

Accents

American Institute of Floral Design
Southern Chapter



*Alabama • The Bahamas • The Caribbean Islands • Florida • Georgia •
Kentucky
Louisiana • Maryland • Mississippi • North Carolina • Puerto Rico • South
Carolina
Tennessee • The Virgin Islands • Virginia • Washington, D.C. • West Virginia*

President's Message

Wow, It is truly amazing how time flies by. It was only 7 years ago when I was asked to be on the board of directors for the southern chapter. Look at me now, with the help and guidance of so many people in this region I have become your President. I hope that we can all work together to accomplish the goals of those before me and continue to grow and educate as many as we can of the importance of AIFD.

As I begin this journey I want everyone to know that I am committed to retaining the integrity of our chapter. I am asking each and every one of the members to be in contact with me of their wants from the board or of the chapter. Because, I am certainly going to be asking many of you to be more involved and help our chapter remain the leader in chapter membership.

I mentioned in Miami that I would like to know what your reason is for remaining a member of AIFD, what is it that makes you want to retain your membership. For me it is to continue to educate designers, young and veterans, what is happening in the floral industry. New trends, flower varieties, product development and all of the opportunities there are in our ever changing flower world. I would love for you to send me an email to dlp80165@gmail.com and let me know your reasons for membership, or any question or concerns you may have. Realizing I may be opening the door to many subjects, I am committed to answering every one of your questions.

I have realized that over the last four years that we all need to have a purpose in our lives, hence my statement at symposium about a “purpose driven life” mine being of service to each and every one of our members and all those who aspire to become an accredited member of AIFD. We need to be a unified group to better advance ourselves and our amazing southern chapter. Please realize that just because you may not serve on the board of directors I want to personally invite everyone to our next board meeting in October at St. Simons Island, GA. You can listen and learn about all we do for the chapter as well as add to the discussions on the table. If you want something to be asked at the meeting send this to me and I will have it added to our meeting agenda to get you answers.

I am honored and humbled to be your leader for the next year. I hope to hear from as many of you as possible in the coming weeks.

Respectfully,

David L. Powers AIFD

**AIFD Southern
Chapter 2011-2012
Board**

President:

David Powers AIFD, CFD

President Elect:

Sylvia Bird AIFD, CFD

Vice President:

Russ Barley AIFD, CFD

Secretary:

Robyn Arnold AIFD, CFD

Treasurer:

**Randy Wooten AIFD, PFCI,
CFD, GMF**

Past President:

Karen Farmer AIFD, CFD

National Board Rep:

Kevin Coble AIFD, CFD

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Miguel Figueroa AIFD

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Mandy Majerik AIFD

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Janet Frye AIFD

Jeff Lott AIFD

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AIFD

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Theresa Godfrey AIFD

Carol Inskeep AIFD

Kevin Hinton AIFD



It's so hard for me to believe that my term has come to an end. It has been a wonderful experience and an honor. I am so blessed to be part of such a wonderful organization and to have so many wonderful friends/family in all the regions, I can honestly say, "there is no place like home", and that is what the Southern Chapter is, home.

The chapter has worked very hard this year and there are no signs of slowing down. Our Southern Conference in Orlando entitled "Diversity" was a huge success. Our chairpersons Brita Edlbauer AIFD, CFD and Russ Barley AIFD, CFD brought in top-notch designers and speakers to put on a show filled with inspiring information and designs. The chapter raised over \$200 for a local, Orlando, organization called "Seniors First". Thank you to all the volunteers and supporters for your donations and contributions. The designers, programs and vendors were all top notch. Next year's conference, "Explore Beyond the Shore", will be another opportunity to experience the excellence of the Southern Region in Puerto Rico.

During my first moments as the Southern Chapter President, I asked the membership to be a piece of the AIFD puzzle. Each one of us is a valuable part of the big "AIFD" picture and it only takes one missing piece to make a noticeable difference in the overall image. Some of us are edge pieces or corner pieces, and others of us are pieces of multiple colors, while some of us are solid colors. It doesn't matter which piece we are, what matters is that we find our place to fit in. Without us the picture is not complete. I am proud to say that the Southern Chapter is coming together nicely and we are helping the big "AIFD" picture make sense.

I am very excited about the coming year with David Powers AIFD, CFD as our chapter President. David is going to lead us to continue the greatness of the Southern Chapter and I can't wait to see what the future holds. It has been a pleasure and thank you for the awesome opportunity to serve you in this way.

Sincerely,

Karen P. Farmer AIFD, CFD



MSSU
SAIFD





AIFD Southern Chapter

Conference 2013 in Puerto Rico will amaze you. So let's start to get excited. If you think you need a break and need some inspiration, Puerto Rico is the Place to be.

My Dear Fellow Designers of AIFD:

It's so rewarding and honoring to be the chairmen and organizer of this conference. I'm preparing a program that you will not forget, with guests from AIFD and Argentina like:

- Sharon McGukin AIFD
- Ruben Consa AIFD
- Tim Farrell AIFD
- Hitomi Gilliam AIFD
- Mario Antonelli

If you are thinking that you're heading to a standard Caribbean Isle, where the sights don't extend far from the sands, the food bland as oatmeal and the pace drowsy, well, you haven't done your homework. Let me tell you that Paradise-like Puerto Rico is part of the United States as a Commonwealth that means is self-governed, but the united States controls its external affairs and its chief of state is President Obama. Puerto Ricans are American citizens, and the Best of all you don't need a PASSPORT to visit this paradise.

So come relax, share, get inspired & explore beyond the shore!

The adventure awaits you!

Sincerely,

Miguel A. Figueroa AIFD

Congratulations!!

**Welcome to The Southern
Chapter AIFD!
2012 PFDE Results**

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CFD 2012 PFDE Results

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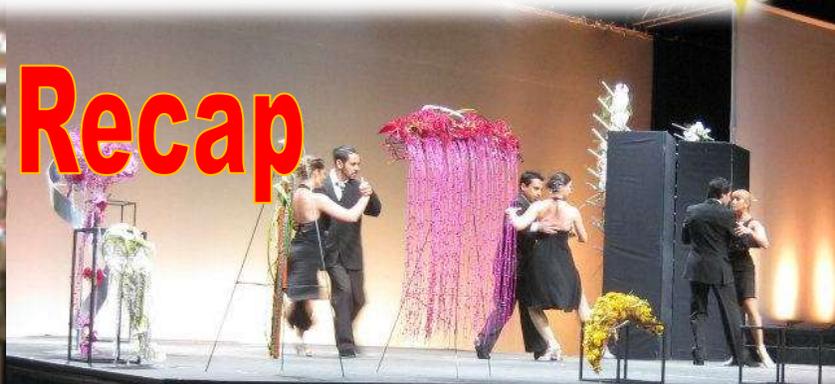
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Aliente

AIFD National Symposium

2012 Recap





























Hot. Hot. Hot.

Tennessee State Florist Association

The Tennessee State Florist Association celebrated their 60th Anniversary “Diamonds are Forever.... 60 years of dazzle” August 2-5 at the Cool Springs Marriott in Franklin, TN.

Friday began with a bang as we had competitions galore. Designer of the Year, Tom Lea Memorial, Iris Cup for Interpretive Design, Owen-Shackleford Grant/Scholarship, Headdress and Table Top. The evening began with President Kevin Coble AIFD hosting a reception for the TSA Past Presidents and Lifetime Achievement/Hall of Fame Recipients for the past 60 years. Following that everyone was invited to participate in the Opening Welcome Reception honoring Marketplace Vendors for all of their support and dedication to TSFA over the years. Following the reception, the Headdress Competition was a crowd pleaser. We had 18 entries, all of which were asked to present a 3-5 minute skit or dance to whatever piece of music fit the design. Wow!!! So much FUN!!!

Saturday began with one of Southern's very own Lori Himes AIFD. She presented a fabulous program entitled “Harvest Moon” highlighting nature's last hurrah after springs promise and summer's abundance. We took a walk through changing woods and along country roads.

Next program of the day was Clifton Franks. He presented permanent Christmas designs for the holidays and was sponsored by Capital Wholesale/

As we needed a break from all of the great programs, we had our opening business luncheon to get the Convention officially underway. Fabulous and creative floral designs by Kevin Hinton AIFD graced our tables. Succulents, ginger root, green cymbidium orchids, and midori anthurium were a textural treat.

Following lunch, we had another amazing program presented by Christopher Smith of Smith Wholesale Florist and The David Christopher's Collection. David's “Profits for Permanents” program was very informative. He showed us unique ways to visually separate our stores from others while boosting sales in permanent and dried botanicals.

With a day already filled with so much talent and inspiration, we concluded with Randy Wooten AIFD. Randy presented “Today's Bride” exploring options of how to address the needs of today's bride. Today's bride is known as “Need to Know Now” and “Info at my Fingertips” generation. The main stage was filled with a plethora of color blocked vignettes. Definitely a crowd pleaser sponsored by Bloomnet.

As the day winded down, everyone began to get all dressed up for the evening

Presidential Gala. Jeff Bradshaw AIFD and Team Regina Berryman AIFD, Kesami Holmes AIFD, and others transformed the Ballroom with stunning floral designs. A beautiful evening of elegance to highlight all of the award recipients. One of the highest honors of the evening was presented to Kesami Holmes AIFD. President Kevin Coble AIFD reminded everyone that this is the most prestigious awards given by the Tennessee State Florist Association. It is given each year to an individual who has gone above and beyond the call of duty on service to TSFA and the floral industry, not just for one year but throughout his/her career. Kesami became a member of TSFA in 1977.

Sunday began with a fabulous opening business program presented by Snap Retail, Snap Retail helps local retailers increase store traffic and grow sales. With just an internet connection, a retailer can: plan store promotions using fun and creative suggestions from their idea bar and calendar, engage customers through emails and social media posts to share store events, holiday reminders and new product arrivals, sell online with profitable daily offers. Snap Retail allows us to spend less time behind a computer and more time with our customers.

As the business program was gracing the main stage, Randy Wooten AIFD, presented a hands-on workshop exploring some cool techniques of foliage braiding and weaving.

Next on the agenda was Cindy Tole sponsored by Teleflora. She presented a wonderful and most inspiring sympathy program "The Mourning Show, Seasons of Your Life". Cindy captured the audience quickly with her many design talents and humble delivery. Cindy's Creations in timeless tributes Presented a personal reflections in the language of flowers to the life being honored, showcasing color and style, versatility and sensitivity in design.

And we concluded the convention with a fabulous design presentation by Kristine Kratt AIFD sponsored by FTD. Kristine presented "Tropical Fusion" a beautiful and most informative approach to tropical flowers and foliage incorporated with our everyday flowers. Those afraid of trying to use tropicals left the program in awe realizing that they too wanted to try what Kristine had demonstrated. Fabulous Learning experience.

Wow!! What a weekend. A mini AIFD Symposium. If you missed it, make plans to join us next year August 1-4 at the New Embassy Suites in Murfreesboro, TN. As plans are well under way, we would love to have you there. A great presenter line up is already being developed. Kevin Coble AIFD is chairing the program committee again this year and has two awesome commitments thus far. Sure to be another crowd pleaser full of educational opportunities. For more information, please contact Deb Hooper TCF, TSFA Treasurer @ debhooper37397@yahoo.com or Kevin Coble AIFD, TSFA President @ kcoblefleur@aol.com.

Respectfully submitted by Kevin Coble AIFD



Accents Newsletter

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