

August , 2011



108th Annual Convention

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Inspiring Floral Artistry

Today's Floral Designers are so much more than just someone who arranges flowers. Florists are Artists and the creative backbone of communities. As Artists, we must stay fresh and focused. The first step is by making plans to join us for one of the must attend floral events in the Midwest! IFA's annual convention is known for its world class design shows with Iowa hospitality. Come Saturday evening and enjoy our hospitality room, open to all! It's a great time to get to know others in our industry and enjoy delicious food and wonderful company! Stimulate your creative side with our design contests. Winners receive prizes and bragging rights for an entire year! Plus all entrants will be entered into a drawing for a \$100 Visa card, courtesy of Hy-Vee and \$10 worth of IFA Bucks! All the details you need to attend are inside.

Don't delay! We can't wait to see you there!



Jeff Corbin AAF, AIFD, CFD, PFCI
FTD Design Instructor



Involvement in the floral industry for over 30 years, Jeff Corbin brings a practical perspective of design and business to his audiences. As an active owner, Jeff understands the current challenges facing the floral industry.

As a commentator, he is best known for his common sense approach to running a profitable and innovative business. His charismatic presentations entertain as well as teach his audiences. He believes education and communication are the two most important aspects that can strengthen today's floral industry. His signature style of design emphasizes simplicity and productivity.

Jeff is active on all levels of the industry. He is a past president and charter member of the Virginia Professional Florist Association, as well as Chairman for Professional Floral Communicators International. Jeff has traveled throughout the United States and Canada leading hands-on workshops, participating on design panels and presenting commentary for the design and business aspects of the floral industry. Jeff has been a lecturer/designer for local and state garden clubs, as well as a guest contributor to the Christmas decorations for the Virginia Governor's Mansion under multiple administrations.

Jeff's work and editorials have been published in *Florist's Review*, *Floral Management* and *The Mercury Messenger*, FTD's Newsletter. He can also be found in the Video Library section of FTD University, FTD's online training tool.



Darla Pawlak AIFD, PFCI
Freelance Designer
Saginaw, Michigan



Darla Pawlak AIFD, PFCI is widely recognized in the floral industry for her creative talents and design skills. Her industry experiences are very diversified and encompass many facets, such as judging floral design, commentating, instructing floral workshops, and organizing and presenting programs at numerous industry events and conventions.

An active member of the American Institute of Floral Designers, she currently serves on the national membership committee, and also had the honor of presenting a holiday home decor program at the 2006 AIFD National Symposium in Washington DC. In 2007, Darla became a member of Professional Floral Communicators International (PFCI), the prestigious group of floral commentators.

Darla's designs have been featured in many books, magazines, and other publications, including *Flowers&* magazine, numerous floral selection guides, and the John Henry wedding and sympathy books. She is a member of Teleflora's acclaimed team of Education Specialists and has shared her talents and presented programs extensively throughout the United States and Canada. She is dedicated to education within the industry. Her passion for flowers is not only enthusiastic, but also contagious. Darla currently works in China for Caffco International where she is responsible for design and product development, yet still finds time in her busy schedule to work as a freelance designer.

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Wedding Design Class

Register today to take IFA's hands-on wedding class Saturday, September 17th. Students will learn basic how-to's on making bridal bouquets and body flowers. This class is also part of the Iowa Certified Florist and Iowa Master Florist program.

Cost: \$80 for members, \$160 for non-members

Space is reserved for the first 20 applicants. Don't miss out!

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Be a part of Iowa's biggest floral event of the year!
Come one come all! (and bring your tools!)
Volunteer to help set up, create and enjoy your Iowa Florists' Associations State Floral Convention, September 16, 17 and 18, 2011. Feel free to volunteer any day(s), we'd love to see you! This is a once-a-year opportunity to network with people in the floral industry, see what goes on behind the scenes at a convention, work with nationally known designers and amazing floral product!! Call Marcia Goodman or any board member- we'd be happy to answer your questions and sign you up!

*Become A
Board
Member!*

Do you have a desire to help your industry grow and to help florists make it through the current financially challenging times? Do you want to see changes in IFA and bring your ideas for convention to light? Are you looking for a new way to grow as a business person and designer? Want to network with other professionals in the state of Iowa? Then you may enjoy serving on the Iowa Florists' Association Board of Directors!

Members commit to a three year term with 9 meetings per year, held on one of the first Wednesdays of the month (excluding December, February and May) and a weekend of convention fun in September!

Contact any board member (contact information can be found in your membership booklet or on our web site, iowafleuristsassociation.com) we're happy to answer all of your questions and offer guidance.

Elections take place and new members are announced during convention in September so don't delay, start a new floral journey today!

108th Annual Convention Schedule

"Inspiring Floral Artistry"

FRIDAY, September 16th

7:00 pm: "Iowa Cup" Competition sponsored by FDI.

"Iowa Premiere Cup" Competition sponsored by FDI.

SATURDAY, September 17th

9:00 am- 3:00 pm: Iowa Certified Florist Class

Wedding Design. Located at the AmericInn, Newton meeting room.

6:30 pm: Floral Networking Event

Join us for this unique opportunity to network with fellow florists. Share ideas, ask questions, and meet new people. This will be a relaxed atmosphere with complimentary appetizers. Located at AmericInn, Newton meeting room.

SUNDAY, September 18th

7:30 am- 9:00 am: Registration, Trade Fair opens, Design Contest entries accepted.

Continental Breakfast sponsored by Bonnett Wholesale

9:30 am- 11:00 am: Design Show by Jeff Corbin AAF, AIFD, CFD, PFCI
sponsored by FTD

11:00 am- 11:55 am: Trade Fair shopping

11:15 am- 11:45 am: Annual Membership Meeting - all IFA members invited. IFA Board of Directors Election.

12:00 pm- 1:30 pm: President's Luncheon
Iowa Cup and Iowa Premiere Cup Winners Announced

1:30 pm- 2:00 pm: Trade Fair shopping
Vote for People's Choice Award

2:00 pm- 3:30 pm: Design Show by Darla Pawlak AIFD, PFCI
Sponsored by Teleflora

3:30 pm- 4:00 pm: Teleflora Design Contest winners announced, awards presented.

4:00 pm- 5:00 pm: Floral Auction
Purchase fresh cut flowers, plants and the beautiful arrangements from The FTD and Teleflora designers! All proceeds go to the IFA Education Fund.



Join us Saturday evening for a round table discussion and hors d'oeuvres in our hospitality room located at the AmericInn. This is a wonderful opportunity to network with fellow florists, wholesalers and industry members in a fun and relaxed atmosphere! Everyone is welcome and we would love to get to know you! Starts at 6:30 pm and goes until 9 pm.

All About Competition

All About Competition

IOWA CUP COMPETITION

SPONSORED BY Teleflora, FDI and Queens Flowers

1. Surprise package contest format open to any IFA members who has not previously won this title.
2. Contest will be held at The Iowa Speedway on Saturday, Friday, September 16, beginning at 7:00pm. Contestants need to be ready to go at 6:30 pm.
3. Designers will be required to make arrangements as specified by the contest chair before competition starts. Items will have a theme.
4. All fresh and hard good products will be provided.
5. Tools: contestants need to provide their own knife, clippers, wire cutters, ribbon shears, floral adhesive (such as Oasis glue), light or dark green stem wrap tape and waterproof tape. Uglu is not permitted.
6. A standard height table will be provided, lifts allowed (you must provide lifts)
7. Lighting will be standard room lighting at the convention sight. NO special lighting will be provided or permitted.
8. Required pieces may be made in any order, but all must be completed when time is called.
9. After completing all pieces a table cloth (this will be provided) must cover the design table and all arrangements will be displayed on top. With provided cards labeling each arrangement.
10. Contest limited to the first twelve (12) registrants.
11. The results will be announced at the President's Luncheon. The winner receives \$200, the Iowa Cup and will be asked to be a judge in 2011. Prizes will be awarded to 2nd place and 3rd place finishers.
12. You may use an iPod or MP3 but headphones must be used so as not to disturb fellow competitors. Observers will be allowed but they must remain seated until after the competition and silence must be maintained.

IFA PREMIER CUP

SPONSORED BY IFA, FDI and Queens Flowers

All specifications of this contest will follow the same format as Iowa Cup Competition. However, this special event is only open to those distinguished designers who have previously won Iowa Cup (previously known as "Iowa Designer of the Year.") *Sponsorships are subject to change.*

Sunday Design Competition

A Day at the Art Gallery

Design a floral arrangement to represent a piece of art that inspires you. Must display a framed copy of the piece of art next to your floral arrangement. You can use any size frame, art can be a simple copy off of the internet.

Pcherished Companion

Pet memorial arrangements are a growing trend in the floral industry. Use your artistic flair to create a tribute for a beloved pet. The type of animal should be apparent to the judges.

Complimentary Cocktails

Dazzle your clients with the perfect flowers to set the mood at their cocktail party. Must use a complementary color scheme from the color wheel.

New this year, each category will be split into two levels of competition: General Competition and Advanced Competition. Entrants will be placed into general competition unless they wish to be put into advanced or they meet at least one of the following criteria: 1. AIFD accreditation, 2. past winner of Iowa Cup, 3. has received 1st place in 3 or more design competitions. Cash prizes for the top 3 finishers in each category and level!

1. Each contestant must be registered at the convention, and be an owner, manager, or employee of an IFA member shop.
2. Contestants may enter as many categories as you like.
3. No alcoholic beverages will be permitted as part of the entries.
4. Entries must be submitted on Sunday, September 18 between 7:30-9:00 a.m. No entry may be removed before the Sunday afternoon design show, no exceptions.
5. No electrical cords allowed. Batteries will be permitted.
6. There are no specified size restrictions; however, each entry must be deliverable by one person and props must be firmly attached. Failure to do so will result in disqualification of the contest piece.
7. Entrant's name and shop name must be submitted on a white 3 x 5 card, in a standard white envelope with the category written on the outside. Please be legible – this will be for display. No price card is required.
8. Winners will be announced after the final design show.

Contestants will be given \$10 in IFA bucks to be used at the auction AND be entered into a drawing for \$100 Visa giftcard courtesy of Hy-Vee! (Only one \$10 IFA Bucks and entry per person.)



Iowa Florists' Association Judge's Score Sheet

Design # _____

Judge # _____

1. THEME/CATEGORY DEVELOPMENT The arrangement should evoke emotion consistent with the stated topic of the category.	Scoring 10 points max Excellent 7-10 points Superior 4-6 points Average 1-3 points	1. Score:
2. TECHNICAL EXECUTION/MECHANICS The mechanics and manufacturing process should be unobtrusive to the viewer, i.e., wire and taping, glue, floral foam and supports, etc. The quality of the fresh material should be appropriate.	Scoring 15 points max Excellent 11-15 points Superior 6-10 points Average 1-5 points	2. Score:
3. BALANCE/PROPORTION Arrangement should be physically or visually stabilized by placement of flowers, foliage and other materials. Proportion relates to the comparative size of various parts of the arrangement.	Scoring 10 points max Excellent 11-15 points Superior 6-10 points Average 1-5 points	3. Score:
4. FORM/LINE/RHYTHM Form refers to the shape of the arrangement created from the components within. The creative use of line within the form should create tension and interest with the arrangement. Rhythm is necessary for the visual flow of all components in relationship to each other.	Scoring 10 points max Excellent 11-15 points Superior 6-10 points Average 1-5 points	4. Score:
5. HARMONY/UNITY Harmony in floral design refers to the aesthetic quality created by the placement of materials. Unity is the relationship of the materials and elements to each other.	Scoring 10 points max Excellent 11-15 points Superior 6-10 points Average 1-5 points	5. Score:
6. COLOR/TEXTURE The creative uses of color and texture in relationship to the overall appeal created by the arrangement. Colors should fit in color harmonies. Texture should create interest within the design.	Scoring 15 points max Excellent 11-15 points Superior 6-10 points Average 1-5 points	6. Score:
7. AESTHETIC VALUE/ORIGINALITY The overall impression or sense of beauty inspired by the arrangement.	Scoring 15 points max Excellent 11-15 points Superior 6-10 points Average 1-5 points	7. Score:
8. DELIVERABILITY The design and all components should be transportable by one person. Components should be firmly attached and stable.	Scoring 15 points max Excellent 11-15 points Superior 6-10 points Average 1-5 points	8. Score:

Contestants will be judged using The IFA Standard Judges Score Sheet.

Comments (mandatory): _____

Total Score:



Become an IFA Certified Judge! Judging workshops teach you not only proper judging procedure but also what judges are looking for in contest pieces. Judges are qualified to judge in other state contests or even local 4H and garden clubs!



Visit our booth
at convention!

Bonnett

Wholesale Florist Inc.
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Milan, IL

800-383-4401

**Interested in becoming a Member or
want to take our certified floral classes
to become an Iowa Master Florist?**

Call Marcia Goodman at the IFA office or
send in this form to get started today!

*Membership fees are \$100 per year. New Members
receive two years for the price of one!

*Certified classes include: Principles of Design, Customer
Relations, Care & Handling of Cut Flowers & Foliage, Basic
Design Techniques, Concept of the Care & Handling of
Foliage & Flowering Plants, Advertising & Promotions, Fu-
neral Design Techniques, Employee Relations, Wedding
Design Techniques, Daily Business Procedures, Delivery.

Regular classes are \$100, hands-on classes are \$160....

Classes are half price for Member Shops!

Name/Accreditation _____

Business _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email _____

Iowa Florists' Association

132 17th St SW Cedar Rapids IA 52404 (319) 399-1023

Directions to the Iowa Speedway

Take **Interstate 80** to **Exit 168** for the Iowa Speedway
Drive in Newton. Turn South on Iowa Speedway Dr.

Take a right onto Rusty Wallace Dr. Drive past the
administration building and turn into the parking lot on
the left. Look for the signs and balloons pointing you
through the parking lot to the Newton Club...

See You There!

Convention 2011 Hotel Reservations



IFA has a block of hotel rooms reserved at the AmericInn located
less than a mile from the Iowa Speedway. Our rate is \$94.90+ tax.

Reservation Deadline is September 1, 2011. After that date, all
rooms will be released to the general public. Call them directly at:

AmericInn

4401 S. 22nd Ave.

Newton, IA 50208

641-791-1160



838 21st Ave. • Paterson, NJ 07513

Phone (973) 881-0404 • Fax (973) 881-0560

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