

Accents



American Institute of Floral Designers • Southern Chapter • Summer 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

2011 SOUTHERN CONFERENCE BOTH ARTISTIC AND EDUCATIONAL

One of the highlights of the weekend was the student competition. We were honored to have nine students from Mississippi State represented, and all of them made us proud with the designs they created. Read about their achievements in the MSU article on page two.

A big thank you goes out to everyone who made Southern Conference a great experience!

Many thanks to the fabulous designers who so willingly shared their talents and themselves with all of us.

Terry Godfrey CFD
Ellen Seagraves
Lori Himes AIFD
Jeanne Ha AIFD
Jim Dempsey AIFD
Dottie Harrington



Who is the big kid in the snow? Could it be... Phil Rulloda AIFD from California.



Amazing floral by Phil Rulloda AIFD.

Additional thanks to Sarah Horne AIFD and Phil Rulloda AIFD for not only giving inspirational programs, but also holding "hands-on" workshops that broadened our individual talents.

And the biggest thank you goes to everyone who took the time to attend! It was great to see old friends and to make new ones. Check out the photos! And yes, it did snow!

We had a world class group of sponsors this year that are truly dedicated to the future of our industry. Please join me in thanking all the following sponsors.

Thanks again!

David Powers AIFD
Carol Inskeep AIFD
2011 Southern Conference Co-Chairs

Australian Forest Greens
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SAVE THE DATES
SOUTHERN CONVENTION 2012

PEABODY HOTEL
ORLANDO FLORIDA
APRIL 13-15- 2012





Elegant Dinner Entrance Arrangements



Sarah Horne AIFD original

Botanical Art

Southern Conference 2011

March 25-27, 2011

Charlottesville, Virginia



Amazing weaving by Ellen Seagraves



Spring Bud by Terry Godfrey CFD

MSU STUDENTS REACT TO SOUTHERN CONFERENCE

What did you get out of your experience at Southern Conference?

The design programs were great and because they were large scale it helped to see all the new techniques that were used, this was my 2nd Southern Conference and I can't wait until next year. The Student Competition was a huge learning experience, it also is a great help to have talented judges critique our designs.

—Molly Mauney

What I found out by attending Southern Conference is that I still have a long way to go, but that it's a path worth taking. I also enjoyed seeing the different vendors and got lots of fun ideas. I also thought the Presidential banquet flowers were breathtaking.

—Jordana Keffer

I am so glad that the Student Competition was formatted like National, it's what we need to help get us prepared for San Francisco. The new Traveling Trophy will allow us to remember our Southern experiences from year to year. Kevin Coble had done more for us than we could ever ask for. We also are very thankful for the monetary prizes as well, that means so much for our group. Thanks for everything.

—Candace Camp

FLORAL TIPS

“Floral Tips” will be regularly featuring tips on Care and Handling, Design, and Marketing. Anyone who would like to share with us one of their favorite tips, please send an e-mail to carolinskeep@hotmail.com.

MARKETING

There are so many ways to market ourselves and our businesses that it may be overwhelming. The internet has opened up so many avenues and it is so important for us, as floral designers and shop owners, to take the time to market ourselves properly. If we don't, we will be overlooked and lost in the cyber abyss.

Keeping your name and product out there through social networking is quick and effective. With a Facebook page, Twitter, or Blogspot post, the world of cyber space can be your oyster. Post pictures of the wedding you just finished, or the anniversary arrangement Mr. Smith just sent his wife. Of course the more friends you have on Facebook the better. Invite your customers, friends and family to all be a part. Link them to the places you want them to visit, such as your website. Let them know what you've been up to.

However, you must remember to be careful not to over post, you don't want your followers to say, “OMG, not another one.”

The goal is to get them anxious to see your next post, to anticipate all of your posts. The best way to achieve this is to post your best work, make exciting comments and show your capabilities and range. Be creative and concise when you describe the event or arrangement, and include a personal message to the client whose arrangement or event you've posted.

Another idea is to create a Blogspot. It's free and it's a great place to invite conversation and feedback on your work. Be open to what your customers have to say. This is another great way to find out what your customers like to send and receive. Again, this is a place to post your best work designed in a wide range of styles, giving a little something for everyone to enjoy.

While your busy with social networking, never discount the old fashioned ways of networking. Get involved in local organizations, drop off an arrangement at the local bank, or coffee shop. Investigate where the clientele you want to reach are shopping, eating or just hanging out, and make sure your presence is known. Don't forget the power of the words. Word of mouth is and will always be a fabulous marketing tool.

—Karen Farmer AIFD

CARE & HANDLING

It is very imperative after cutting stems to immediately dip them in the solution QUICK DIP. This will encourage the pores of the stem to open and drink, insuring a longer life and a fuller, more beautiful blossom.

—David Powers AIFD

DESIGN

When designing with tall blooming branches, curly willow, or any hard stemmed product, in a tall clear vase, try placing the leaves on the outside instead of placing them on the inside of the vase to cover the stems. Carefully de-vein the leaves to make them more pliable and flatter, wrap around the vase and secure with some decorative wire or bind wire, depending on the look you want to achieve. This can make life easier because you are not fighting with the leaf on the inside, and, the overall result is much cleaner.

SOUTHERN CHAPTER SPONSORS FLORIDA FFA

On Feb. 5, 2011 Southern Chapter was once again a sponsor of the Florida FFA's Nursery/Landscape and Floriculture Career Development Event (CDEs). The event was hosted by the Pinellas Technical Educational Center (pTEC) on their campus in St. Petersburg, Florida. The purpose of the CDE is to stimulate interest in learning activities related to the Floral Culture Industry. Thirty-one high schools and nine middle schools were in attendance. The event included plant identification, business situation and safety issues.

The Southern Chapter of AIFD instructed 180 students in the making of a boutonniere. Each student then had to

make their own boutonniere. They were evaluated on their boutonniere and the score was used in the final totals of the day.

Umatilla High School was the winner of the event and will proceed to the finals. Thanks to the Southern Chapter members that were there to help with the event: Kevin Coble AIFD, CFD, Tina Stoecker AIFD, CFD, Terri and Russ Kleismit AIFD, CFD, Sylvia Bird AIFD, CFD, Robyn Arnold AIFD, CFD, Brita Edlebauer AIFD, Anthony Swick CFD.

FAVORITE FLOWER



My favorite flower is the mini calla lily!

Oh, let me count the reasons...

As a floral designer, I love the opportunity to manipulate the stem and have the liberty to form the mini calla into unique shapes. I make these stems bend over backwards for me!

Secondly, I love that these beautiful blooms are available all year long! I can recommend them to brides with ease!

How can I say I love these flowers without mentioning the wonderful colors available!?! From a vibrant yellow to the deepest of eggplant and most colors in between, I haven't ever met a mini calla I didn't fall in love with!

Mandy Majerik, AIFD, PFCI
Hothouse Design Studio

A Message from the President

As spring is moving forward, so is Southern Chapter. We have had a great year of growth thus far this year.

Conference 2011, "Botanical Art," held March 25 - 27, in Charlottesville, Virginia, was definitely an educational highlight of the year. If you missed it, consider attending Conference 2012, "Diversity," to be held in Orlando, Florida, at the fabulous Peabody Hotel from April 13



- 15, chaired by Brita Edlbauer AIFD and Russ Barley AIFD.

"It's going to be a ducky affair that you'll go quackers over," says Brita. Make plans early to attend. Check out the rubber duckies at Symposium.

As we're all preparing for National Symposium "Imagine" July 4 - 9 in San Francisco, don't forget all the opportunities to volunteer. If you are interested in participating in the 2011 Public Awareness Exhibition July 7, 4:30 - 7:30 p.m. at the Westfield Mall, please contact me at kcoblefleur@aol.com.

Also, our national Symposium Chairs, Leanne and David Kesler AIFD are challenging each region to have at least ten members for the "Mentor Program." Each member will be assigned to four or five new attendees. The First Timer's Orientation and Tour is Monday July 4th at 5 p.m. Watch hotel monitors for location. Let's show all of the regions how strong and committed Southern Chapter is in making

first timers feel welcome.

And finally, I know it's early, but our Board of Directors and members meetings will take place at the San Francisco Marriott Marquis July 5, 2011 in room Yerba Buena 11. The board meeting will begin promptly at 7:45 a.m. with the member's meeting following at 9:30 a.m. I encourage you to attend and show your support for Southern Chapter!

Fondly,
Kevin Coble AIFD, CF

American Institute of Floral Design

Southern Chapter

Accents Newsletter

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David Powers AIFD, CF
Carol Inskeep AIFD, CF

facebook

Southern Chapter is now on Facebook.

ELECTION RESULTS FROM THE NATIONAL BOARD MEETING

John Kittinger was re-elected National Board Representative for Southern. The three Directors elected were Randy Wooten AIFD, Janet Frye AIFD and Jeff Lott AIFD.

SAVE THE DATE

SOUTHERN CONVENTION 2012



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HOPE TO SEE YOU AT
AIFD NATIONAL SYMPOSIUM
JULY 4 - 9, 2011
IN SAN FRANCISCO