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## American Institute of Floral Designers

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### FOR IMMEDIATE RELEASE

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## FLORAL DESIGNERS HEAD TO PUERTO RICO FOR 2013 AIFD SOUTHERN CONFERENCE "EXPLORE BEYOND THE SHORE"

**BALTIMORE (January 2013)** – Take your design talents further and dare to "Explore Beyond the Shore" at the American Institute of Floral Designers (AIFD) 2013 Southern Conference taking place April 11-14 at the Verdanza Hotel in Isla Verde, Puerto Rico.

This four day conference will give you an opportunity to explore Old San Juan, partake in a "Pirates of the Caribbean" opening reception and costume party and enjoy everything beautiful Puerto Rico has to offer. The conference will feature six design programs led by well-known industry leaders, a President's Banquet and Awards Dinner and an opportunity to participate in two different Hands-On Workshops led by elite industry designers Hitomi Gilliam AIFD, CFD and Mario Antonelli.

Designers eager to learn about the steps to AIFD membership will join Jackie Lacey AIFD, CFD on Saturday, April 13 as he presents "Steps to AIFD." This presentation is especially timely as the deadline to enroll as an AIFD candidate and submit the Application to Participate in the June 26, 2013 Las Vegas Professional Floral Design Evaluation (PFDE) program is April 15, 2013. However, AIFD suggest enrolling as a PFDE Candidate as soon as possible in order to receive your study materials prior to the online test portion of the PFDE (online test deadline: May 1). For more information on how to become a member of AIFD visit <http://aifd.org/membership/become-cfd-and-aifd/>.

A full event schedule, registration information and hotel details are posted online at <http://aifd.org/2013-southern-conference/>. Advanced registration will close on March 29, 2013 at midnight. Registration for days or single programs (excluding meals) may be made at the door. AIFD members and non-members are both encouraged to register early.

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#### About the American Institute of Floral Designers

Established in 1965, the American Institute of Floral Designers is, today, the floral industry's leading non-profit organization dedicated to establishing, maintaining and recognizing the highest standard of professional floral design. AIFD and its worldwide accredited members are in the forefront of the industry in presenting educational design programs and in designing flowers for such renowned events as the Tournament of Roses Parade, Academy Awards and Presidential Inaugurations. Find more information at [www.aifd.org](http://www.aifd.org).