

# Ardith E. Beveridge AAF AIFD PFCI CAFA MSF

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Director of Education, Koehler & Dramm's Institute of Floristry, Minneapolis, Minnesota

Ardith Beveridge is the Director of Education and an Instructor at Koehler & Dramm's Institute of Floristry in Minneapolis, Minnesota. As an active participant in the professional side of the industry, she is a member of the American Academy of Floriculture (AAF), the American Institute of Floral Designers (AIFD), the Professional Floral Communicators International (PFCI), the Canadian Academy of Floral Arts (CAFA), the School of Ikebana Floral Design, and the Society of Floristry Ltd. (MSF), England. As an International Teleflora Endorsed Design Team member, Smithers-Oasis Design and Director Instructor, FTD Master Designer/Certified Judge, and a South Dakota State Certified Florist (SDCF), she has achieved many international accomplishments in the floral industry including floral designer, consultant, commentator, and panel designer for floral design programs, and judge in floral design competitions. In addition to her professional involvement in the industry, Ms. Beveridge is a licensed auctioneer. She has visited China to participate in product development at a silk flower manufacturing plant, as well as taught and attended classes. Ms. Beveridge has a security clearance for regular design appearances at the White House in Washington D.C. She was also inducted into the South Dakota State Florists' Hall of Fame in 2003.

Ardith has been selected to design for some of America's most prestigious events: designer for the Tournament of Roses Parade; Presidential Inaugurations; Presidential Easter Celebrations; and she works on a regular basis with the office of the Minnesota State Governor. Ms. Beveridge has also contributed to a chapter in the Florist Review publication of "*A Centennial History of the American Florist*" and contributes to a variety of trade/industry publications on a regular basis. She has published four books titled Faux Florals in Glass, Fabulous Faux Florals, Fabulous Faux Florals for Weddings, Wreaths and Wall Flowers.

Active in the floral industry since 1967, Ardith has judged local, regional, state, and national floral design contests. She is active in the Minnesota State Horticultural Society. She serves on the board of directors at the Minnesota, South Dakota and North Dakota State Florists' Associations.

Ardith presents seminars on a variety of topics, including all areas of design, display, trends, color, care and handling. She also assists wholesale and retail florists and floral organizations, from design to full-business development. Ardith continues to further her education in the industry by teaching, presenting programs and taking courses nationally and internationally to stay current with design trends. Recently she has been to Russia and the Ukraine. She has developed the International Floral Design Educational Exchange program, and works with the World Flower Council in furthering education.

Ms. Beveridge owns Floral Communications, a consulting and training company that assists industry individuals, and businesses. The company produces floral design CD's, videotapes, home study floral design courses and a floral design certification program.

Ardith makes scheduled television appearances on national and cable channels and PBS stations, including Home & Garden Television (HGTV), demonstrating and discussing floral topics.

In her spare time she enjoys spending time with her family and friends, traveling, walking and playing tennis.