



BOTANICAL BLISS

SOUTHERN
CHAPTER



APRIL 10-12, TWO THOUSAND FIFTEEN

SAVE THE DATE

AMERICAN INSTITUTE OF FLORAL DESIGNERS

SOUTHERN CHAPTER

BIRMINGHAM, ALABAMA

ALOFT HOTEL - ROSEWOOD HALL

Airport, Hotel and Venue



Airport: BIRMINGHAM, ALABAMA (BHM)

(BIRMINGHAM SHUTTLESWORTH INTERNATIONAL AIRPORT)

CAB FARE: APPROX \$20.00 EACH WAY FROM AIRPORT TO HOTEL (10 miles)

Hotel Information:

ALOFT HOTEL SOHO SQUARE, BIRMINGHAM ALABAMA

1903 29TH AVE S HOMEWOOD, ALABAMA 35209

205.874.8055 – RESERVATIONS: 1.877.822.1111

<http://www.aloftbirminghamsohosquare.com> \$134.00/NIGHT + TAX

Available: King or Two Queen Bed Rooms *Complimentary WIFI throughout the entire hotel *Complimentary Parking for entire stay in parking garage attached to hotel. NOTE: The hotel is located in a very high traffic, trendy area of Birmingham. There are plenty of restaurants and shopping within walking distance (literally, across the street). There is also a very nice hotel bar – might I suggest the signature cocktail, the Southern Hospitality!

Venue

Rosewood Hall

2850 19th Street South

Homewood, AL 35209

Venue is two Blocks from Hotel



Event Schedule

Friday, April 10th

- 10am-2pm** **Student Competition – Rosewood Hall**
- 1pm-5pm** **Registration Opens- Rosewood Hall**
- 6:00pm-8:00pm** **Southern Welcome Social to view the Student
Competition Designs –Aloft Hotel Lobby**

Saturday, April 11th

- 8am-4pm** **Registration Opens- Rosewood Hall**
- 9:00am-10:30am** **Michael Derouin AIFD**
- 11:00am-12pm** **Graceful Tables Linen Company**
- 12pm-2pm** **Lunch on your own**
- 2pm-3:30pm** **Jodi Duncan AIFD**
- 3:45pm-4:30pm** **Jim Watkins, Steel City Pops**
- 4:30pm-5:30pm** **Blooms Over- Terry Godfrey AIFD**
- 4:30pm-5:30pm** **Student Corsage Bar Opens- Rosewood Hall**
- 6:30pm-7:00pm** **Cocktail Reception- Rosewood Hall**
- 7:00pm-10pm** **President's Dinner & Awards- Rosewood Hall**

Sunday April 12th

- 8am-1pm** **Registration Opens – Rosewood Hall**
- 9am-10:30am** **Stacey Carlton AIFD**

11am-12:30pm

J Schwanke AIFD

(Lunch Included)

2pm-5pm

J Schwanke AIFD- Three Hour Workshop



For additional information and questions, Contact Conference Chairs

Mandy Majerik AIFD, PFCI

Kevin Hinton AIFD

MANDY'S CONTACT INFO:

Kevin's Contact Info:

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662-255-6530

Visit

www.aifd.org

Designers



Jay Schwanke AIFD

Food & Flowers from Farm to Table. Sharing his experiences of traveling the world, J will reveal his most memorable moments of his travels. Discussing his designs and the tips and techniques used, he will motivate and move you to share your story and educate yourself and your consumers on the origins of our industry

J Schwanke The Flower Expert

A True Flower Celebrity, Author, Award Winning Speaker and the Most Trusted Voice in the Flower Industry.

J Schwanke's love of flowers began at birth during a snowstorm at a state flower convention in Nebraska. In 1976 J formally joined his family's flower business, Green's Greenhouses Inc., where his career grew and blossomed as he directed the Flower Shop and Garden Center operations starting in 1981. J is a Certified Flower Designer (CFD), a member of the American Academy of Floriculture (AAF), the American Institute of Floral Designers (AIFD), the Professional Floral Communicators International (PFCI).

In 1994 J began his independent career as a flower design consultant, flower industry spokesperson becoming the foremost expert on flower design in the American flower industry. J is the CEO of uBloom.com, the first online community for flower lovers, both professional and enthusiast. As the host and producer of the first ever web broadcast flower design show, JTV, and his current show Fun with Flowers and J, J is regarded as the most trusted voice in the flower industry. His website, uBloom, offers flower lovers everywhere the opportunity to learn and experience the fun of Flowers and Flower Arranging, 24/7! J's Passion for Flowers is far reaching and infectious.

J Schwanke Productions created the wildly successful California Grown Experience on uBloom, a series documentary featuring California Flower farmers, as well as Destination Dallas a series featuring the latest on Trends and Colors in the Permanent Flower and Decorative Accessory Industries.

J is the creator and publisher of the uBloom Trend Synthesis, an annual publication that explores current trend concepts and how they relate to floral and decorative accessory retailers.

J has given Flower demonstrations in all 50 states, Canada, and throughout Europe and continues to educate and entertain his flower fans around the globe. Highlights include the Epcot International Flower and Garden Festival, Art in Bloom, Bouquets to Art, San Francisco Flower & Garden Show, Flowers at Kensington Palace, and 100's of state, association, wholesale and consumer shows.

2014 saw the publication of J's new book, Fun with Flowers - Your Guide to Selecting, Arranging and Enjoying Beautiful Flowers. J was awarded the Iron Designer of the year by the International Floral Expo (2013). J was honored with the Society of American Florists' Tommy Bright Lifetime Achievement Award of Excellence in Communication, Instruction and Marketing for the Flower Industry (2010). J was also honored with the Crystal Rose Award, Denoting J as a Living Legend in the Flower Industry (2011). Critics, sponsors and Flower-loving attendees agree, J is one of the most sought after speakers in the Flower world.

Hands on Workshop

Featuring Jay Schwanke AIFD

Designers



Jodi Duncan AIFD

From a hand delivered business card to your impressive online presence, marketing and branding represent one of the first impressions you provide to your potential clients. Join Jodi as she walks you through your store revealing important points of how to make your business more attractive inside and out.

With a passion for people and flowers, this designer demonstrates what it means to love both the art and artists within the floral community.

Coming from the rural prairie, a hunger for culture and connectivity keeps Jodi on a quest for new friends and new trends. With social media at her side and AIFD accreditation under her belt, she has traveled as far as Scotland, Ireland, Paris and London, designing, gathering floral knowledge and friendships along the way.

Inducted into AIFD in 2008 she has served on the board at the regional level and is a past AIFD Marketing chair. With 28 years in the floral industry, Jodi is award winning at the state, regional and national levels. Marketing and merchandising are favorite topics.



Stacey Carlton AIFD

Follow Stacey as she guides you through Wedding Wanderlust! She will take you on a journey throughout worldly wedding trends to inspire your commitment clientele. From Backyard Bohemian to Luxe Loft, Stacey will wow you with her detailed eye and creative imagination.

Born and raised in Chicagoland, Stacey Carlton AIFD, CFD is a passionate and devoted award-winning floral designer. Fusing her background in ornamental horticulture and event planning with her enthusiastic approach to detail, she is a renaissance woman; trailblazing the world of flowers. Educator, multimedia visual artist, student of the arts, and spokesperson for Fair Trade and organically grown product, Stacey's extensive knowledge has multiplied exponentially under the tutelage of internationally respected designers extending her childhood roots in the industry.

Designers

Michael Derouin AIFD

It is all about Corporate in this Modern world! Come watch as Michael demonstrates the cutting edge of corporate style! Listen as he teaches techniques not only of creating dramatic design, but also how to reach those corporate clients and provide them with more than just lobby service.



Michael Derouin is a second-generation floral designer, raised in his family's florist where he learned a career by osmosis. After almost three weeks in college, he realized what he wanted to do with his life, so he came back home and continued his father's legacy for the next ten years.

In 2007, Michael joined McArdle's, the state's largest florist, located in Greenwich, Connecticut. As the Director of Floral Design, Michael manages the department while leading the design team that creates florals for a discerning clientele.

By the age of 31, Michael fulfilled a personal goal he set as a teenager. He attained membership into AIFD, AAF, PFCI, and CAFA, an accomplishment that less than five people worldwide currently hold.

He is humbled to be the recipient of numerous design awards including The 2001 Connecticut Floral Designer of the Year.

While Michael enjoys all aspects of the floral industry, his passion is education. In his own words,

Speakers



Graceful Tables is one of the leading linen rental companies in the South. Enjoy listening to one of the leaders in the linen business discuss upcoming fabric forecast as well as the role of how upscale linens can complement your business - and your profits!



Meet Mr. Jim Watkins, most well known as Mr. Popsicle Man himself! Jim launched his popsicle business, Steel City Pops, only a short time ago and has used his marketing and motivation to drive sales and build a brand with quite the loyal following! From Birmingham and beyond he is taking the South by storm and he is going to share with you his personal story of success! This is a sweet treat, you don't want to miss!