

Accents



American Institute of Floral Designers • Southern Chapter • Winter 2011

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

Charlottesville, Virginia is the host site of the 2011 AIFD Southern Conference. The theme of this year's program is "Botanical Art," so be prepared to be blown away by the latest floral art creations by some of the best designers in the world. Southern Conference for 2011 promises to be a very special weekend, both educational and entertaining, you don't want to miss.

For a full "Schedule of Events" see page 2.

What follows is a brief preview of the main stage shows and workshops.

"Team Maryland" will start the conference off with a bang on Saturday morning. The team is made up of four fabulous designers from Maryland. The program will feature the Four Seasons, from the rebirth of spring, the blooms of summer, through the colors of fall to the chill of winter.

Jim Dempsey offers a timely presentation entitled "The Sun is Shining on Supermarket (Mass Market) Floral." In the present economy where it seems that many companies are "here today and gone tomorrow," wouldn't it be nice to have some information you could really rely on and put to good use? Well that is exactly what you will find within this program all about Mass Market Floral. Jim Dempsey AIFD, CFD will take you on a trip into the mysterious world of "product development" as seen through Jim's eyes as the Lead Designer and Marketing and Design Specialist with the Sunshine Bouquet Company. Jim also promises to chart a course through the quagmire that is "Supermarket Floral." Jim wants you to succeed at what you do as floral designers. It's all about survival!

Sarah Horne AIFD CFD brings us her program entitled "Hot Colours, Hot Trends: Concepts of Living Art" on Saturday afternoon and will be host of an exciting "Hands-on" wired workshop on Sunday. See her bio and program description on page 3.

Phil Rulloda, AAF, AIFD, PFCI will be presenting a program on Sunday as well as offering an Advanced Floral Design Workshop. Phil will be conducting an intensive two-day "Hands-on" workshop Monday, March 28 and Tuesday, March 29, (After the Conference) covering the following topics: Contemporary and geometric design, tropicals, exotics, foliage and braiding techniques, and armature designs.

Phil is one of America's chief evangelists for floral design, celebrating his 44th year as a florist – an Ambassador of Sentiment. He is director of the Southern California School of Floral Design and co-owner of Avante Gardens – Florals Unique, both located in Anaheim, California.

Having amassed an incredible number of awards in national and international design competitions, Phil has presented more than 500 programs to tens of thousands of professional florists. He was the 2004 recipient of the Society of American Florists' Tommy Bright Award in recognition of his lifetime achievement in floral education and commentary. In 1991, he was the first recipient of AIFD's Award of Design Influence, and, in 2007, Phil and Cathy Hillen-Rulloda won AIFD's Award of Distinguished Service to the floral industry.



Botanical Art

Southern Conference 2011

March 25-27, 2011

Charlottesville, Virginia



Phil Rulloda AAF, AIFD, PFCI



Sarah Horne AIFD, CFD

Volunteers Needed for Southern Conference

Please call or Email Carol Inskeep
354-907-0606, carolinskeep@hotmail.com

BOTANICAL ART

March 25-27, 2011 — Southern Chapter, AIFD
The Omni Downtown — Charlottesville, Virginia

SCHEDULE OF EVENTS

THURSDAY, MARCH 24

- 4 p.m. SAIFD Meeting
- 5 p.m. Southern Board of Directors Meeting

FRIDAY, MARCH 25

- 8 a.m. – Noon Student Competition
- 2 – 6 p.m. Registration
- 6:30 p.m. Opening Remarks and Cocktail Party

SATURDAY, MARCH 26

- 7:30 – Noon Registration
- 8 a.m. – 3 p.m. Trade Fair
- 8:30 a.m. Silent Auction opens
- Breakfast on your own
- 9 – 10:30 a.m. – Program by “Team Maryland”
“The Four Seasons”
- 11:00 a.m. – Noon – Program by Jim Dempsey
AIFD, “The Sun is Shining on
Supermarket (mass market)
Floral”
- 12:30 – 1:30 p.m. – Lunch
Program by Dottie Harrigan
“The Art of E-Commerce
Growth using Organic
Internet Marketing”
- 2 – 3:30 p.m. – Program by Sarah Horne
AIFD, CFD, “Hot Colours,
Hot Trends: Concepts of
Living Art”

2012 Conference Teaser

- 3:30 p.m. Corsage Bar opens
- 4 p.m. Silent Auction closes
- 6 p.m. Cocktail Reception
- 7 p.m. President’s Dinner

SUNDAY, MARCH 27

- 9 – 10:30 a.m. Awards Breakfast for Students
- 11 – 12:30 a.m. – Program by Phil Rulloda
AAF, AIFD, PFCI
- Closing
- 1:30 – 5:30 p.m. – Workshop by Sarah Horne
AIFD, CFD

MONDAY, MARCH 28

- 9 a.m. – 4 p.m. – Advanced Floral Design
Workshop by Phil Rulloda
AAF, AIFD, PFCI
(Day One)

TUESDAY, MARCH 29

- 9 a.m. – 4 p.m. – Advanced Floral Design
Workshop by Phil Rulloda
AAF, AIFD, PFCI
(Day Two)

AIFD SOUTHERN CONFERENCE REGISTRATION

Omni International Hotel
235 West Main Street
Charlottesville, Virginia 22902
Phone: (434) 971-5500

MARCH 25, 26 and 27, 2011

<input type="radio"/> Full Registration	AIFD members	Non-AIFD	
<input type="radio"/> January 1 - March 20	\$350	\$395	_____
<input type="radio"/> Education only	\$250	\$300	_____

Single Day Registration

Friday, March 25, 2011

<input type="radio"/> Cocktail Reception (cash bar), Hors d’oeuvres	\$ 40	_____
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Saturday, March 26, 2011

<input type="radio"/> Four Programs and Lunch (before March 23)	\$250	_____
<input type="radio"/> President’s Dinner	\$ 85	_____

Sunday, March 27, 2011

<input type="radio"/> Brunch and Programs	\$ 95	_____
<input type="radio"/> Optional Hands-on Program with Sarah Horne	\$150	_____

Includes all flowers and hard goods.
(Must bring tools, knife, wire cutters, scissors, etc.)
Class will be from 1:30 to 5:30 p.m.
Register at www.3-5-8productions.co.uk/events/

<input type="radio"/> Optional Hands-on Two Day Class with Phil Rulloda	\$395	_____
Includes all flowers and hard goods. (Must bring tools, knife, wire cutters, scissors, etc.) Register with Phil@philrulloda.com		

TOTAL _____

Yes, I want to work as a volunteer at this conference

No refunds after March 5, 2011

Mail Checks to: **Russ Barley AIFD, P. O. Box 1030, Santa Rosa Beach, FL 32459.**

To pay by credit card, go to www.aifd.org and register online.
Online Registration will end on Wednesday, March 23, 2011.

Registration for single programs, excluding meals, can be paid at the door, \$70 each.

For more information contact carolinskeep@hotmail.com or 540-907-0606

Book your hotel early. This will be a sell out weekend!

The Omni Charlottesville Hotel have designed an exclusive web page for AIFD Conventioners where we can make individual room reservations. The link is listed below.

<http://www.omnihotels.com/FindAHotel/Charlottesville/MeetingFacilities/AmericanInstituteofFloralDesigners3.aspx>

Also for your information, the airlines served by the Charlottesville/Albermarle Airport are Delta Connection, United Express and US Airways Express.

Hot Colours, Hot Trends

Concepts of living art, from
Sarah Horne AIFD CFD

Program held Saturday, March 25 at
Southern Conference 2011

Sarah is a multi award winning international floral designer having won numerous medals for Professional Floristry at the RHS Chelsea Flower Show, including two Gold medals. A successful florist, running her own commercial business, Sarah Horne Flowers in Leamington Spa, England, she is aware of the importance of making sure that her floral studio is always creating designs that keep her clients coming back for more.

Ever the designer, Sarah is always keen to push the boundaries to the limits and this can be seen not only in her award winning competition designs but in her demonstrations to the floral world, encapsulating intricate and beautiful creations with skills and techniques that she shares with her audience. Over the years Sarah has been invited to demonstrate her technical and artistic skills at Hampton Court, Tatton Park and Chelsea flower shows and as far afield as America, Canada and Europe.

Sarah has an infectious passion for the floral industry and is a keen advocate of continuous professional development.

Sarah has recently been in collaboration with Jo Jarvis AIFD CFD and created a book which is the culmination of ideas and inspiration, showing designs 'outside the box', Botanical Art - For Your Eyes Only. It celebrates living art, both man-made and man himself. A fresh, modern take on floral design is combined with artistic displays, making this a truly unique and inspirational coffee table and reference book. Perfect for those with an interest in any modern art form, especially floral design; this book is an inspiration for any aspiring florists.

Visit www.3-5-8productions.co.uk/events/ to register for Sarah's hands-on workshop at Southern Conference.

Full registration and schedule details are on pages 2 and 5 of the newsletter.

FLORAL TIPS

"Floral Tips" is a new feature in our newsletter. We will be featuring tips on Care and Handling, Design, and Marketing. Anyone wanting to share one of their favorite tips please e-mail to carolinskeep@hotmail.com.

MARKETING

In my social media marketing, I use the App Quadcam which enables me to take four pictures and put them into one to upload on my Facebook page or Twitter. It is a great way to show more detail in a photograph!

—Mandy Majerik AIFD, CFD

My marketing tip: Don't forget the next generation, the kids. Our customers' children are future flower buyers; we need to start educating them now on how to buy flowers and who to buy them for. A kids' design day can be fun and educational.

—Karen Farmer AIFD, CFD

CARE & HANDLING

When fresh Gerbers arrive, cut with a sharp knife, place in a glass container (will not work in plastic) with fresh water and two caps of rubbing alcohol, and the Gerbers will keep their heads up straight.

—Russ Barley AIFD, CFD

When processing hydrangea, make a fresh cut on the stem. Dip the cut end of the stem into a container of alum. Place the hydrangea into a vase of floral preservative treated water to hydrate before placing in the cooler to harden.

It is also good to dip the fresh cut end of the hydrangea in alum before inserting into floral foam. Alum usually can be found in the spice section of most grocery stores. It is also used to making pickles.

—Franklin Brinner AIFD, CFD, KMF

Ever had a hydrangea that is just too limp? Or a rose that feels too soft even though it's at a perfect stage for a bridal bouquet? Try adding some alum to the water to harden up the petals. Submerging the whole blossom works even faster. Alum can be found in the canning section in your grocery store and is used to make cucumbers crisp when making pickles.

—Jay Borton AIFD, CFD

DESIGN

1. Before using moss that has dried out, first mist/soak lichen. The water will make it swell and regain its natural color.

2. Pour boiling water onto carpet moss to bring the bright green color back. Watch out you don't scald yourself!

3. Stick small piece of duct tape onto mirror or window before hot gluing Oasis Iglu onto it.

4. Keep some of your business cards in your work box.

5. Spray dried looking hypericum berries (any berries) with Leafshine/Green Glo, etc. This will brighten them up and make them look really fresh again

6. When designing, remember: If in doubt, leave it out!!

—Sylvia Bird AIFD, CFD, AAF, PFCI, NDSF

CONGRATULATIONS!

Congratulation to our scholarship winner R G Cravens from Crossville, Tn. He is part owner in Gifts from the Heart in Crossville, Tn. R G we are looking forward to meeting you in Charlottesville!



Botanical Art
Southern Conference 2011
March 25-27, 2011
Charlottesville, Virginia

FAVORITE FLOWER



One of the most fascinating plants I have ever seen is called a Bat Plant, or Tacca Integrifolia. This plant is amazing. Above is a pictures of one in bloom that I was lucky to find at our botanical gardens. They are also in white and require tropical temperatures. Hope you find this interesting.

—Brita Edlbauer AIFD, CFD

A Message from the President

As I begin to write this, I'm filled with excitement that soon it will be over! The holiday rush, that is! By the time you read this we will have begun a new journey together in 2011. I hope that everyone had a great New Year's celebration.

To start the year, Southern Chapter will again have a presence at the State FFA Career Development Event in Floriculture and Nursery Landscape in St. Petersburg, Florida on February 5. We will be coordinating a boutonniere practicum for FFA students under the direction of Merry Mott, FCHP, FNGLA, Director of Industry Certifications. Robyn Arnold AIFD, Sylvia Bird AIFD and myself are seeking anyone interested in helping create enthusiasm about our industry with these students. Remember, they are our future!! Contact me if you would like to be a part of this most educational learning experience.

Also, I would like for Southern to coordinate a public awareness exhibition this year. I can't recall our chapter doing this in the past, but the response in Boston at National was phenomenal. If anyone is interested in chairing an exhibition, please contact me, kcobleflleur@aol.com.

Next, I hope you are getting geared up for Southern Conference in March in Charlottesville, Va. Carol Inskeep AIFD and David Powers AIFD have been working diligently finaliz-



ing all of the details. If you would like to be a part of this great educational weekend, please feel free to contact Carol (carolinskeep@hotmail.com), David (dlp801@hotmail.com) or myself.

As I speak about Conference, it reminds me of friendships. I feel that friendships are an important component of our membership in Southern Chapter. Our friendships are what bring us closer together. It is wonderful to get the opportunity each year to bond with old friends and most rewarding to make new ones. Just a call

to or from an AIFD member can easily turn my day around. We look to each other for design ideas, business questions and advice, sometimes not even related to our trade. What else can we ask for from life than dear acquaintances with common interests? Southern Conference is one of the premiere educational opportunities our industry has to offer. I invite you to attend and, in the spirit of southern hospitality, rekindle existing friendships and create new ones that will last a lifetime.

Now that Conference is fresh in your mind, hurry and make your reservations for "Botanical Art" on March 25 – 27, 2011. Call a friend and remind them to do the same. I look forward to seeing everyone.

Fondly,
Kevin Coble AIFD, CF

Gordy Establishes Endowed Horticulture Positions

A 1963 Mississippi State University alumnus has created two endowments to ensure the future of floral management and horticulture education in the College of Agriculture and Life Sciences.

Joe Gordy, of Brewton, Ala., and his wife, Carol, established the Joe and Carol Gordy Endowed Chair in Horticulture and the Joe and Carol Gordy Endowed Professorship in Horticulture in a bequest through his will. Both faculty positions will allow the university to attract and retain top-performing faculty members who exemplify the university's mission of teaching, research and service.

The Gordy's commitment to the university is a tribute to the education he received at Mississippi State.

"I felt like I wanted to give back," Gordy explained. "A lot of the things I have achieved have been because of MSU. I have memories of people who pushed me along when I didn't want to be pushed, and our hope is to help future students and horticulturists achieve their dreams."

In recent years, Gordy has been recognized by Mississippi State and the College of Agri-

culture and Life Sciences as an Alumni Fellow and College Alumnus of the Year. The Gordys also participated in an "Artist in Residence" program with horticulture students, which centered on time/motion studies they conducted in the production of permanent floral designs.

"Both Joe and Carol have made a tremendous impact on the industry of floral design," continued DelPrince. "Their contributions to the industry and to Mississippi State will continue to influence future designers and florists for many years to come."

This article was extracted from an article published by the Mississippi State University News Bureau. Used by Permission.



Joe and Carol Gordy (above) have established an endowment to perpetuate floristry education at Mississippi State University.

American Institute of Floral Design

Southern Chapter

Accents Newsletter

Carol Inskeep AIFD, CF, Editor
13508 Parkford Manor Dr. #C
Silver Spring, Md 20904

Phone: 540-907-0606

Email: carolinskeep@hotmail.com

Submissions and subscription requests should be emailed to carolinskeep@hotmail.com



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