

“CELEBRATING LIFE WORKSHOP”



**SUNDAY, AUGUST 14TH – Mount Vernon Memorial Park & Mortuary
8201 Greenback Lane – Fair Oaks, CA 95628**

GUEST DESIGNERS:

KAREN GENOUD AIFD, CCF &

RACHELLE NYSWONGER AIFD, CCF

Karen and Rachelle will have you spellbound as they demonstrate new techniques for making your floral tributes unique and personal for your client.

A Funeral Director will also be on hand to answer all your questions and discuss the Do's and Don'ts of working with Funeral Directors

Member Price - \$50.00 - Non-Member Price - \$65.00 (\$10 more at door)

3 or more from same shop – Member price \$45/Non-Member price \$60

9:30 am – 10:30 am - Registration

10:30 am – 12:00 pm – Rachelle Nyswonger AIFD, CCF

12:00 – 1:00 pm – design master Sponsored Lunch

1:00 pm – 1:30 pm – Funeral Director

1:30 pm – 3:00 pm – Karen Genoud AIFD, CCF

Attendee Name(s) _____

Shop Name _____

<input type="checkbox"/> Check payable to CSFA – 1521 I Street, Sacramento, CA 95814
<input type="checkbox"/> Credit Card: _____ Visa _____ Mastercard _____ American Express
Card No. _____
Exp. _____ Auth Code: _____ Billing Zip: _____
Address _____ City _____ State _____ Zip _____
Cardholder Signature _____

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Award winning designer Karen Genoud AIFD has been in the floral industry for 50 years and is currently the owner of The Flower Shop in Fair Oaks, California. She began her career in Philadelphia, Pennsylvania where she grew up. She has also worked in retail shops in Florida, Southern California and Northern California. She learned a variety of styles and design aesthetics within these different regions. Karen is very active in the industry and has been part of the Southwest AIFD Board of Directors, Northwest AIFD Executive Board of Directors, Teleflora Board of Directors and the California State Floral Association Board of Directors. She has also worked as a designer for Marshall Field's/Macy's and Fiesta Parade Floats. Karen enjoys merging old school techniques with modern trends and consistently seeks to further her own education and promote education within the industry.



Rachelle Nyswonger AIFD has been in the floral industry for over 25 years. She opened Flowers by Rachelle in Chico, Ca. 19 years ago. As the owner and creative director, she is known for her outstanding bridal work and superior customer service. She joined the Northern California/Nevada Teleflora Unit 12 years ago to further her floral education. Exemplifying her passion, Rachelle has held every position on that board, including President for 4 of those years. The AIFD designers that she has had the pleasure to work with have given her so much knowledge and sparked that “teacher” in her soul. Through the Teleflora Unit Rachelle has met some incredible people and they encouraged her to attend Symposium. Rachelle was the proud recipient of the Treadaway Scholarship and attended Edge of Paradise Symposium, Palm Desert '07. She walked away with wonder and amazement in her eyes! The last nine years have been a journey for more knowledge. That journey has taken her to working for Fiesta Parade Floats for the Rose Parade, The Flower Pavilion at the LA County fair and contracting for many special events all over the west coast. In 2011 she tested for AIFD and had the privilege of appearing on stage in San Francisco with Jim Hynd AIFD for the program “Influences”. This was a highlight in her career, however not to be overshadowed by the amazing feeling of being inducted in 2012, Miami! Once inducted she jumped right onto the NWAIFD board currently serving as President and looking forward to more leadership opportunities. Rachelle anticipates every July, never wanting to miss a Symposium. In 2014 Rachelle was asked to be on the main stage again and co-presented with Mike Hollenbeck AIFD in a program called, “Gender Factor”. The hard work above has brought her the opportunity to also design for the Flowers & magazine for 2 issues in 2015. She is so excited about sharing new ideas and techniques and looks forward to meeting people with the same passion for floral design that she has.