



J. Keith White AIFD – As Partner and Design Director of AANDK Productions, a special events company, J. Keith White is known for his floral vision and extraordinary designs. No stranger to news media, Keith's programs and projects have been covered by broadcast, print and online journalism for more than three decades. Sponsored by FTD, his masterful floral designs for the official VIP Entries vehicles in the annual Rose Parade® have been viewed by millions since 2006.

Keith's talents as a floral designer, visual merchandiser and educator have been recognized and awarded throughout the floral industry. Keith represented the United States as its Floral Design Competitor in the Interflora World Cup at the World Expo 2010 in Shanghai, China, and served as a Judge for the Interflora World Cup in Melbourne, Australia in 2004 and Judge for the FTD America's Cup in Washington, D.C. in 2018.

Since his induction into the prestigious American Institute of Floral Designers (AIFD) in 1996, Keith has presented several main stage programs at various AIFD Symposiums: Palm Desert (2007), Seattle (2005), Chicago (2001), Dallas (1997). He is currently preparing to present in Las Vegas in Summer 2022. While he is known for his showmanship and professionalism, Keith's programs also present meaningful educational content.

Keith is an Associate Instructor at Houston School of Flowers which offers an AIFD/CFD certification course, advanced design classes and special event seminars. Through Keith's roles as a member of AIFD, the FTD Education Team, and Creative Director of American Floral Trends, he has defined and redefined floristry, not as an independent art form, but a service of luxury merchandise in a global marketplace.