September | 2014

floriology®

EXPRESSIONS OF FLOWERS®

EXCHANGING VOWS
BRIDAL EXPERTS UNVEIL THE HOTTEST FALL & WINTER TRENDS

PLANTING SEEDS
GARDEN IDEAS AND INSIGHTS THAT CAN GROW YOUR BUSINESS

CREATIVE POSSIBILITIES
SHOP OWNER TONI PICCOLO PUTS A NEW TWIST ON TRADITIONAL DESIGN

bloomnet

floriology

Mark Nance, AAF
President, BloomNet

PUBLISHER
BloomNet, Inc.
www.MyBloomNet.net
(800) 256-6663

SENIOR EDITOR
Lisa Carmichael

MANAGING EDITOR
Mike Pucci

ASSOCIATE EDITOR
Evan Grossman

ART DIRECTOR
Shane Hickey

SENIOR DESIGNER
Bill Hamilton

CONTRIBUTING WRITER
Brenda Simmons

EDITORIAL CONTRIBUTORS
Ted Marlowe,
Jerry Rosalia, Nicole Romanelli,
Kristen Santangelo

floriology is published monthly by BloomNet, Inc.

Printed in the United States, Copyright 2014. All rights reserved. No material contained herein may be reproduced without the consent of the publisher or editor. Permission to reproduce portions of this publication should be obtained through BloomNet, Inc. Publications.

All statements are those of the person making the statement or claim. The publisher does not adopt any statement or claim as its own and any statement or claim does not necessarily reflect the opinion of the publisher.

Although published material is intended to be accurate, neither *floriology* nor any other party will assume liability for loss or damage as a result of reliance on this material.

Opinions expressed are not necessarily those of BloomNet, Inc.

Annual Subscription Rate is $71.88 (plus applicable tax) in U.S. and Canada.

WHAT'S **INSIDE**

VOL. 5 NO. 11 | SEPTEMBER 2014

>>> **On the cover:** Ideas for fall and winter weddings from top designers. See page 6 for more. Photo by Allison Lewis Photography.

4 **Industry Info**
Beautiful and innovative designs, each under $100 retail, from the AIFD National Symposium; Napco earns "Best of Floor" honors at AmericasMart

5 **Marketing**
Create your own recipe for success with an easy and effective six-step marketing plan

6 **Weddings**
Leading designers reveal the dominant colors, textures, and floral varieties fall & winter brides will be seeking

8 DESIGN CENTER:
On the Edge
Renowned home gardening expert, television host, and top-selling author P. Allen Smith shares his insights

10 **Owner's Corner**
Toni Piccolo, CFD, brings a signature style to designs for weddings, special events, corporate customers, and everyday arrangements

12 DESIGN CENTER:
Back to Basics
James DelPrince, author of *Principles of Floral Design: An Illustrated Guide,* discusses the importance of physical and visual balance

14 **Trends**
"Urban," "Floral Escape," and "Bright" are the 2015 trends to watch for in the garden category

15 **Out & About**
Texas State Florists' Association 100th Anniversary Convention; Cultivate '14; Congrats to new AIFD members

16 **Neighborhood Corner**
Karin's Florist in Vienna, Va., increases its community commitment through the "Karin's Gives Back" program and other charitable efforts

"Thanks" Says it Best!

My very first floral convention was at Michigan Floral Association in Dearborn, Mich., in 1984. The first big surprise was that our "booth" was made entirely of wood and would take six people most of a day to construct, suffering smashed fingers and many skinned knuckles. I never thought in my career I would ever be in construction and be in the floral industry at the same time.

As we were finishing, a number of fellow exhibitors took pity on us and invited us to a welcome party on the top floor of the hotel ... a beach party! At each end of the floor were suites packed full of exhibitors and florists in beach attire, enjoying great food, a variety of libations, and good friendship all on a sandy beach. Yes, our host had brought in loads of sand to make sure the beach theme was completely realistic. I'm really not sure what happened to the sand or who cleaned it up, just glad it was not me.

The next two days at the show brought into perspective why we attended so many floral shows throughout the year. Certainly, it was about meeting new and existing members, presenting a variety of new services and products, discussing challenges, and resolving issues. However, floral shows—then and now—are so much more. It is really about saying thanks, giving back, and supporting those who support you.

Attending the 100th Anniversary of the Texas State Florists' Association in Austin in July, I was again reminded how much fun it is to spend time with old and new friends, as well as reaffirm that what we are doing to support the association is truly appreciated by the attendees and, just as important, by the association leadership. For example, so many of the attendees and the association management came to the booth to thank us for sponsoring the Saturday luncheon speaker, customer service expert Petra Marquart. A little appreciation goes a long way.

In this issue of *floriology*, we take a look at the recent AIFD National Symposium in Chicago. AIFD is another floral association we support and deeply believe in. Not only is it providing unparalleled floral education, it also supports the industry in a wide variety of other ways, working tirelessly for the growth of the industry as a whole. Also in this issue, we explore the latest garden trends, along with what's new for fall and winter weddings. In addition, we provide some valuable tips for creating an effective marketing plan, and much more. Enjoy!

Mark Nance, AAF | *President*

GOOD READS

"Focus on the Good Stuff"
by Mike Robbins

This is a book all about appreciation with a humorous twist. It is written by a former professional baseball player that presents a program for overcoming negative influence and obstacles, creating a truly grateful approach to life and establishing an environment that can support your success and peace of mind.

View our NEW **DIGITAL EDITION** of *floriology*!

WHAT'S ON TAP

- **Labor Day**
  Sept. 1
- **New Mexico State and Regional Florist Association Annual Convention**
  Sept. 5–7
  Santa Fe, N.M.

Grandparents Day
Sept. 7

- **Floriology Institute "Celebrating Life Everyday"***
  Sept. 7–9
  Jacksonville, Fla.
- **Ozark Florist Association Annual Convention**
  Sept. 12–14
  Quapaw, Okla.
- **International Chocolate Day**
  Sept. 13
- **South Carolina Florist Association Annual Convention**
  Sept. 19–21
  Myrtle Beach, S.C.
- **Wife Appreciation Day**
  Sept. 21
- **National Indoor Plant Week**
  Sept. 21–27

American Business Women's Day
Sept. 22

- **Good Neighbor Day**
  Sept. 28

* *Go to **MyBloomnet.net** for more info!*

2015 DESIGN FORECAST: **INNOVATIVE VALUE**

Photos courtesy of AIFD

For a stage program presented at the AIFD National Symposium (July 3–7 in Chicago), Bill Taylor, AIFD, CFD, challenged four talented floral designers to create designs that were not only exciting and relative to the event's audience … but would also have a value appeal to consumers. Included in the group of four designers were Sharon Sabin Ivey, AIFD, PFCI, CFD, GMF; Tricia Fillingim, AIFD; Jenna Naylor, AIFD, CFD, GMF; and Tammy Gibson, AIFD, CFD, KMF.

"Florist Review sent each designer a copy of the American Floral Design Trends Forecast 2014–2015," Bill says. "This let each designer know what the parameters of their trend were. I did not give them a budget for any of the product, but asked them to create designs small enough to carry in themselves, with a retail cost of $100 or less." Bill also stipulated that the majority of designs include containers and design accessories from the Napco catalog.

"The trend Bill Taylor gave me was the 'fluid' (water) trend. I recently moved to the coast, so this trend was perfect for me," Sharon says. "Whenever I am teaching or presenting a stage program, I like to research and do my homework. I began to study patterns, origins, emotions, variations, colors, textures of water, and its surroundings. As we know, we design with the principles and elements of design as with nature. One of my main goals with these designs was to emphasize principles and elements of design in my work. Understanding the principles and elements of design helps a design come alive." Color in particular played a key role in Sharon's designs for the AIFD program. Among the main colors she emphasized were different tints, tones, and shades of blues, some greens, grays, lavenders, and sand. "It gives us the feeling of cool, calmness, and relaxation … a spa feel," Sharon explains.

Tricia's trend focus for the stage program was about sustainable nature and her design concepts pertained to reusing, recycling, and repurposing. "It was my goal to use products that we see every day in the flower shop and inevitably throw away," Tricia says. "When I first walked into the design room at AIFD, I automatically started digging through the trash. I found lots of pallets, packing material, and scraps from the other shows, thus creating inspiration for my pieces." In order to make the arrangements sellable while still ap-

(Continued on page 14)

AND THE **FLOOR BELONGS TO…**

Congratulations to Napco in capturing "Best of Floor" honors for Outstanding Visual Display at the Atlanta International Gift & Home Furnishings Market, July 8–15. AmericasMart recognizes merchandising excellence with its visual display award, celebrating exceptional design, exhibits, and displays. "We are honored to have received this prestigious award," says Napco Vice President of Marketing David Bailys. "Napco is committed to providing the industry with a wide variety of top quality merchandise, from everyday products to seasonal items, including many exclusive designs not available from any other source. Our showrooms provide an opportunity for industry professionals to see our products in person and in use, stimulating ideas they can take back and incorporate into their businesses."

RECIPE *for* SUCCESS

PUTTING A PLAN IN PLACE CAN ENHANCE YOUR MARKETING EFFORTS

Marketing is similar to cooking—it's about time (prep and cook time), effort (patience and detail), and money (cost of the ingredients required). If you want your marketing efforts to succeed, it's important to plan your work and then work your plan.

WHY PLAN?

Having a plan identifies your goals and provides a guided road map to achieve them. Creating a plan is not time consuming, it is merely developing an outline for your purpose. Planning also allows you to budget. Furthermore, attaching money (budget) to a project increases perceived value and encourages a stronger commitment.

WHERE TO START?

Writing a marketing plan is not as daunting as it seems and can be accomplished in just six easy steps. Once you have chosen your target audience (brides, funeral homes, corporate accounts, etc.) and your initial investment (marketing budget), the plan almost writes itself.

6 STEPS for Creating a **Successful Marketing Plan**

1} **Analyze your current situation.** Identify obstacles and opportunities; write down what products and services you currently offer; size up your competitors; determine who your customers are and what their needs are; address any problems such as stagnant sales periods or complaints you may have received.

2} **Set achievable goals.** Make goals specific and attainable; maximize your business for each holiday; energize your business with special promos and/or offers to keep sales steady during slow periods; build business with current customers; consider increasing the scope of products/services you offer; look for new and untapped opportunities (i.e., corporate events you may not have considered).

3} **Determine Your Budget.** Typically, a marketing budget is 5 to 8 percent of estimated gross sales; research your costs (be sure to include cost of production); stick to your budget and track your results ... enabling you to make adjustments as needed and refine your marketing plan.

4} **Find the right marketing mix.** Identify objectives and write down as many ways of achieving each one as possible; prioritize your list of strategies for each objective; describe each strategy including how/when it will be accomplished, who will handle the project, and how much it will cost.

5} **Put it all together.** Arrange your objectives in the order you feel will generate the most business; add up your estimations and assign a rough percentage and dollar amount of your marketing budget to each objective.

6} **Evaluate your success.** Monitor results of your marketing strategies; tweak and make changes; experiment with what works best.

LOOKING AHEAD TO THE **2014 HOLIDAYS**

Sales and marketing opportunities for the upcoming holiday season could be somewhat bright and merry, considering the recent economic reports. The Conference Board announced in July that its consumer confidence index rose to 90.9, the highest reading since October 2007, two months before the Great Recession officially began.

In addition, the U.S. Commerce Department reported that the nation's economy grew at what was described as a "fast 4 percent annualized rate" during the second quarter of 2014. This was underscored by a growth in consumer spending during the quarter of 2.5 percent. "Consumer confidence continues to advance," Lynn Franco, director of economic indicators at The Conference Board, says. "Expectations regarding the short-term outlook for the economy and jobs were moderately more favorable, while income expectations were a bit mixed. Still, the momentum going forward remains quite positive."

FALL & WINTER BRIDAL TRENDS

INDUSTRY EXPERTS SHARE THEIR THOUGHTS

In preparation for the fall and winter wedding season, we asked four of the bridal industry's leading designers for their thoughts and predictions. Mandy Majerik, AIFD, CFD, PFCI, is a third-generation florist and the owner of Hot House Design Studio in Alabama; René van Rems, AIFD, is the principal instructor at René Floral Training Center in Carlsbad, Calif.; Claudia Saldaña, MBC, CFD, is the owner of CS Logistics in Events in Mexico; and Sandy Schroeck, AIFD, PFCI, CFD, is the owner of Trend on Design freelance and consulting services in Eden Prairie, Minn.

Floriology: *What are the latest overall trends for fall and winter weddings?*
Mandy: Bling is as popular as ever, but we are seeing strong use of mercury glass and sequined accents. From dresses to table runners, to bouquet wraps and custom cake plateaus, unique detail is being sought after.

René: Brides want unique flowers and designs. Round, hand-tied bouquets are slowly fading after years in the limelight. In more prosperous times, trends change faster and product turnover happens more when people just spend more! Trends have not been changing that much. So this is a great opportunity for the retail florist and design community to create variations on a theme and up-sell.

Floriology: *What floral varieties, colors, or styles will be prominent this fall and winter?*
Sandy: Navy blue is coming on strong in dresses and attire. We also saw a large infusion of the color on the red carpet at the Grammys, which drives trends in fashion. Indigo, along with many other shades, will continue to rise, while gold, as a metallic influence, adds a rich tone.

Claudia: Gray, radiant orchid, green, orange, and salmon.

René: Different colors are hot. Hot pink, orange, purple, chartreuse green, brown, and dark purple are popular. Color combinations within the collection are also more daring. For the monochrome bride, blush white, peach, and soft pastels are the scene. Flowers for the fall and winter include cymbidium, mini-cymbidium, protea, most tropicals like anthurium, gloriosa, cattleya, and novelty orchid blooms (phalaenopsis) are big. Even in fall and winter seasons, brides love the shabby-chic flowers that seem to come from grandma's garden. Make sure you sell what is available because during the fall and winter months this can be tricky since most of these products are grown outdoors.

Floriology: *What types of interesting textures, exotic looks, and non-floral accents are brides looking for?*
Claudia: Brides are looking for rustic finishes, unpainted wood, permanent succulent, and lace fabrics.

Sandy: Lace and pearls are both coming on very strong as accents in design in classic looks. Black lace is an interesting twist that elevates the prominence of the lace. Environmentally conscious individuals are using cement-type products, natural wood, and stone accents. Arrangements in recycled glass or blooming or green plant material can be used as décor and have an afterlife beyond the party.

Floriology: *What will be popular in terms of floral accessories?*
Sandy: Statement necklaces are on the rise; we need to think of other options to wear floral beyond the bouquets. This generation has been exposed to creative floral attire.

Floriology: *How has social media impacted brides' choices?*
Mandy: Pinterest is the most referenced resource in the marketplace. Brides all have boards to share images they gathered for inspiration. Be sure to take elements from these images, marry them together, and give your bride something that is personal to her—not simply a copycat version of a Pinterest picture. Instagram is also a useful tool. Hashtags are a great way for potential brides to see your updated collection.

Floriology: *What other words of wisdom can you share with florists who are working with brides and grooms this fall and winter?*
René: Make sure to sell flowers that last at least as long as the big day. No bride wants a gorgeous bouquet that lasts only for the photo session, prior to the walk down the isle. Know your flowers!

Mandy: Couples desire a florist who designs beautiful flowers, who has a great reputation among other vendors, who is swift with response times during correspondence, and who they connect with. Be sure to not only sell your floral abilities, but sell yourself as well.

by Evan Grossman

Arranged TOGETHER

Home and garden expert P. Allen Smith has close ties to the floral community

P. Allen Smith, a syndicated television host and home gardening and design expert, is no stranger to flower shops. "My grandmother was a florist," he says. "I remember hanging out in a flower shop as a kid. I was constantly sweeping the floor and picking up clippings, so I understand that environment."

Allen makes his livelihood on a farm now, filming popular television and web-based shows from his lush garden home retreat in Arkansas. Set on a bluff overlooking the Arkansas River Valley, the property serves as Allen's laboratory and studio where he showcases the grow-cook-design lifestyle content he produces. Gardening and growing flowers and food are central to Allen's work, which he considers a close relative to floral design and to the work done in flower shops around the country ... similar to the shop his grandmother operated.

"A lot of the design principles of garden and design are the same you would use in a small arrangement," he says. "There's so many places the two pursuits dovetail."

The primary intersection is made up of the flowers themselves. While florists and gardeners are cousins in an industry that connects farms and flower shops, Allen believes reliance on American-made products is crucial to the survival and overall health of the floral industry as a whole.

"A big part of our mission is trumpeting the local, American-made message," he says. "So we work with growers around the country. One of our growers that we get fresh flowers from is an American flower grower. The flowers that we don't grow here, that we order in, are American-grown. They come from Sun Valley in Northern California," Allen says. "I'm a big believer in keeping jobs in America. I think American-made products are the best in the world and I think we've gotten away from that. So I think getting the message out about American-made and American-grown is very important and I feel a responsibility to do that."

Since 1993, Allen has been spreading his message, working in media, and teaching his viewers how to garden, cook, and design their homes. What started as a morning show is now packaged and syndicated on PBS. *P. Allen Smith's Garden Home* reaches some 93 percent of homes with televisions in the United States, and he is also a regular contributor on the *TODAY Show*, a best-selling author, and launched a popular YouTube channel in 2012. Allen is a bit of a pioneer in the field, having specialized in DIY home and garden content well before the rise of cable networks like HGTV and websites such as Pinterest were born.

"Suddenly there were 400 channels to watch," Allen says. "Today what you see is even more fractured with these online media platforms. But they are all vehicles for personal expression. People now have an opportunity to express what they're doing. There was always an interest in home and garden. Our demographic is largely female. She's house-proud, 35-65 years old, and she loves a beautiful home."

Design Expert: P. Allen Smith ***Experience:*** More than 25 years

Exposure/Achievements: 2011 4H Celebration of Excellence Award; 2009 Arkansas Cultural Enrichment Award from the Hot Springs Documentary Film Festival; Medal of Honor and Honorary Member of The Garden Club of America; Garden Communicator Award from the American Nursery and Landscape Association (ANLA); Horticultural Communicator Award from the American Horticultural Society (AHS); featured author at National Book Festival on the National Mall, Washington, D.C.; certified Fellow of the Royal Horticultural Society; board member of the Royal Oak Foundation, the United States affiliate of the National Trust of England, Wales, and Northern Ireland.

For more, visit **www.pallensmith.com**

by Mike Pucci

Traditional with a *Twist*

Toni Piccolo, CFD, adds her signature style to create memorable designs

Ask Toni Piccolo, owner of gia bella flowers & gifts, to describe her approach to floral design and she'll tell you it's "trenditional"—blending traditional elements with unique personal touches reflecting the latest trends. "I always make sure when I do an arrangement that there's a twist," says Toni.

Named after Toni's daughter, gia bella flowers & gifts opened in 2010 in Burlington, Wisc., when Toni and her business partner, Laura Proctor, decided to bring Toni's many years of floral industry experience and creativity to the community. "I started right out of high school, working in a flower shop in my home town. And I attended Gateway Technical College, where I earned a degree in horticulture marketing ... learning the true ins and outs of flower shop design and management," states Toni. She also credits her tenure at Waukesha Floral (in Waukesha, Wisc.) as among the most important building blocks and learning experiences of her career.

Continuing education has been a key to Toni's growth as both a floral designer and a flower shop owner. She has taken numerous courses over the years. Most recently, she participated in the Teleflora 123 A primer on principles & elements of design with Kevin Ylvisaker, and she worked with mentor Denise Gerhke from Waukesha Floral to prepare for AIFD testing—which she passed to achieve AIFD accreditation. Toni points out that she is also part of the Wisconsin Upper Michigan Floral Association and enjoys serving on its education team. "I don't think you can get enough education," Toni says. "Learning something different, constantly improving your skills ... it helps you stay on the cutting edge, ahead of the trends ... and that's why people come to gia bella."

That notion is underscored by the fact that the shop has been honored for three years in a row as "Best of Weddings" by theknot.com. "We do about 40 to 50 weddings a year," Toni says. In addition, gia bella flowers & gifts handles a wide array of special events as well as providing designs for home interiors. Corporate work is also a significant part of the shop's revenues and included on gia bella's list of corporate customers are some very sizable companies, including Walmart.

Toni and her dedicated staff, whom she credits for their boundless energy and enormous talent in helping to grow the business, are also heavily involved in their local community. For example, each year gia bella flowers & gifts works with Aurora Memorial Hospital of Burlington on its "Crystal Ball" charitable event and auction. What's more, Toni donates centerpieces to the local Rotary Club and she takes time out of her busy schedule to work with future floral designers and flower shop owners. "I do career days at the high school," she says. "I try to get kids believing in a career in horticulture." She also invites local students to come into the shop and "shadow" her, learning about the retail floral business first-hand.

In promoting her business, Toni uses social media extensively—particularly Facebook—and she also promotes via *The Knot* and *Wedding Wire*. In addition, she teaches classes for the local garden center, which generates important word-of-mouth marketing. Complementing her bridal designs, which make up most of her revenues, Toni's shop also carries Root candles as well as an extensive assortment of fair-trade items.

Toni is a firm believer in the value of local retailers working together to build sales ... and she is often involved in referring business back and forth with other florists in Burlington and the surrounding area. Most of all, she believes that working diligently and being nice to people are perhaps the most vital factors in successfully growing a local retail business. "You do well and well comes to you," she says. "Being a hard worker, good listener, and all-around good person can only bring an abundance of healthy business."

For more information, visit **www.giabellaflowers.com**

FAST **FACTS**

Shop: gia bella flowers & gifts

Location: Burlington, Wisc.

Established: 2010

Owner: Toni Piccolo, CFD

by Evan Grossman

ACHIEVING EQUILIBRIUM

The elements of balance are crucial to any floral design

James DelPrince is an author and a professor in the Department of Plant and Soil Sciences at Mississippi State University. His latest book, *Principles of Floral Design: An Illustrated Guide*, which he co-wrote with Pat Diehl Scace, outlines the basic fundamental elements that all floral designers should master.

"They are not only the theoretical foundation of what a floral designer does with their hands and their head every day—knowing these design principles will make you money," James says. "Ability and knowledge set you apart and attract bigger and more affluent clients."

Compressing his four-month college course into a series of articles for *floriology* that examine four of these design principles—balance, proportion, rhythm, and scale—James considers balance the most important of all. "It's the foundation for floral design. No floral design is good unless it possesses balance," he says. "If it can't stand up on its own, it's absolutely no good."

There are essentially two forms of balance: physical balance and visual balance.

James believes that everything, no pun intended, stems from equilibrium in a floral arrangement. The most obvious point is that an unbalanced product will tip and perhaps even topple, appearing like the work of an amateur rather than that of a professional floral designer.

"If a floral arrangement is lacking in physical balance, it means the thing is falling over, literally," James says. "Placements are falling out of it, the mechanics are loose, and the arrangement has problems. We see this in problems with the delivery of an arrangement; the pieces are not held in place and it has technical problems. It makes it more difficult for the design to be delivered. It can also lose balance over time ... the design, even though it's artistically well done, if it can't stand up on its own, no one is going to enjoy it."

The second form of balance, visual balance, has more to do with symmetry or the perception of the arrangement being balanced around a central vertical axis line. "Symmetrical balance is similar to what you see on a playground seesaw," James says. "It's identical on both sides of the axis."

The most common mistakes James says florists make in terms of balance—or lack thereof—is in their mechanics, construction, and the techniques used to hold the flowers in place. He believes creat-

Design Expert: James DelPrince

Experience: Professional floral designer for more than 30 years

Exposure/Achievements: PhD, agricultural and extension education, Mississippi State University; MS, agricultural education, The Ohio State University; BS, horticulture, The Ohio State University; AAS, floral design and marketing, The Ohio State University Agricultural Technical Institute; head florist, Temple Heights (1837) Flower Arranging Society; laureate member of the American Institute of Floral Designers; author of *Interior Plantscaping: Principles and Practices;* developed the instructional DVDs *Flowers for Entertaining* and *Terrariums and Vintage Floral Design*.

For further information about *Principles of Floral Design: An Illustrated Guide,* by James DelPrince and Pat Diehl Scace, go to **http://tiny.cc/Principles_Floral_Design**

ing work that is physically unbalanced, in particular, can negatively impact your business and the industry at large. "Because someone is going to say they spent $50 of their hard-earned money on a floral arrangement for the hospital and it fell over," he says. "It kept on falling on the floor. And they're not going to say, 'I'm not going to buy from that florist anymore.' They're going to say, 'I'll never buy flowers again.' And they won't. They'll buy a card or they'll find a piece of jewelry or they'll call or stop by, and that, as we know, doesn't make anyone any money."

The bottom line is, adhering to the principles and elements of physical and visual balance can result in the creation of products that will not only stand out in the crowd, they will also achieve a higher level of quality and craftsmanship.

"By creating a sense of balance," James says, "you create floral designs that are different than what your competitors are doing and it sets your work apart in the marketplace. And that gets you more jobs, which gets you more money."

GARDEN TRENDS 2015

Urban, Floral Escape, and Bright

by Brenda Simmons

According to Napco, in 2015 the garden space "is going upscale and beyond whimsical." Illustrating that concept is a trio of different trends that will appeal to any personality and age group. Napco Marketing Director Freddy Bailys says that when his team went to market around the United States, they found three distinct looks and themes that best defined the trends: urban, floral escape, and bright.

"The **urban** look has luster, depth, and offers a very classic, streamlined look that features copper colored containers," Freddy says, adding that the simplicity of urban décor allows for colorful flowers to take center stage and steal the show.

The next trend theme, **floral escape**, is the polar opposite of what would be considered "classic." Floral escape gives consumers a homespun feel, utilizing embellished containers to create an ideal base for monochromatic floral designs and healthy plants.

It's important to point out, too, that consumers who like the urban and/or floral escape themes but crave a more antique look will also have that option. While it might not be as mainstream, garden container designs for 2015 will also include a distressed or whitewashed look reminiscent of a French country cottage from the 1800s.

The third trend, the **bright** look, is designed to capture a younger audience. While miniature fairy gardens will still garner attention, newly designed enchanted gardens will stand out as they pair bold colors with peacocks and fairies.

In addition to the above, gardenscapes will include statuettes to complete the look.

To find out more about the most prominent garden trends for 2015 and to see a comprehensive offering of garden containers, accents, and accessories, go to **napcoimports.com.**

(Continued from page 4)

pealing to the AIFD audience, Tricia says: "I made sure my designs were proportionate for delivery and had all the elements and principles of design. All the materials used are items found in a flower shop. I wanted to come up with a way that flower shops could recycle while still making a profit."

Jenna describes her inspirations for the AIFD stage program as being all about strong lines and bright colors as well as prominent textures and patterns. Jenna says she tried to "put my own personal design style into the arrangements while still staying true to the trend. For the specific designs, sometimes it was the container that inspired the design, sometimes it was the technique I wanted to use, and sometimes it was the flowers themselves." In terms of meeting the $100 retail value challenge while creating designs that were compelling to attendees of the AIFD symposium, "I tried to intentionally select smaller scale containers, as well as using flowers that lean more toward what we work with on a daily basis rather than specialty blooms," Jenna says.

Tammy states that in her designs she used "everyday varieties such as roses, delphinium, carnations, Queen Anne's lace, gerbera daisies, and stock, along with some ivy and bear grass greenery, and a couple of xanadu leaves." The designs were accented with pearls and buttons and some rhinestone pearl pins. As for staying within the $100 retail price point, Tammy says, "I work in a retail shop so we have to be aware of pricing every day. Using everyday stock materials, but combining them in a unique way helps keep the pricing at an acceptable level for customers. There is no reason that you have to do a roundy moundy for someone just because they are doing a $100 arrangement. It is always nice to show your customers what your creative side can do for them."

To see more, go to **www.facebook.com/AIFD.Symposium**

OHIO

As part of the festivities at a BloomNet Fresh Forum Summit in Columbus and in conjunction with Cultivate'14 (July 12–15), **Sandy Schroeck, AIFD, PFCI, CFD**, presented a special program entitled "Beyond the Bridal Bouquet." Sandy's invigorating program highlighted exciting new design possibilities to an audience of floral professionals from throughout the industry.

During Cultivate'14, AmericanHort also announced its Floral Design Contest winners. The Designer of the Year in the BloomNet-sponsored competition was **Christine Dillon** of Bo-Ka Flowers in Findlay, Ohio. The first runner-up was **Jody Brown Spivey** of Expressions Floral Design Studio in Gahanna, Ohio, and second runner-up was **Amanda Griffin** of Petals & Leaves in Grandview, Ohio.

ILLINOIS

▲ The American Institute of Floral Designers inducted its newest members during a special ceremony on July 5 at AIFD's National Symposium in Chicago. Kudos to all in earning the coveted AIFD designation. For a complete list of 2014 inductees, go to **aifd.org/2014-inductees/**.

TEXAS

▲ Greetings from the Lone Star State! BloomNet was in Austin for the Texas State Florists' Association's 100th Anniversary Convention (July 18–20) to salute the association's century of success. From left: **James Franks**, BloomNet Vice President of Franchise Development; **Jayla Love**, Technology Consultant; **Mark Nance**, AAF, BloomNet President; **Danna Nance**; **Nicole Romanelli**, Industry Relations and Education Manager; **Gino Marotta**, Director of Sales; and **Brent Eggleston**, Regional Vice President.

bloomnet
One Old Country Road
Suite 500
Carle Place, NY 11514

PRSRT STD
U.S. POSTAGE
PAID
RIPON, WI
PERMIT NO. 100

BLOOMNET IN THE COMMUNITY

by Brenda Simmons

BECOME OUR FAN ON FACEBOOK
AND FOLLOW US ON TWITTER

Making the **Commitment**

>>> Through the Karin's Gives Back program, **Maris Angolia** (second from left) and the staff at Karin's Florist support various community organizations.

In 2011, Maris Angolia, president of Karin's Florist in Vienna, Va., made a pledge to increase her community involvement by starting a program called Karin's Gives Back. Each month, a new charity is chosen for Karin's to sponsor. Three years and more than 30 charities later, Maris has succeeded.

"It was hard to choose just one charity because there are so many great ones in our area," she says. "So we thought, 'Let's offer several fundraising opportunities!' In July and August, we helped Operation Finally Home. Ten percent of the sale of the Sunshine Home feature arrangement will help build mortgage-free homes for returning soldiers and widows of the fallen."

Maris says that the business started by her father and grandfather in 1956 has always been involved in the community, but wanted to offer more. "We received so many applications, it was hard to choose. We have an advisory board made up of community members—it is one of the best things we have ever done. The board is made up of five to seven people ranging from event planners to accountants that serve two-year terms. In addition to other functions, the members are the ones who review the charities' applications and select which ones we will support. The Karin's Gives Back program considers local organizations or those with a local chapter."

In addition to Operation Finally Home, some of the charities sponsored include the Let's Give Back foundation and Friends of the Fairfax Animal Shelter. "What makes the fundraisers so successful is that the charities are really involved in choosing the design and naming it. The fundraisers that have amazing results are the ones that are really invested and promote it to their own passionate benefactors," continues Maris.

When asked what exciting fundraisers are coming up in 2015, Maris smiles and says, "Next June, The World Police and Fire Games! Twelve thousand athletes and 30,000 fans will be in and around our community. We can't wait to be involved!"

Have an article idea for a future issue of *floriology*?
Go to http://tiny.cc/floriology_callforcontent and tell us about it!

For further information about the Karin's Gives Back program, go to ***www.karinsflorist.com***.