



News *for Immediate Release*

Local Floral Designer Earns Certification and Invite to Distinguished Floral Group

BALTIMORE (July 2019) – Irina Sheshukova of Kansas State University in Manhattan, KS has been recognized by the American Institute of Floral Designers (AIFD®) as a recipient of its coveted Certified Floral Designer (CFD®) designation. Irina Sheshukova was granted this designation after successfully completing the Professional Floral Design Evaluation (PFDE) that took place on July 4, 2019 immediately prior to AIFD's National Symposium "Awaken" in Las Vegas, Nev. Symposium is the floral industry's leading floral design education event.

CFD recognition is granted only after a floral designer has demonstrated their understanding of the concepts of design through education and by subjecting their floral design work to a vigorous peer evaluation conducted by an international panel of design experts.

In addition to being honored with the CFD designation, **Irina Sheshukova's** designs and evaluation marks were considered to be so artistic that she has also been extended an invitation to become an Accredited Member of AIFD. Should she accept the invitation, she would be inducted during elaborate ceremonies as part of AIFD's 2020 National Symposium "Vision" taking place July 2 - 7 in Chicago, Ill.

Members of AIFD lead the floral industry in advancing the art of professional floral design through education. While they are CFDs, they are better recognized by the "AIFD" designation after their names.

"The CFD and AIFD professional designations salute a floral designer for his or her artistry and provides consumers with a tool to use for selecting quality professional work," Louisa Lam AIFD, CFD, chairwoman of AIFD's Membership Committee.

As part of its recognition program, AIFD will assist consumers in locating a CFD and AIFD qualified floral designer by listing them on its website, aifd.org. Floral designers who achieve the CFD and AIFD recognition will be required to hone their artistry through continuing education in the field of floral design.

For a complete listing of the results, please visit <http://aifd.org/2019-pfde-results/>.

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About the American Institute of Floral Designers

The mission of the American Institute of Floral Designers (AIFD) is to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in this art form. Established in 1965 AIFD 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 accredited members are in the forefront of the industry in presenting educational design programs and in designing flowers for events worldwide. Find more information at aifd.org.

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