



PHILosophy

A FLORAL DESIGN CONTEST

TO ENDOW THE PHIL RULLODA AIFD SCHOLARSHIP FUND

Sponsors



GREEN POINT NURSERIES
WWW.GREENPOINTNURSERY.COM



About Phil Rulloda AIFD



Having amassed awards in competition to surpass all others, the signature style of Phil Rulloda AIFD brings tropical design center stage. In 1991, AIFD named him the first to receive the AIFD Award of Design Influence. His contemporary approach and distinctive techniques continue to inspire florists. Invitations from the White House and various Heads of State have opened doors to share his talent with the world.

In more than five hundred programs presented to tens of thousands of professional florists, Phil has highlighted the absolute best in design as well as shared countless words of encouragement. The Society of American Florists awarded him the Tommy Bright Award in recognition of his lifetime achievement in floral commentary in 2004. In 2007, Phil and wife Cathy Hillen-Rulloda AIFD were honored to receive AIFD Award of Distinguished Service to the Floral Industry.

For decades, he has shared his distinctive style not only in countless presentations but also with students that traveled to study at the Phil Rulloda School of Floral Design. He sees the true measure of his worth in student achievement. His accomplished goals to educate, motivate and inspire are proven through student success. His dedication to the profession is recognized by those who have joined together to contribute to the Phil Rulloda AIFD Scholarship Fund. Once endowed, this fund will provide scholarships, in perpetuity, to advance the art of floral design.



Our Prestigious Panel of Judges



Deborah De La Flor AIFD



Sheryl Doerr AIFD



Tim Farrell AIFD



Rocky Pollitz AIFD



Pete Samek AIFD

Qualifying Jury



Joyce Mason-Monheim
AIFD



Cindy Q. Pham
AIFD



Tom Simmons
AIFD



Renee Tucci
AIFD



Bob Tucker
AIFD



Message from Lynn Lary McLean AIFD

AIFD Foundation CEO

On behalf of the AIFD Foundation Board of Trustees, it is my pleasure to express appreciation to each and everyone who contributed to the success of PHILosophy!

- To each of the 64 contestants who entered this contest, we celebrate your talent and appreciate your donation that will lead the Phil Rulloda AIFD Scholarship Fund to endowment.
- To those who chose to contribute without competing, thank you for your donation to the Phil Rulloda AIFD Scholarship Fund. Your support helps lead this fund to endowment providing education in perpetuity.
- To Green Point Nurseries, Mellano & Company, Phil Rulloda School of Floral Design and Resendiz Brothers Protea Growers, invited to sponsor the prizes for this design contest because of your long term relationship with Phil, we express our heartfelt appreciation for your generous support. Each opportunity will expand education for those most deserving of these awards.
- To the qualifying jury and panel of judges, Phil respects you and your understanding of the elements and principles of design. Your lifetime of achievement elevates the standards of this contest. Thank you for generously sharing your time and expertise so that the contestants may learn from this experience.
- To AIFD Foundation Ambassador Ken Senter AIFD, an award winning designer and Chair of this contest, we thank you for sharing your most generous spirit, your understanding of competition, your belief in the importance of education and your willingness to help others achieve their very best. Thank you for all you have done and all you will do to lead the Phil Rulloda AIFD Scholarship Fund to endowment.
- To Phil Rulloda AIFD, thank you for each palm frond you have woven, each branch you have placed, each foliage bird that took flight, and each bloom that found its rightful place. You have inspired, through your art and your spoken word, the PHILosophy that encourages us all to be our very best.



Message from Ken Senter AIFD

AIFD Foundation Fund Development Chair | Phil Rulloda AIFD Scholarship Fund

Throughout this experience, I saw in each tropical flower, foliage placement and weave, a reflection of Phil's influence. Though recognized globally as an International Award Winner and Educator, as well as one who is the first to mentor, Phil Rulloda AIFD extends the hand of friendship to ALL. His name and influence resonates throughout this industry. Through the endowment of this fund, education provided for decades, will continue for generations to come. I am often reminded of what I consider a simple yet powerful message. In Phil's words

"YES I CAN!", I, still today, find guidance through difficult days and inspiration to lead me forward! May this message forever lead each of us to reach toward continued excellence in floral design.

May those of you who entered the competition learn much from the process. May those who contributed without competing know our appreciation. May each sponsor realize the gift of education that you contributed in support of this contest. May the jury and judges know how valued you are. I am so grateful to each and everyone who contributed to the success of this contest.

The Top Ten

1st



Reina Sumabat AIFD
Artesia, California

The Top Ten



2nd

John Regan
Crystal Lake, Illinois



3rd

Carolyn Shepard AIFD
Charlotte, North Carolina

The Top Ten



4th

Wong Kok Keong
Malaysia



5th

Martha Aaron AIFD
Sedona, Arizona



6th

Margarita Maxwell CFD

La Habra, California



7th

Stephanie Barro

Austin, Texas

The Top Ten



8th

Adrianna Duran-Leon AIFD

Albuquerque, New Mexico

9th

Chelle Gerhardt AIFD

Bentonville, Arkansas





10th

Anna Lejerskar
Laguna Beach, California



10th

Fabian Salcedo
Austin, Texas

Qualified Entries



Lea Romanowski AIFD
Calgary, Alberta, Canada



Loalynda Bird
Anacortes, Washington



Laurel LeMaistre AIFD
Frostproof, Florida



Chrisoula P. Baltas AIFD
Dartmouth, Nova Scotia, Canada

The Jury reviewed design images from 64 contestants and qualified based on quality of image, an overview of the design and the interpretation of theme. The panel of Judges evaluated the 54 qualified designs to a scale of points based on the elements and principles of design and interpretation of the theme. These entries are shown in no particular order.



Anna Star
Mesa, Arizona



Michael Quesada AIFD
Santa Barbara, California



Patience Pickner AIFD
Chamberlain, South Dakota



Manuel Velazquez
Anaheim, California

Qualified Entries



Mary Anne Mertz
San Marcos, California



Jenny McNiece AIFD
Arroyo Grande, California



Shayai Lucero
Laguna, New Mexico



Amanda Elliott CFD
Castle Rock, Colorado



Susanne Law AIFD
Surrey, British Columbia, Canada



Lau Hing Wan
Hong Kong



Gregory Lum AIFD
San Francisco, California



Eunice Teo Khee Choo AIFD
Malaysia

Qualified Entries



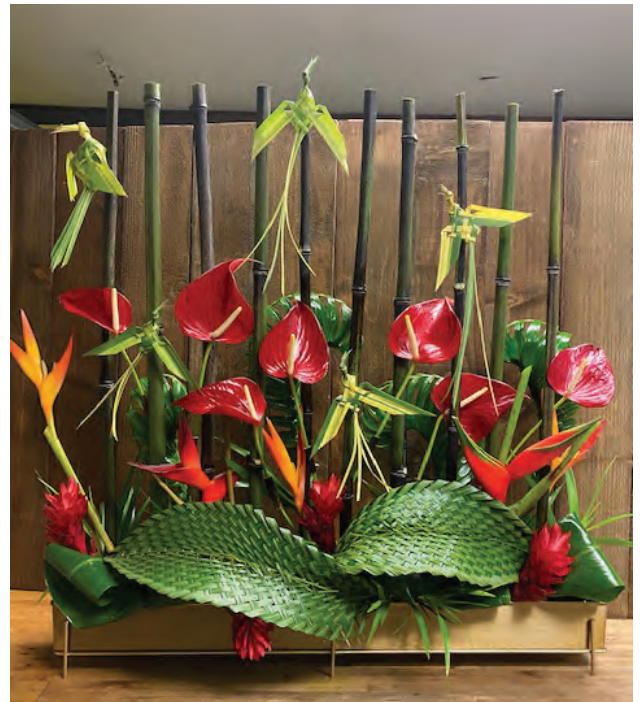
Chan Soke Mei
Malaysia



Mary McCarthy AIFD
The Woodlands, Texas



Tan Bean Yee
Malaysia



Allyson Weekly
Bellevue, Washington



Brenna Quan AIFD
Burnaby, British Columbia, Canada



Gail Strack
Conway, Arkansas



Carmen Ossorito Ortiz
Los Angeles, California



Kathleen Jones
Gillette, Wyoming

Qualified Entries



Abby Herrington CFD
Austin, Texas



Effie Lorza
Austin, Texas



Todd Smith
Vilonia, Arkansas



Gregg Hoppe AIFD
Dallas, Texas



Brandi Renee Lynch AIFD
Easton, Pennsylvania



Hallie Morrison AIFD
Conroe, Texas



Shonda Cunningham AIFD
Ogden, Utah



Becky Diaz
Austin, Texas

Qualified Entries



Kathleen Castagnoli AIFD
Los Alamitos, California



Judy M. Janzen CFD
Fresno, California



Sharrai Morgan-Faulkner AIFD
Port Townsend, Washington



Maureen Christmas AIFD
Acton, Massachusetts



Cheah Foo Choong
Malaysia



Angela Hall
American Fork, Utah



Sherry Grimes-Jenkins
Mahopac, New York



Renée Potter AIFD
Tempe, Arizona

Qualified Entries



Perla Montes Aguilar
Aliso Viejo, California



Ann Riddell
Burnet, Texas



Kyla Beutler AIFD
Boise, Idaho



The American Institute of Floral Designers Foundation, Inc. was established in 1979 as an independent, non-profit, 501c3 organization, that is an umbrella organization for numerous endowed and established funds, with a Board of Trustees to govern. The endowed funds provide scholarships to floral design students and aspiring floral designers. Education that impacts the future success of floral design is supported through grants from the AIFD Foundation. Funds established within the AIFD Foundation may honor those who have contributed to the floral industry, be a collective gathering from a state or region, or established to address a specific need within the industry. For an established fund to be endowed, the amount of the fund must reach a threshold of giving within five years from the time the fund is established. Once the threshold is reached and the fund is endowed, the interest and dividends are awarded, according to the purpose of the fund. The corpus, which is made up of the total donations, remains in perpetuity, ensuring that those honored will forever be remembered.

To contribute visit aifdfoundation.org.

