

## TALKING WITH NAFA'S ROD CRITTENDEN

*The association's treasurer and secretary discusses the importance of designers participating in floral competitions*

**Competition can be good for florists**, at least when it comes to participating in design contests. The National Alliance of Floral Associations (NAFA) recently awarded its National Designer of the Year at its annual meeting. The first place winner received \$1,000 and a silver cup trophy.

Along with the prizes and the peer accolades, the winning designer receives some additional benefits. That is why *floriology* decided to speak with Rod Crittenden, NAFA's treasurer and secretary, and vice president of the Michigan Floral Association, to find out more about the competition's criteria as well as some of the winning benefits.

The individual states in NAFA qualify their own representatives. For his state, Michigan, Crittenden explains that there are three separate divisions for design competitions: student, professional, and the academy—with that last division being the best of the best grouping. The winner of the academy division will then represent the state at NAFA. At the NAFA competition, designers have three different categories: surprise package (designer's

choice), bridal, and sympathy. Designs are judged in 10 categories with a point system being used. A possible 100 points can be awarded to each design by each judge. The overall winner is selected by having the highest number of

total points. Crittenden enjoys seeing the florists' creativity and artistry and jokes he was "glad he didn't have to judge the competition."

Whereas most of the time, florists are at their shops working away, one of the ancillary benefits at the competition is to step out and see what peers are doing. "The designers not only get a chance to see the designs

that they each make, they might learn helpful tips and secrets that they didn't know before," explains Crittenden. "Not only is it a competition, it is an awesome learning experience."

For winners, it's an opportunity to market their shop, according to Crittenden. "Designers can go back to their communities and say that they have been chosen to be the best of the best in the design field." To see images from the NAFA competition, go to [www.facebook.com/bloomnet.net](http://www.facebook.com/bloomnet.net). 



### ROD CRITTENDEN

*Titles:*

NAFA TREASURER/  
SECRETARY

VICE PRESIDENT  
MICHIGAN FLORAL  
ASSOCIATION

## Certified Floral Designer Update

# 46

**of 116 candidates** who participated in the American Institute of Floral Designers' (AIFD) Accreditation Evaluation Session (AES) in Kansas City, were successful in their quest to become AIFD Accredited. In addition, 69 out of the remaining 70 candidates who participated scored high enough to receive the Certified Floral Designer (CFD) designation, AIFD's newest designation program.

The candidates who were successful in their achieving scores high enough to receive the AIFD designation will be invited to be inducted as members of AIFD during its 2010 Symposium. "To receive the AIFD accreditation is a very prestigious honor awarded only to those who are able to achieve a successful AES evaluation and who have indicated their desire to help promote the art of professional floral design," notes the institute's past president Walter Fedyshyn, AIFD, of Anthony Gowder Designs in Chicago. AIFD has created a customizable press release announcing designers CFD designation that can be sent to their local media. For more information, visit [www.aifd.org](http://www.aifd.org) or phone (410) 752-3318.