



# Accents

## A Newsletter for Southern Regional Chapter AIFD

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### **Letter from our President**

*Hi Southern Chapter members and friends, I would like to take this opportunity to say Thank you to the Southern Chapter membership for their support this past year. I never thought 16 years ago, when I became a member of AIFD, that I would be President of the Southern Chapter. I can truly say, I have had a great time being a*

*part of the AIFD Southern Chapter board. For those of you who have never gotten involved, I would encourage you to become involved in AIFD, whether it be on the regional level or the national level, you won't regret it. I have made many friends and have had opportunities that I never dreamed of.*

*I also want to say Thank You to the entire board of directors of the Southern Chapter, without the entire group, what we do each year wouldn't be accomplished. You have heard it takes a village to raise a child; well it takes the entire board to run the Southern Chapter. Thank you, John Kittenger AIFD, CFD and Roger Dennis AIFD, CFD for co-chairing Southern Conference, Carol Inskeep AIFD, CFD and Terry Godfrey AIFD, CFD for the newsletter, Tim Lawing AIFD, CFD and Janet Frye AIFD, CFD for keeping the face-book page going, Carol Dowd AIFD, CFD and Terry Godfrey AIFD, CFD for Art In Bloom, these are just some of the jobs our board does. Each and everyone has a job to do and they all do them because they love AIFD Southern Chapter. Thank you all for all the work that you do each and every day for Southern Chapter.*

*I would like to take this opportunity to recognize the retiring board members for this year, Sue Bain AIFD, CFD, Kevin Coble AIFD, CFD, Sherry Moon AIFD, CFD and Russ Barley AIFD, CFD, we will truly miss you on the board, but we know that you will still be available when we need you. I would like to let you know, who the newly elected board members are and Welcome them to the board, Aisha Crivens AIFD, CFD,*

*Darenda Darnell-Garbarz AIFD, CFD and Angela Tully AIFD, CFD. You will be in good hands with the newly elected board of directors, Treasurer; Adrienne Summers AIFD, CFD, Secretary; Terry Godfrey AIFD, CFD, Vice President; Carol Inskeep AIFD, CFD, President Elect; Kevin Hinton AIFD, CFD and you will be in Great hands with President; Randy Wooten AIFD, CFD.*

*We have a lot of plans for the coming year, so keep your eyes and ears open for opportunities to be involved. I challenge you to get involved you won't be sorry you did.*

*Robyn Arnold AIFD, CFD  
President 2015-16*

## “Southern Traditions” Recap

“Southern Traditions” conference in Louisville was a wonderful event. We would like to thank John Kittenger AIFD, CFD and Roger Dennis AIFD, CFD for all their hard work to pull together a spectacular conference. Special thanks and kudos to all the presenters:

- Randy Wooten AIFD, CFD for his unique take on sympathy design to celebrate the life of the deceased with flowers that represent the passions of their lives.
- Susie Kostick AIFD, CFD, CF, PFCI for insight into the business of proms and some wonderful designs and ideas for “upgrades” to sell in this very profitable market.
- Kathy Whalen AIFD, CFD for her frank discussion about the Pinterest brides and price shoppers with practical ideas on how to work in the new milieu.
- Jessica Morris AIFD, CFD and Sean Michael Foley for a truly inspirational program on event flowers with many ideas for taking designs to the next level.
- Frank Laning AIFD, CFD for his beautiful tablescapes reminiscent of a bygone era, but very relevant to today's event work.
- Ben Lee AIFD, CFD for a charming and informative program, transforming ideas and inspiration into beautiful works of floral art.



- Brooke Raulerson AIFD, CFD for a delightful program of contemporary bridal bouquets using interesting mechanics to create unique designs.

Please join us in thanking our sponsors, without whom our educational programs would not be possible:

- Accent Décor
- Fitz Design
- Carolstedts of Lexington
- Kentucky Florists Association
- Connie Duglin-Linens
- David Austin-Roses
- Floristware
- FlowerGerner.com
- Garcia Group
- Candle Artisans
- JD Royer Wholesale- Perry, GA
- FTD flowers
- KD and Company
- Knud Nielsen
- Mayesh Wholesale Florist
- Royal Flowers of Ecuador
- I Do Linens
- Smithers Oasis
- Metro Wholesale
- The Milam House Florist
- DV Flora



Special thanks also to Aisha Crivens AIFD, CFD created a gorgeous lobby display tablescape and Tammy Gibson AIFD, CFD and Chris Branham AIFD, CFD for luncheon décor.

I would like to say a BIG THANK YOU to the Mississippi State University SAIFD Chapter and Lynette McDougald AIFD, CFD for taking care of all the floral decorations for The President's Dinner at AIFD Southern Conference. I would also like to Thank our very own Tim Lawing AIFD, CFD, for playing the piano during the President's Night and before the program on Sunday morning.

Thanks to all the attendees, we had a great weekend.  
Robyn Arnold AIFD, CFD, AIFD President AIFD Southern Chapter

***NOTE from Dan Fisher at Fitz Design posted on our Southern Chapter Facebook Page***  
*Thank you to the AIFD Southern Chapter for inviting us to be part of your amazing Southern Conference this weekend. We enjoyed presenting our Perfectly Profitable Prom program to all the attendees. What a great crowd with lots of questions and shared inspiration. If anyone would like purchase any of the products they saw during the program please do not hesitate to give us a call, 800-500-2120 for more information on where to find your favorite products.*

## Congratulations!

### **Welcome to our new Southern Chapter AIFD members!**

If you are going to National Symposium in July, please try to seek out and welcome our newly inducted members to Southern Chapter.

#### **Inductees 2016**

*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 Inductee Penny Hamann CFD was on the GA State Floral Association board, and very active with the association for years. She was diagnosed with cancer in late Feb and was given a 2-3 month prognosis. At the news, she was particularly saddened that she was not going to be able to make it to be formally inducted in July. Arrangements were made for AIFD President Joyce Mason-Monheim AIFD, CFD to do a small induction ceremony for her in Atlanta in March, but unfortunately she passed while we were at conference in Louisville.

In a moment of quiet at Penny's visitation, after having placed Penny's framed AIFD Certificate on a pedestal next to her urn with a miniature dendrobium lei and her AIFD pin attached to it, Sherry Moon AIFD, CFD welcomed Penny to the AIFD family. She will be inducted posthumously at National Symposium in July. Please keep her family in your thoughts and prayers.

#### **New CFDs 2016**

*Alicia B. Jeffers CFD – FL*

*Klair Janet McDermott CFD – FL*

*Susana Helena Orteg CFD – FL*

*Misha Park CFD – MD*

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

Leonard Beckett AIFD, CFD-FL

Deborah DeLa Flor AIFD, CFD-FL

Janet Frye AIFD, CFD-NC

Jeanne Ha AIFD, CFD-MD

Jackie Lacey AIFD, CFD-TN

Jacob McCall AIFD, CFD-FL

David Shover AIFD, CFD-VA

## Mentoring

As members of AIFD, we are all ambassadors and are called to identify and mentor individuals with AIFD potential and/or interest. The following is lovely message

from member Sue Bain AIFD, CFD – a testament that it can be deeply rewarding to give of your time and experience.

If you have any similar experiences, please share them with your Southern Chapter family. Send note to either [TerryGodfreyAIFD@gmail.com](mailto:TerryGodfreyAIFD@gmail.com) or [CInskipAIFD@hotmail.com](mailto:CInskipAIFD@hotmail.com)

I have the good fortune of currently mentoring two very lovely ladies. Madelaine Ojeda, who has moved to the US from Havana, Cuba. Madi is just learning to drive a car and she has been learning English this year. She has been taking the online courses through AIFD and is very enthusiastic about designing. She is hoping to apply for scholarship to Symposium for 2017.

Mattie Young is a current retail florist in Fort Myers, having inherited the business from her mother. Her background is in administration and politics and her desire to learn and be taught is admirable. This week she is going to test for the Florida State certification and plans to reach her goal to become AIFD in the future. Advancing to the highest level of achievement is so automatic for her.

It is funny that 2 people have contacted me in the last month and both of them are named Madi and Mattie! I consider this opportunity to be the greatest of gifts for me.

I will be brushing up on understanding what the girls will be required to learn from a technical standpoint and I know that I can give them plenty of hands on practice and experience. From me the most important teaching will be to get them both to get outside of their heads, trust their hearts and their hands and to honor the flowers they work with.

## Art and Flowers in NC

North Carolina Museum of Art was brimming with over 14,000 guests to see 56 beautiful floral art interpretations this April. Southern Chapter designers took the only two awards presented at the Art in Bloom Festival; Terry Godfrey AIFD, CFD took the People Choice Award and 2016 Inductee Cindy Tole CFD took the Directors Choice Award. I am so very proud that we were represented so well. Everyone seemed to have





stepped up their design work this year – over all it was spectacular.

This event is not to be missed and so proud that our southern chapter is continuing to support and educate at this yearly event. We would like to thank our local flower sponsors Curtis Flower farm, Burleson flower farm and Cyn-Mar for providing material for our AIFD sponsored event that Stephaine Garrett AIFD, CFD and Carol Dowd AIFD, CFD presented at the museum.

We would like to acknowledge our volunteers that helped all during the week from set up to break down Anahit Hakobyan, Jody Mcleod AIFD, CFD, Karl Hastings AIFD, CFD, Teresa Godfrey AIFD, CFD, Pat Murray AIFD, CFD, and Doug Odom. I would like to thank the AIFD Pedestal designers that took time out of their busy work schedule to come and participate this year .

Cindy Tole CFD 2016 inductee  
Nelson Simpson AIFD, CFD  
Donna Pittman AIFD, CFD  
Jody Mcleod AIFD, CFD  
Carol Inskeep AIFD, CFD

Karl H. Hastings, Jr AIFD, CFD  
Teresa Godfrey AIFD, CFD  
Brian Hyde AIFD, CFD  
Michael Whaley AIFD, CFD  
Carol Dowd AIFD, CFD

## **ART IN BLOOM 2017**

Renowned designer and industry icon Francoise Weeks will be the lead presenter at the 2017 Art in Bloom Festival at the North Carolina Museum of Art in Raleigh, NC. A Floral Fashion Show is in the planning stages for 2017 with Southern Chapter taking a leadership role in design. If you are interested in participating, please contact [TerryGodfreyAIFD@gmail.com](mailto:TerryGodfreyAIFD@gmail.com) or Carol Dowd AIFD, CFD at [carollastop@yahoo.com](mailto:carollastop@yahoo.com)

The Festival dates are March 30-April 2, 2017 – installation and design work is tentatively set to begin March 27. Please follow the AIFD Southern Chapter Facebook page for ongoing information about the project.

<https://www.facebook.com/groups/216685238365398/>

## Students at Southern Conference

Student Competition Winners from Southern Conference 2016

### Duplication Category

3<sup>rd</sup> Place: Jessie Belton

2<sup>nd</sup> Place: Jena Koren

1<sup>st</sup> Place: Callie Martin

### Arrangement Category

3<sup>rd</sup> Place: Jessie Belton

2<sup>nd</sup> Place: Callie Martin

1<sup>st</sup> Place: Jena Koren

### Hand tied Bouquet Category

3<sup>rd</sup> Place: Jena Koren

2<sup>nd</sup> Place: Jessie Belton

1<sup>st</sup> Place: Callie Martin

### Body Flowers Category

3<sup>rd</sup> Place: Jessie Belton

2<sup>nd</sup> Place: Jena Koren

1<sup>st</sup> Place: Callie Martin

**People's Choice Winner: Callie Martin**

**Overall Winner: Callie Martin**

I would like to say a BIG THANK YOU to the Mississippi State University SAIFD Chapter and Lynette McDougald AIFD, CFD for taking care of all the floral decorations for The President's Dinner at AIFD Southern Conference

### Floral Tip

This floral tip is from Florists Review Magazine. You can go to [FloristsReview.com](http://FloristsReview.com) to sign up for email tips and other information.

### The winning three



Three is the magic number when it comes to customer options.

Customer service strategist Jeff Mowatt notes that movie theaters sold equal amounts of small and large drinks when those were the only two options. When a third, jumbo, choice was added, sales of the large size increased. Shoppers prefer the safe middle ground.

To increase your arrangement sales, be sure you're offering three versions of your customer favorites.

*Accents is always looking for tips to share with Southern members and friends. If you have a favorite tool, a good online resource, time-saving business practice, care and handling tips, or any other helpful advice, please submit it to [Terry@Floral-Innovations.com](mailto:Terry@Floral-Innovations.com).*

## Southern Chapter Board of Directors

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

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

Southern Board  
Representative: David Shover AIFD, CFD

Roger Dennis AIFD, CFD Liaison

### **Directors - 2016**

Sue Bain AIFD, CFD  
Sherry Moon AIFD, CFD  
Kevin Coble AIFD, CFD

### **Directors - 2017**

Adrienne Summers AIFD, CFD  
Carol Dowd AIFD, CFD  
Tim Lawing AIFD, CFD

### **Directors - 2018**

Christopher Branham AIFD, CFD  
Terry Conerly AIFD, CFD  
Jennifer Litterest AIFD, CFD