



# Accents

## A Newsletter for Southern Regional Chapter AIFD

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### Letter from our President

*Southern Chapter family and friends, Fall is in the air, and we are all getting ready for our busy season. I know you are all decorating for open houses, winter décor and the upcoming holidays and before we know it the holidays will be over and the New Year will be here. Speaking of the New Year, our Southern Conference is just around the corner, so mark your calendars and plan to attend.*

*Conference Chairs Roger Dennis AIFD and John Kittenger AIFD are working hard planning for our 2016 Southern Conference. "Southern Traditions" will be held March 4-6, 2016 in Louisville Kentucky at the Galt House Hotel. I know that you are planning on attending so make your room reservation early, as we are expecting our room block to sell out. To make your room reservations now, you can call 800-843-4258 let them know that you are with AIFD Southern Chapter. You have 2 choices for your room; Rivue Tower @ \$142.00 and Suite Tower @ \$162.00. For your information all the programs will be held in the Rivue Tower side of the hotel. If you are driving in the parking rates will be self parking \$12.00 per day and valet parking \$18.00 per day.*

*We are also looking for anyone who would like to volunteer to help with conference. Volunteering is a great way to learn and get your hands on experience, please contact Roger or John if you would like to help in any way.*

*Art and Bloom will once again take place in Raleigh, NC April 7-10, 2016. Carol Dowd AIFD and Terry Godfrey AIFD are looking for AIFD Southern members who would like to interpret an art piece. Please contact Carol or Terry if you are interested in participating or even helping.*

*2015 National FFA Convention is October 28-31 in Louisville, KY. This will be the last FFA Convention in KY. Before moving next year to Indianapolis, IN. If you would like to help, please contact Wayne Esterle at [wayne@inbloomagain.com](mailto:wayne@inbloomagain.com).*

*Do you know anyone who is not AIFD and would like to apply for a scholarship to come to Southern Conference? I'm sure we all know someone who would like to come, but just can't afford the expense. Well then, they need to apply for one of our scholarships! These scholarships are available to non AIFD members who have never had the opportunity to experience an AIFD symposium. We have the Southern Chapter fund and there is also a Florida florist fund for Florida florist who would like to apply. So, have them go to the AIFD Foundation website and get all the information they need to apply. Who knows, they might even get it, you can't get a scholarship if you don't try.*

*As you can see, there are many opportunities to be a part of your AIFD Southern Chapter. We look forward to seeing you at one of the upcoming events. I'm available anytime, so don't hesitate to give me a call or send me an email, I would love to hear your questions or comments. You can reach me at 813-973-9176 or [flowergirl091764@aol.com](mailto:flowergirl091764@aol.com)*

*Robyn Arnold AIFD CFD*

**Scholarship –  
Deadline November 15**

*Encourage people you know to attend Southern Conference, please pass this information onto co-workers, friends and others. Help us spread the word.*

There are two scholarships available for individuals wishing to attend Southern Conference, one through the Southern Chapter Fund and another through the Florida Florists Fund (for Florida residents only).

**ELIGIBILITY:** The applicant must be a non-AIFD floral designer who **needs financial assistance** to attend their first AIFD Symposium. Only those individuals who have not attended an AIFD National Symposium will be considered. Individuals already involved in the AIFD PFDE accreditation process or approved for AIFD induction will not be considered.

Click on the links below or go to [AIFDFoundation.org](http://AIFDFoundation.org) and click on Scholarship Information from the main menu bar.

Southern Chapter Fund Application:

[http://www.aifdfoundation.org/images/stories/2016Scholarships\\_Grants/2016\\_SouthernConferenceApplication.pdf](http://www.aifdfoundation.org/images/stories/2016Scholarships_Grants/2016_SouthernConferenceApplication.pdf)

Florida Florists Fund Application (Florida residents only)

[http://www.aifdfoundation.org/images/stories/2016Scholarships\\_Grants/2016\\_FFFSoConfApplication.pdf](http://www.aifdfoundation.org/images/stories/2016Scholarships_Grants/2016_FFFSoConfApplication.pdf)

## Kathy Whalen *AIFD*

4806 MARTINIQUE WAY  
NAPLES, FL 34119

TEL 908 – 447 – 3553

### Nature's Daughter



#### TODAY'S FLORAL BUSINESS IT'S MORE THAN JUST "TAKE-OUT!"

Straight-talk about Pinterest and price-shoppers ...  
Down-to-earth talk on growing the bottom line on weddings and special events ...  
Working with budgets ...  
Practical approaches for email RFP's ...

That's what Kathy Whalen AIFD will be discussing at Southern Traditions March 4-6 in Bowling Green, KY. Kathy, formerly from Basking Ridge, NJ and now from Naples, FL, was an instructor at New York Botanical Garden for 15 years. Her specialty is parties, weddings and special events.

Learn from someone who has done it - grown her business from \$400 weddings to beyond \$100,000 and won 5 Gala Awards, the top awards of the global Special Events industry.

If she can do it, so can YOU!

Kathy Whalen AIFD  
4806 Martinique Way  
Naples, FL 34119  
908-447-3553

[kqwhalen@gmail.com](mailto:kqwhalen@gmail.com)



# "SOUTHERN TRADITIONS"

Name: \_\_\_\_\_ Business Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

## March 4-6, 2016

	<b>AIFD Member</b>	<b>Non-AIFD</b>
_____ Full Registration	\$199.00	\$210.00
_____ Education Only (No Meals)	\$169.00	\$179.00
_____ Student SAIFD Rate	\$150.00	

## Single Event Registration

_____ Saturday Programs Only	\$100.00	\$125.00
_____ President's Dinner Only	\$75.00	\$95.00
_____ Sunday Programs and Lunch	\$125.00	\$155.00

TOTAL \_\_\_\_\_

MAIL CHECK TO: AIFD National Headquarters  
 720 Light Street  
 Baltimore, MD 21230  
 FAX TO: 410-752-8295

CC# \_\_\_\_\_ EXP \_\_\_\_\_ CVC CODE# \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

YOU MAY ALSO REGISTER ONLINE AT: [www.aifd.org](http://www.aifd.org)

Hotel Information: The Galt House  
 140 N Fourth Street  
 Louisville, KY 40202  
 800-843-4858  
 Refer to: American Institute of Floral Designers for room block

**Facebook Posting from Stacey  
Carlton AIFD**



Hello Southern Chapter! My floral art and the photography of Matt Mathews from 'Botanical Bliss' is featured in Knud Nielsen's newest ad! Thank you so much for the opportunity to share my artistry with you.

*Stacey was one of our featured designers at 2015 Southern Conference – Botanical Bliss.*

**Congratulations!**

**Results from 2015 PFDE**

**Congratulations & Welcome to Southern Chapter !**

**2016 Inductees**

Samantha Bates, CFD – LA  
Lindsie Carter, CFD – MD  
Chintzu Delia Chen, CFD – FL  
Penny B. Hamann, CFD – GA  
Nishazad Sheikh, CFD – FL  
Angelyn Tipton, CFD – GA  
Cindy Tole, CFD – NC  
Robert Paul Tucker, CFD – FL  
Barbie Turner, CFD – SC

**2016 CFD**

Alicia B. Jeffers, CFD – FL  
Klair Janet McDermott, CFD – FL  
Susana Helena Ortega, CFD – FL  
Misha Park, CFD – MD

**Congratulations to our newly Certified Evaluator/Judges:**

Leonard Beckett AIFD-FL  
Deborah DeLa Flor AIFD-FL  
Janet Frye AIFD-NC  
Jeanne Ha AIFD-MD

Jackie Lacey AIFD-TN  
Jacob McCall AIFD-FL  
David Shover AIFD-VA

## Unleash Your Creativity!

As we reported in the last issue, North Carolina Museum of Art's Festival of Art and Flowers was a huge success. AIFD members have been invited to participate again in 2016.

Interpretive design is fun, refreshing, challenging and gets the creativity flowing. Come. Be Inspired. Give yourself a floral treat. Contact Carol Dowd AIFD ([carollastop@yahoo.com](mailto:carollastop@yahoo.com)) or Terry Godfrey AIFD ([terrygodfreyaifd@gmail.com](mailto:terrygodfreyaifd@gmail.com)).

In January 2016, there will be a drawing to determine which piece of art you will be asked to interpret. Get inspired – see photos of the permanent collection at <http://ncartmuseum.org/art/collection/>



## Smile!

Do you shop Amazon.com? Would you like to help AIFD Foundation's efforts to raise funds to support educational programs across the country? SMILE! There is now a simple way to do both!

AIFD Foundation is now a partner with the AmazonSmile program. This program will donate .5% of the purchase price of eligible products to the charity selected by the customer. It is super simple to participate in the program.

1. Instead of going to Amazon.com to shop, go to Smile.Amazon.com
2. If your Amazon password is already set up on your computer, it automatically signs you into your Amazon account (meaning your wish lists, contact information, etc. is already there). Otherwise, you can log into your Amazon.com account OR create a new account.
3. Identify American Institute of Floral Designers Foundation as your charity of choice
4. Shop as you normally shop Amazon – everything looks and feels exactly the same as Amazon.
5. Buy lots of stuff!
6. Smile! You get great stuff and you are helping AIFD!!!

For more information on the program, follow the link below:

[https://smile.amazon.com/gp/charity/pd.html/ref=smi\\_se\\_saas\\_pd\\_pd](https://smile.amazon.com/gp/charity/pd.html/ref=smi_se_saas_pd_pd)

Or: google Amazon Smile program

## Southern Chapter Board of Directors

President: Robyn Arnold AIFD  
President-Elect: Randy Wooten AIFD

Vice President: Kevin Hinton AIFD  
Secretary: Terry Godfrey AIFD  
Treasurer: Carol Inskeep AIFD  
Past President: Russ Barley AIFD

Southern Board  
Representative: David Shover AIFD

Roger Dennis AIFD Liaison

**Directors - 2016**  
Sue Bain AIFD  
Sherry Moon AIFD  
Kevin Coble AIFD

**Directors - 2017**  
Adrienne Summers AIFD  
Carol Dowd AIFD  
Tim Lawing AIFD

**Directors - 2018**  
Jennifer Litterst AIFD  
Christopher Branham AIFD  
Terry Connerly AIFD