

FRED'S FLOWERS



BIO - RENEE' POTTER AIFD AZMF

RENEE' IS A FOURTH-GENERATION FLORIST. RENEE' HAS OWNED FRED'S FLOWERS IN TEMPE SINCE 2005. RENEE' HAS EARNED ACCREDITATION FROM THE AMERICAN INSTITUTE OF FLORAL DESIGNERS AND IS AN ARIZONA MASTER FLORIST. SHE IS AN AWARD WINNING DESIGNER, AND HAS WON COMPETITIONS INCLUDING THE MID AMERICA CUP, ARIZONA DESIGNER OF THE YEAR. SHE RECENTLY REPRESENTED THE U.S. IN PANAMA AT THE GATEWAY TO THE AMERICA'S CUP COMPETING WITH WORLD CLASS DESIGNERS FROM 20 DIFFERENT COUNTRIES. HER PASSION FOR THE INDUSTRY HAS KEPT HER INVOLVED WITH THE ARIZONA STATE FLORAL ASSOCIATION FOR MANY YEARS. RENEE' HAS HELD SEVERAL OFFICER POSITIONS IN THE ASSOCIATION AND IS CURRENTLY THE EDUCATION DIRECTOR, INSTRUCTING AZMF CERTIFICATION CLASSES. SHE IS PROUD OF HER FAMILY'S HISTORY IN THIS TRADE AND IS PASSIONATE ABOUT THE FUTURE OF THE FLORAL INDUSTRY

SPECIALTIES

FOURTH GENERATION AWARD WINNING FULL SERVICE FLORIST
2ND PLACE FLORAL FACE-OFF WINNER AT THE 2024 FLORAL SHOWCASE

WHAT ARE YOU DOING AT THE SHOW?

DESIGNING THE TOWERING TREE INSTALLATIONS
&
BATTLE OF THE BOUQUETS LIVE! CONTESTANT ON FRIDAY AT 1:30PM



FREDSFLOWERSTEMPE

F R E D ' S
FLOWERS 



BIO - KATHY ROGERS AIFD

KATHY BEGAN HER FLORAL CAREER 60 YEARS AGO, WORKING FOR HER FATHER IN NORTHERN INDIANA WHERE HER FAMILY OWNED GREENHOUSES AND RETAIL FLOWER SHOP. THIS GAVE HER KNOWLEDGE OF GROWING, WHOLESALING AND DESIGNING. SHE BEGAN WINNING AWARDS AND TEACHING DESIGN IN THE 1970S AND HAS NEVER STOPPED. SHE OPENED A FRED'S FLOWERS IN TEMPE IN THE 1980S AND NOW WORKS AT HER DAUGHTER'S FRED'S FLOWERS. KATHY HAS EARNED ACCREDITATION FROM THE AMERICAN INSTITUTE OF FLORAL DESIGNERS AND CURRENTLY SERVES ON THE BOARD OF AIFD'S SOUTHWEST CHAPTER. SHE IS A TREASURE IN THE INDUSTRY AND A WEALTH OF KNOWLEDGE.



BIO - KAREN BORN AZMF

A LIGHTEARTED SPIRIT AND CREATIVE PASSION HAVE BEEN KAREN'S DRIVE IN THE FLORAL INDUSTRY FOR OVER 20 YEARS. AZMF CERTIFIED, SHE IS DRIVEN BY COLOR AND CONTINUES TO GROW ALONGSIDE HER TEAM EVERY DAY. "DO WHAT YOU LOVE AND CALL IT WORK" IS HER MOTTO.



BIO - JODI RINKE AZMF

AN ARIZONA NATIVE AND A 3RD GENERATION FLORIST, JODI HAS HAD THE PLEASURE OF BEING A MEMBER OF THE TEAM AT FRED'S FLOWERS SINCE 2019. SHE SAYS, "I ENJOY ALL ASPECTS OF THE INDUSTRY AND TAKE EVERY OPPORTUNITY TO CONTINUE FLORAL EDUCATION."



BIO - AURSA BUDINAVICIENE

AUSRA WAS BORN IN LITHUANIA WHERE SHE EARNED DEGREES FROM THE VILNIUS UNIVERSITY IN BIOLOGY AND BOTANY. AURSA LOVES FLOWERS FOR THEIR SHAPE, COLOR AND SMELL BECAUSE IT "STIMULATES FEELINGS, STIRS MY EMOTIONS AND MAKES ME HAPPY."



BIO - PAULINA VU

PAULINA WAS BORN AND RAISED IN PEORIA, ARIZONA, AND IS THE NEWEST ADDITION TO THE FRED'S FLOWERS TEAM! SHE IS A AZMF ACCREDITED AND IS 2 YEARS INTO THE FLORAL INDUSTRY AS A NEW AND UPCOMING DESIGNER. PAULINA HOPES THAT HER DESIGNS CAN HELP TO CONVEY MEANINGFUL EMOTIONS IN THE UPS, DOWNS, AND IN-BETWEEN MOMENTS OF LIFE



BIO - DIANE GONZALEZ AIFD AZMF

DIANE HAS BEEN A FLORAL DESIGN PROFESSIONAL FOR MANY YEARS AND CURRENTLY CREATES STUNNING ARRANGEMENTS FOR FRED'S FLOWERS IN TEMPE. SHE HAS EARNED ACCREDITATION FROM THE AMERICAN INSTITUTE OF FLORAL DESIGNERS AND HAS WON ARIZONA'S DESIGNER OF THE YEAR.



BIO - ROCKI STILLSON

ROCKI IS A FOURTH GENERATION FLORIST WHO LOVES WORKING WITH HER MOTHER AND SISTER AT FRED'S. SHE ALSO IS THE OWNER OF STILL BLOOMS, WHERE SHE MAKES KEEPSAKES BY PRESERVING AND PRESSING FLOWERS FROM WEDDINGS AND SPECIAL OCCASIONS TO CREATE BEAUTIFUL WORKS OF ART IN SHADOW BOXES, RESIN AND FRAMES.

HER WORK CAN BE FOUND AT FRED'S FLOWERS OR ON INSTAGRAM AT STILLBLOOMSART



F R E D ' S
FLOWERS 

MARICOPA COUNTY
HOME
& FLOWER
SHOW