- Go on a bicycle ride.
- Sleep under the stars. Glamping counts....
- Host a barbeque.
- Put the phone away for a day.
- Attend an outdoor concert.
- Take a road trip.
- Plant a vegetable garden. Pick fresh flowers from your garden.
- Go wine tasting. Yes please
- Make a splash at a water park or pool.
- Shop at a farmers' market.
- Row a boat or canoe.
- Go on a nature walk.

Happy Summer!

Whatever you find yourself doing this summer from climbing a mountain, lounging on a lazy river, cooking outdoors, traveling around the world, I hope you have a fun and adventurous summer!

Jo A Jarvis Editor

PRESIDENTS LETTER

The time has come for change! I have had an incredible experience having the honor of being the regional president of the North East region, and I'm so excited for Shannon Toal to take the reign for the next term.
I can honestly say that this board is filled with a talented, loving and compassionate group of people. With all the hurdles we have come across, the solidarity and commitment really got us through it all. As I make my exit from the position as President, I will also be changing regions. As my heart always will be with my North East peeps, I too need change and will be joining the Southern region as I have relocated to Raleigh NC!!

There has been so much going on in our region as we are in the HEAT of the Philadelphia Flower Show where AIFD's exhibit was "FleurRestrial, Guardians of the Garden" with its beautifully detailed photo-op wings are welcoming visitors. The Guardians of the Garden pulls on the heart strings as we all have that special person we know are a guardian for us with wings. The exhibit was full of color and textures and rich with details and was awarded a Bronze medal. AIFD was blooming strong and rooted with "Heartwood", the incredibly rich exhibit by Renee Tucci that pulled on our inner child with the whimsical display of apples, carved animals, and full of education. Heartwood took the silver medal but was a GOLD in our eyes! Last but not least Bill Schaffer AIFD & Kris Kratt took the Gold medal in their category, and the Best in Show Floral Design award with his Flower Bower exhibit that lit up the nights.

CFD students from Bucks County Community College showed their designing prowess at "Art in bloom" in March, and many members attended to show support, and to help judge the design competitions. The designs that the students produced with great pride and dedication were impressive, and were a direct manifestation of the love and dedication the instructors of the program have for the art of floral design.

In April, our region hosted a mock PFDE test at Younger and Son Wholesale. The event, organized by Ron Mulray and Renee Tucci, was a great success. There were 7 candidates putting in their all to prep for the PFDE in Las Vegas. A great team of evaluators were on hand to give feedback: Tim Farrell, Cres Motzi, Darcie Garcia, Renee Tucci & Ron Mulray.

Caroline Crabb will be competing in the Grand Finale of the Interflora Florist of the Year on July 2nd and 3rd. We wish her luck, and look forward to seeing her name on the line up for World Cup 2023 representing the UK.

I thank you all, with all my heart, for all the love, patience and support you have given me during my time as president. I look forward to seeing what the future brings.
Peace, love and endless blooms to you all.
With sincere gratitude and love,
Darcie Garcia AIFD

SAIFD AIR PROGRAM: PRESENTATION AND SEMINAR SENECA COLLEGE, TRILLIUM CHAPTER SAIFD
THEME: CONTEMPORARY STRUCTURES

DATE: APRIL 12. 2022

The SAIFD Trillium Chapter hosted the annual Air Program in the Spring of this year, with Guest Designer Jiseon Yun AIFD, CAFA.

Jiseon, originally from Korea, has been a member of the floral industry in Canada for a few years. She has been involved in numerous Floral Design shows, panels and workshops. Jiseon works as a Free Lance Designer for various Floral establishments in the city, as well as owning her own company
" The Florium".

Her presentation focused on the creation of dynamic, visually exciting floral arrangements with creating a basic armature structure with Foliage such as Aspidistra leaves, which provided the base for a contemporary Floral Design. Before starting with foliage and florals the structure was interwoven with using a floral stapler to secure the leaves.

Jiseon stressed that using traditional greens and foliage in non-traditional ways challenges the designer to expand his/her notions of what constitutes an "arrangement". She also stated that foliages and other items such as branches, seedpods, and grasses were often less expensive than conventional flowers and their exclusive use in arrangements could result in savings for the florist.

The second part of her presentation included a hands-on workshop with the SAIFD members who were so excited to experiment with the techniques Jiseon was demonstrating. CURLY WILLOW and Tulips were the materials used in the workshop. Structures with Willow Branches were created which provide the students with new possibilities to explore how these structures can be used, such as containers and back drops.

Considering that this workshop was conducted on-line, the students really embraced the experience and were able to ask questions during the demonstration, which was extremely beneficial.

Jiseon's workshop was a great success, challenging students to the next level of design and every student was filled with new inspiration. The feedback from the students was positive and enthusiastic.

NORTH EAST MEMBER PARTICIPATION AT PHILADELPHIA FLOWER SHOW

This year's show, IN FULL BLOOM, was held June 11th-19th. For the second year it was held outside at FDR Park. Displays interpreted the underlying theme of the wellbeing we experience when involved with plants, flowers and gardening. It has been shown that one's blood pressure can be lowered when passing by a beautiful garden, and the opposite effect happens when passing by an area of neglect. The North East Chapter, as well as several members from our region, created major floral displays. North East Region's display, FleurRestrial, Guardians of the Garden, was an interactive exhibit where show goers were encouraged to choose their spirit wings for a fun photo op. This was a two-sided exhibit, featuring feminine styled wings on one side, and masculine on the other. 3-D flower covered clouds hovered above the wings, setting the whole scene in the sky. Led by team Shannon Toal and Ron Mulray, the display received the Bronze Medal!

Kristine Kratt & Bill Schaffer of Schaffer Designs created Flower Bower, a giant replica of the Bower Bird's arch shaped nest built to attract a mate. Full of oranges, pinks and purples, the stunning display of color, pattern, texture and contrast received the Gold Medal as well as Best in Show Floral!

Heartwood, by Renee Tucci, was a beautiful display showing the many benefits of trees. The centerpiece of the exhibit was a large, swirling tree laden with colorful fruits. It was surrounded by woodland creatures who depend on trees for food and shelter. Let's not forget clean air and medicine to thank trees for. Renee received the Silver Medal!

Two of our members had entries in the competitive classes. Svetlana Bespalov, CFD (testing for accreditation in Las Vegas) won the 2nd place ribbon for her hat design in the Triple Crown class. Valerie McLaughlin received the 2nd place ribbon for her interpretive design in the Swedish Images class, Lady and the Veil, and Honorable Mention for the Bamboozled class.

A special celebration was had when Shannon returned to the show after graduating from college on the last day of onsite set up! She was feted with a cake, banners, flowers and champagne to celebrate her accomplishments.

The 2023 Philadelphia Flower Show will return to its indoor location at the Pennsylvania Convention Center, in early spring from March 4-12, 2023.

Submitted by
Mame Broody

Janet Black, Shannon Toal, Ron Mulray, Renee Tucci

AIFD President Janet Black AIFD

AMERICAN INSTITUTE OF FLORAL DESIGNERS (AIFD)
FleurRestria
Gardens of the Garden

It’s International Lonely Bouquet Day 2022!

Design Element Flowers have left a Bouquet in Different areas of Cadishead and Irlam this weekend to celebrate the lonely International Lonely Bouquet Day, June 26th 2022. North East AIFD members Neil Whitakker and Anthony Williams were running around over the weekend this year, leaving lovely little bouquets in different locations for anyone to pick up and enjoy or give to someone who needed cheering up.

Not heard about The Lonely Bouquet? It's a movement developed by Emily Avenson, an American then living in Belgium, dedicated to "spreading happiness and smiles, one flower at a time". The idea is simple; make a bouquet, attach a "take me!" tag, and leave it for a stranger to find to brighten their day. The idea has taken off, not just in Belgium where Emily started it, but now throughout the UK and across the globe.

North East member Jorge Uribe will be one of the 26 designers competing in the Gateway to the Americas International Floral Design Competition!
Gateway Class of 2022!
July 22-24 Orlando, Fl
FSFA International / Florida State Florist Association

Gateway 2022 Competitors

Alejandro Figueira (Venezuela)

Alejandro Herver Aguilar (Mexico)

Alina Neacsa (Romania)

Andrew Stinson (USA)

Aniko Kovacs (Canada)

Brenna Quan (Canada)

Bruno Duarte (Canada)

Fabian Salcedo (USA)

Farida Kalim (Pakistan)

Franc Luna (Guatemala)

Ian Whipple (Argentina)

Jenna Temple (USA)

Jorge Uribe (Colombia)

Juan Carlos Semidey (Venezuela)

Kristina Rimiene (Lithuania)

Lea Romanowski (Canada)

Lupita Quintana (Mexico)

Monica Garcia (Peru)

Olga Ramirez (Nicaragua)

Ray Rodriguez (USA)

Rupali Shete (USA & India)

Samantha Bates (USA)

Sharon Ivey (USA)

Susana Massone (Argentina)

Susana Ortega (Colombia)

Varito Vasquez (Costa Rica)

Gateway to the Americas Cup

Hello North East Regional Members!

We are in the final stages of planning for our Board of Director and General Membership meetings, happening at ROOTS Symposium in Las Vegas!

If you will be attending the symposium, please join us at our Membership Meeting on July 5th at 9am
The meeting is currently scheduled to take place in Summit 214 in Caesar's Forum. Please double check the room assignment when you pick up your registration documents.

We'll be discussing the recent and upcoming events for our region, along with other important matters.
Our new inductees and scholarship winners will be in attendance at our Membership meeting and we can't wait to honor them!
As you all know, when we're together, we Pass the Hat for contributions to our Scholarship Fund. If you are unable to attend in person, please consider contributing to the virtual hat by clicking here.

Following our North East meeting, join in on the National Members Meeting at 10:30am

Then, look for our Regional table at the Partners Expo, happening on July 5th from 12pm-5pm
We will have smiling faces to greet you and regional merch for you to add to your collections, including *NEW* floral related punny note cards! We have a limited run on these cards, be sure to get yours before they're gone!

Need some inspiration in your floral journey? Take some time to look over the many scholarships and grants available thru the AIFD Foundation; there may be a perfect fit for you, or a promising designer that you know. The scholarships provide financial support for educational purposes and advancement in the field of floral design.

Please visit the Foundation website at: www.aifdfoundation.org. Please review all the available scholarships and criteria for each. The applications and supporting documents can be submitted online.

Working with the Foundation and seeing the difference these awards have made in the designer's lives is an inspiration to me that our industry will continue to flourish in the future.

Now is the time to review these scholarships and grants for 2023, and to gather your information to apply.

The Deadline to apply for the 2023 awards is September 30, 2022.

Polly Berginc AIFD
North East Chapter Foundation Liaison

A final word or two....

Wishing everyone a fun filled summer as they say take time to smell the roses and a few minutes of me time.

If you have any news please send to me for the next issue by August 15th, 2022.

Please have a complete article with pictures and of course your name.
earthworks@btinternet.com

NORTH EAST BOARD MEMBERS

The North East region includes Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont and the Canadian Providences of Ontario, Quebec, New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island and the United Kingdom.

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REGIONAL CHAPTER REPRESENTATIVE
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