



The Designers' Voice

Our associates:

Canadian Florist Magazine
CY Grower Supplies Ltd.
Fable Farms
Florists Supply Ltd.
Mayhew's Wholesale Ltd.
Kirby Floral Inc.
Signature Floral Supply Inc.
Today Trading Co. Ltd.
United Flower Growers Co-op
UFG Floral Supplies

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President's Message

When you picked up CPFDA's newsletter today, did you notice something different? Don't adjust your glasses or your contacts, it is all ok. We now have a new look!

I am very proud and excited to be one of the first members to contribute to our "new look" newsletter. Plans are also in place to extend our "new look" to our website. Watch our website for upcoming changes. It is only fitting that we have a new look for 2010. It has become the year of change for some.

For CPFDA we have newly elected board and a new mem-

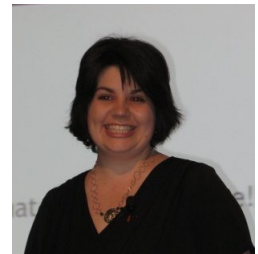
ber of our floral family, Mike Wood.

These past months we have had some fantastic floral shows from Florists Supply and UFG Supply. Kirby/Signature Floral had an amazing show at the end of May. If you have not been to these shows make time to attend upcoming shows. Design shows play a key role for learning and development for designers and their staff.

All is not lost if you missed these incredible events. CDs filled with show designs are available and are a great learning tool.

My wish for you for the rest of 2010 is that you embrace change. Make positive changes in your life as CPFDA has done. It will be the best thing you ever did. 🌻

Until next time... Lindsay



Lindsay Campbell
CPFDA President

Survey says...

Consumers are clamouring for access to retailers' products and information through the web, and retailers that fall behind run the risk of losing customers to more tech-savvy competition according to a survey from IBM.

The global survey of 28,000 consumers, including 4,000 Canadians, found that:

- 84 per cent want to use websites to access and print coupons.
- 75 per cent want to use mobile phones to find the nearest store.
- 72 per cent wanted to see what goods are in stock before going to the store.

- When it comes to using new technology, 48 per cent of Canadians favour websites,
- 31 per cent chose shopping through in-store kiosks, nine per cent chose TV and four per cent selected mobile phones.
- 69 per cent said they want to work with retailers to help them find new products and provide suggestions on services that better meet their personal needs.

Source: Canadian Florist – May 2010

CPFDA MEETINGS:

Third Tuesday of each month at 6:30 p.m.

United Flower Growers Auction (UFG) Cafeteria

4085 Marine Way
Burnaby, British Columbia

No meetings in August or December

VISITORS WELCOME

Chitter Chatter - with Rosy Petal

The results are in! All ballots were cast; all votes were scrutinized and counted.

Here are the results of our last Annual General Meeting (AGM) elections:

- President: Lindsay Campbell, CPFDA
- 1st Vice President: Susanne Law, CPFDA, AIFD
- 2nd Vice president: Katalin Actis, CPFDA
- Secretary: Heather Logan, CPFDA
- Treasurer: Brian Dionne, CPFDA
- Past President: Tracy Bell, CPFDA
- Designers' Voice: Kevin Young, AIFD, CPFDA, CAFA

Committee Chairpersons:

- Sunshine: Gloria Mellor, CPFDA
- Social: Ellen Lalji, CPFDA
- Membership: Raj Bains, CPFDA
- Website: Yukari Mitsui, CPFDA, AIFD
- Education: Tracy Bell, CPFDA

Last April CPFDA members Yukari Mitsui, CPFDA, AIFD; Louisa Lam, CPFDA, AIFD; and Kevin Young, CPFDA, AIFD, CAFA were in-

involved in a memorable Wedding Floral Design show at UFG Supplies. I still have visions, it's my medications, of the lovely floral designs, the staging, the beautiful models in stunning bridal gowns, courtesy of Bliss Bridal, the music and the food. Our very own Katalin Actis, CPFDA was the "Mother of the Bride" and a saucy one at that! I was so proud to see CPFDA up there and out there. Great job, guys!

CPFDA has taken another step in tune with the times. In addition to the new image for the newsletter, it was decided to move to a quarterly versus bi-monthly publication. In this electronic age, members will have the option to receive communication by e-mail or can elect to have a hard copy sent by post. Copies will continue to be available at floral wholesalers.

Let me wish you all a lovely summer season. Take time to relax, be outdoors, enjoy the warm air and stop and smell the flowers.

Rosy

WELCOME

CPFDA welcomes our newest member(s):

- Mike Wood, Inside Out Floral Designs

MEMBER BENEFITS

CPFDA member benefits package is coming soon...watch for it!



To contact Rosy, send an e-mail to info@cpfd.ca

B.C. Floral Production Facts

There are numerous outdoor flower producers, but the majority of B.C. flower production is grown in greenhouses.

B.C. growers have much experience with floriculture and many specialize in plant science. They use their keen knowledge to produce high yield crops that are sold all over Canada and the United States. <http://flowerscanadagrowers.com/britishcolumbia/index.asp>



The British Columbia floriculture industry can boast:

- 23.15% of the total floriculture sector in Canada
- 1.22 billion estimated total economic impact
- 333.3 Million in farm gate sales each year

Many producers in B.C. sell product with the United Flower Growers: <http://www.ufgca.com/homepage/subpages/Growers.html>

Dates to Remember

June 15 th	CPFDA Meeting
June 20 th	Father's Day
June 21 st	Summer Begins
June 24 th	St. Jean-Baptiste Day
July 1 st	Canada Day
July 20 th	CPFDA Meeting (Pot Luck)
Aug 2 nd	Civic Holiday

July Pot Luck

Will be held at Sam Solis' Garden Patio. Confirmation and follow-up with members/associates will be done by Gloria Mellor.

Design Show

Florists Supply
(Vancouver) September 20th
Fall Design Show
Featuring: Neville McKay

Interview with Sharon McGukin, AAF, AIFD, PFCI

CPFD: What is your favourite colour scheme for this season's weddings?

SM: My favourite colour is red. This year I love the trendy mix of sugary coral, lush red, deep orange and hot pink colours that are so popular. Offset this warm depth of colour by choosing either bright apple green or soft blue-green as an accent. Showcase these intense colours against either rich, sensuous chocolate tones or dramatic black and white combinations.

Select your favourite shades of this tempting colour combination according to the season. Choose bright and beautiful hues for spring, hot and spicy shades for festive summer looks, or deep, rich tones for autumn and winter affairs. Select the variety of flowers according to seasonal availability. Keep this enticing colour harmony in mind all year to captivate flower-savvy brides!

CPFD: What flower could you not live without?

SM: Fresh ones! Actually, I can never identify just one favourite flower because I love all fresh, beautiful flowers. I change my mind constantly about which is best. I feel so blessed to spend my days working with flowers.

At home, I enjoy growing orchids in my sunroom. I

love the beds of iris and peonies that I moved from my Grandmother's home to my own yard. Today's favourite flower is the hot pink, climbing rose bush in full bloom in my courtyard.

CPFD: What is the most popular floral gift in Atlanta? (i.e., hand tied, cube vases, plants, etc.)



"...this year I love the trendy mix of sugary coral, lush red, deep orange and hot pink colours that are so popular."

SM: I think loose flowers casually dropped into a vase are still the everyday favourite here.

As a group, Southerners are influenced by an abundance of greens and garden flowers in our outdoor environment, so we have a tendency to prefer an unstructured look of 'flowers freshly gathered' indoors as well.

CPFD: Who or what has been your biggest design influence to date?

SM: A member of the American Institute of Floral Designers (AIFD) has provided me with my greatest influences in design. This organization has introduced me to a network of floral design artists that I would never have had access to otherwise. I have learned so much from its talented members and prestigious events. If you have never attended an AIFD Symposium, give yourself a floral gift of inspiration and attend July 2010 in Boston or July 2011 in San Francisco. Visit www.aifd.org for details.

CPFD: Who is in your CD player right now?

SM: I like such a variety of music that I had to look in the CD player myself to see who it might be today. Black Eyed Peas. I actually keep a digital version of their 'I Gotta Feeling' on my laptop to play when I need a quick boost of energy. One of my 'calming' favourites is Danny Wright's soft piano rendition of Phantasys. However, I must admit that my very favourite music is the natural sound of spilling water from the fountains in my courtyard, while a couple of resident tree frogs chirp. Relaxing songs on hot summer evenings. 🌸



Sharon McGukin AIFD, AAF, PFCI is a floral designer and author of *Flowers of the heart – a bride's guide to choosing flowers for her wedding*. Her book is available through her website www.sharonmcgukin.com at a cost of \$49.95 plus shipping and handling.

Online Resources



Check out free video instruction for your staff. Topics include:

- 10 Steps for Care and Handling
- Sourcing
- Inspection
- Recutting
- Flower Hydration
- Flower Food
- Finishing Touch
- Sanitation
- Floral Foam
- Temperature and Humidity
- Course Reviews

http://www.floralife.com/floraluniversity/video_menu.asp

CPFDA is on Facebook!





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Promoting excellence in floral design.

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Submit feedback or content for future newsletters: info@cpfd.ca

CPFDA was created by floral designers for floral designers and other industry associates. It does not matter if you are a shop owner, freelance designer, work in a retail shop or work for a wholesale outlet, just as long as you are in the commercial field.

We serve as a network for floral designers to exchange ideas, discuss new products, theories and other industry related matters.

As professional floral designers our aim is to bring floral design awareness and education to the Association and to the consumer, and to set the criteria for Floral Design. Our search for, and sharing of, higher standards in Design and Knowledge sets us apart.

Designers' Corner - Lindsay Campbell, CPFD

The Quick and Easy Cube

This arrangement was done in a 6"x 6" glass cube. Tropical leaves line the inside of the cube to hide the mechanics. The base is a feather



armature with a touch of madrona. Groupings of green kermit mums, creamy yellow tulips, yellow alstroemeria and green cymbidium orchids are neatly clustered. Final garnish was added with Oasis beaded wire in brown. The

green, yellow and brown made for a delicious combination! Lindsay favours cube designs because they are quick to make and make use of short or broken stems. Quick cubes can be made as fancy or funky as you'd like.

Have your work featured—e-mail your design inspiration along with what you used and why to: mwood@insideoutfloral.com

Membership Education and Design Awareness



Join the OASIS Florist Community!

Once you sign up for free your membership is active and you will receive:

- Even more design images
- A forum to talk to the design directors
- Exclusive offers throughout the year
- ...and more!

Get Inspired!

Let the Oasis Design's Sec-

tion inspire you. Visit the website and view



beautiful arrangements by the OASIS® Floral Products

Design Directors.

Images are available for you to download and use on your own web site, fliers, postcards and more! Show your customers what you can create!

To view even more design ideas, join the Oasis floral community.

www.oasisfloral.com

uBloom Guided Tour - It's FREE

Take the opportunity to visit uBloom.com.

uBloom is a great online source for everything flowers. Whether you are an enthusiast who loves flowers or a professional interested in wedding arrangements, interior plantscaping or floral crafts,

uBloom.com is one of the most comprehensive floral resources on the internet.

www.ubloom.com