

# Accents

American Institute of Floral Designers  
Southern Chapter



*Southern Chapter AIFD  
Invades Orlando!*

**May 2012**

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*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*



**AIFD Southern Chapter Conference 2013** in Puerto Rico will amaze you. So let's start to get excited. If you think you need a break and need some inspiration, Puerto Rico is the Place to be.

My Dear Fellow Designers of AIFD:

It's so rewarding and honoring to be the chairmen and organizer of this conference. I'm preparing a program that you will not forget, with guests from AIFD and Argentina like:

- Sharon McGukin AIFD
- Ruben Consa AIFD
- Tim Farrell AIFD
- Hitomi Gilliam AIFD
- Mario Antonelli

If you are thinking that you're heading to a standard Caribbean Isle, where the sights don't extend far from the sands, the food bland as oatmeal and the pace drowsy, well, you haven't done your homework. Let me tell you that Paradise-like Puerto Rico is part of the United States as a Commonwealth that means is self-governed, but the united States controls its external affairs and its chief of state is President Obama. Puerto Ricans are American citizens, and the Best of all you don't need a PASSPORT to visit this paradise.

So come relax, share, get inspired &

The adventure awaits you!

Sincerely,

Miguel A. Figueroa AIFD



For Hotel Information

[www.verdanzahotel.com](http://www.verdanzahotel.com)

Catch the San Juan vibe at the Verdanza Hotel, the hotel of choice for leisure and business travelers to San Juan, Puerto Rico who want a sense of belonging...

On March 17, 2012 the Southern Chapter of AIFD once again had the pleasure to be involved along with FNGLA for the FFA Career Development Event held in St. Petersburg Florida.

We had over 100 middle school and high school FFA students from the state of Florida, who were competing to move onto the National FFA Competition.

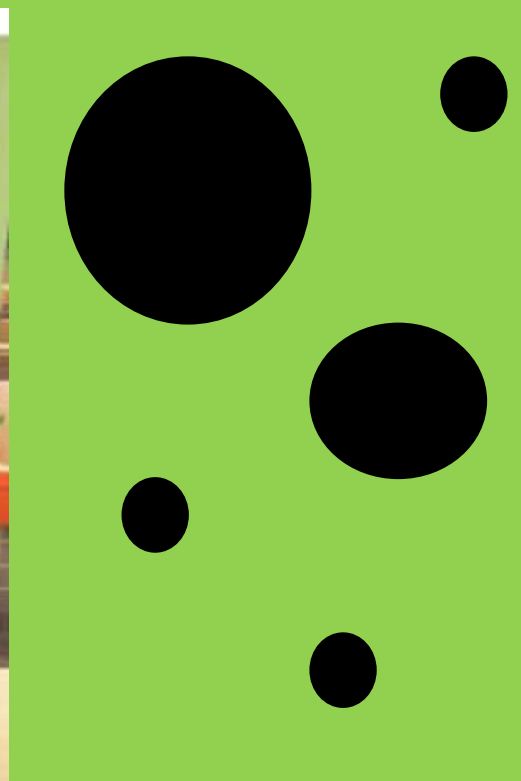
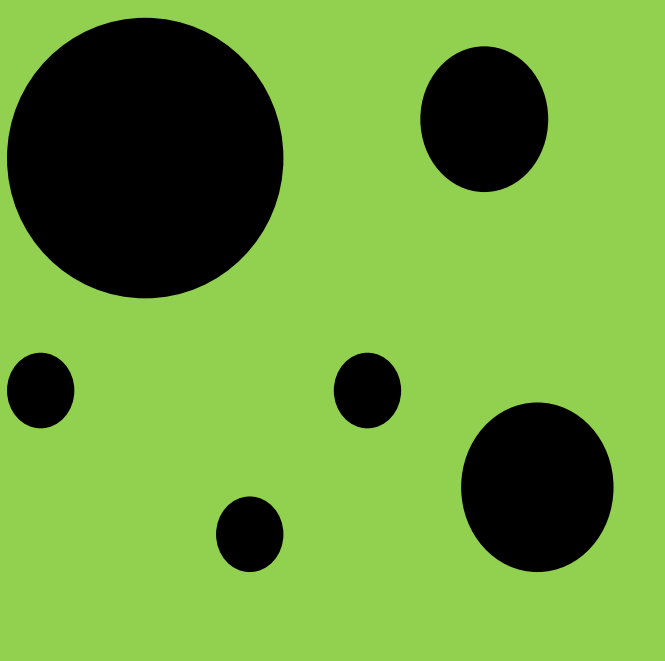
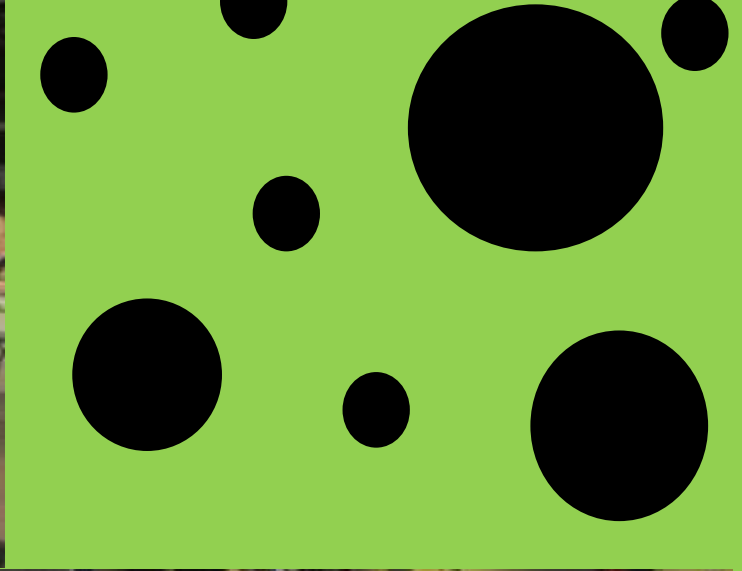
AIFD Southern Chapter's involvement was to teach the students to make a boutonniere and to evaluate it, and the score will be included in their overall score.

We would like to thank:

Karen Farmer AIFD CFD  
Sylvia Bird AIFD CFD  
Brita Edlebauer AIFD CFD  
Angela Tulley AIFD CFD  
Eddie Payne AIFD CFD  
Paul Miller AIFD CFD  
Robyn Arnold AIFD CFD  
Randy Arnold

for all their work to make this event happen.









## **Care and Handling - Tips from the Pros**

### ***By: Ben Gill, California Protea Management***

I was asked by a manager of a major floral distribution firm if I could tell him why his flowers were turning black. I asked him under what conditions did he hold his flowers? His response surprised me, "I keep them in the refer box on the floor in the tropical cooler."

My next question to him was the clincher, and the reason why I am writing this article. I asked him, "Didn't your supplier tell you how to properly care for protea?" After a few well-placed telephone calls and a question-and-answer time with some friends, I realized that most wholesale houses, brokers and shippers have a very vague notion of how to take care of protea. Even some grower/shippers are not treating the flowers of this majestic family correctly. As with all flowers, the "chain of life" handling starts the moment the flower stem is removed from the mother plant. Here are a few simple rules for successfully handling protea:

While some uninformed flower professionals think that protea is a tropical flower, please allow me to inform you that they are not. They are Mediterranean-grown flowers. For this reason, you can keep them at a temperature of 40 - 42°f, with a humidity of 90 - 95 percent. Protea also have the need, as some children do, to leave the light on while resting.



Protea are very good travelers once packed into boxes and cleated down. As with most flowers, it is a very good idea to put your flowers back into the cooler after packing and pre-cool them before sending them on their way.

It is my opinion that the majority of problems that occur with protea happen after they leave the original shipper. It is here that they are under the stress of dehydration, exposure to hot and cold temperatures (depending on the season of the year), stored in the



shipping boxes in dark coolers, neither re-cut nor placed in water to re-hydrate and generally abused because someone told someone else that they were hardy flowers and didn't need any special care.  
**WRONG!**

The lack of light is a major cause of leaf blackening in protea. So is the absence of water from the leaves. Almost all of the Proteaceae family will react to the absence of sugar, thus drawing from the reserves in the leaves.



Because of the complexity of the flower head, protea have a very high respiratory requirement to complete the development of the flower. Rough handling of the foliage by crushing, breaking or damaging the stem will release tannins into the water to be absorbed by the stems, turning the leaves black.

Proper post-harvesting care will minimize your problems.

Remember to:

- Take them out of the box and re-cut the stem one inch.
- Place them loosely in a commercial preservative with four inches of water in a clean bucket. Make sure no leaves are under water.
- Keep them in a well-lit area for one to one and a half hours, before placing in cooler.

Pass these tips on to your customers or clients with our hopes that you will keep unique, unusual, exotic and beautiful protea in your floral pallet offerings for years to come.

# **Mississippi State University Ogilvy of Airle Chapter, SAIFD 2011-2012 Secretary's Report**

The Ogilvy of Airle Chapter of Southern AIFD began the school year by hosting a booth in the Student Involvement Fair on campus. Members took turns that afternoon to speak to interested students about SAIFD. That night, we held a meeting for the interested students. Our members used this time to have fun with flowers and make new friends. One of our favorite games to play every year is the "dirty dozen", which is when a designer is blindfolded while they design a vase of roses. It was a great way to start our fall semester.

We held a "Business and Bows" meeting to discuss all of the activities for the semester as well as making bows for the corsage bar at football games. The corsage bar is a great way to raise awareness of the Floral Management major. We held a hands-on workshop at our next meeting to learn how to make wreaths to sell as a fundraiser. We sold cups full of either daffodil bulbs or tulip bulbs. Our next meeting centered around a pumpkin-carving contest that was open to anyone at the university. Everyone had so much fun with all of our fundraising activities during the fall semester.

Our fall inductions were held at the MSU Enology Chalet with Harding Catering providing the food. Themed "Black and White Party", we inducted our new members Lindsey Brown, Alexa Ethredge, Katherine Golden, and Morgan Skrmetta. AIFD member Brian Vetter was our artist in residence. The Open House at The University Florist followed a few weeks later. This gave our members another great opportunity to fundraise. We sold fresh magnolia garlands and wreaths. MSU graduate and assistant to Paula Deen, Brandon Branch came for a book

signing at the florist. SAIFD provided lunch for Branch, which also gave us the opportunity to learn more about him.

As spring semester started, Beth McDougald, SAIFD President, held meetings to get us ready for upcoming events including Southern Symposium. Valentine's Day was getting close, so we held a Rose Raffle fundraiser. By purchasing a ticket, participants had the chance to win flowers on Valentine's Day. Meetings to follow were focused on Southern Symposium. Beth wanted to make sure everyone was fully prepared for our student competition. Each meeting would be dedicated to the specific designs and guidelines provided by Southern AIFD. Our professors were great to push us to think outside of the box and be creative.

Julie Poeltler, AIFD was our spring Artist in Residence. Poeltler worked with each of the Floral Management design classes for a week. She also provided a hands-on meeting for our members in SAIFD. Our inductions were held at the home of Ralph Null, AIFD and Fred Kinder. Themed "Safari Sunset", we enjoyed spending more time with Julie Poeltler while Harding Catering provided hors d'oeuvres.

Twelve members of SAIFD were able to attend Southern Conference this year. It was held in Orlando, FL and the theme was Diversity. We were thrilled to attend a private horticultural tour of Epcot at Disney World during the Disney International Flower and Garden Festival. I know I speak for everyone when I say it was an amazing experience. We were also given the opportunity to make arrangements for a luncheon at the conference. Because we were at the Peabody Hotel, we brought McCartys Pottery ducks and paired them with bulb crops. As we close out this semester, we will continue to fundraise as well as prepare for National Symposium this summer. So for now, Caliente!

Brittany Sims



**American Institute of Floral  
Designers**



**Hot.**

**Hot.**

**Hot.**

**July 12-16, 2012**

**National Symposium**

**Miami, Florida**

# MS State SAlFD



Southern Chapter AlFD  
Diversity

**AIFD Southern  
Chapter 2011-2012  
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**President Elect:**

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**Randy Wooten AIFD,  
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**Conference Liason**

**Wendy Childress AIFD,  
CFD**



# President's Message

WOW!!!!!!..... Yep, that about says it. That is the one word that sums up our weekend on April 12-15th in Orlando for the 2012 Southern Conference. Those in attendance are some of the luckiest designers and shop owners I know. The shows were all first rate and the meals were beyond fabulous! I met so many new friends, reminisced with old friends and made a lot of new memories with them all!

The festivities began with a private horticulture tour of the Flower and Garden Festival at Epcot for those who wanted to do a little sight seeing. Fridays was busy with the student competition and the Floriology Institute challenge. Then it was time to relax as we kicked the evening off with a welcome party in the Peabody Orchid room; talk about paradise! It was certainly a "Tropical Evening" with great music, great food, and great friends!

The show was opened with Steps to AIFD by Jackie Lacey AIFD, CFD, followed by the magnificent inspirations of Kirby Holt AIFD. Kirby interpreted the art of flowers and the art of music. Reflecting musical styles in his enlightening designs. Kevin Coble AIFD, CFD worked his magic while being inspired, as well as inspiring, Tom Ziffer. Tom is a local airbrush artist. What a treat to hear and see their thoughts interpreted.

After lunch on Saturday Neil Whittaker AIFD, CFD brought us into his world of "European Fantasy Weddings" with his exquisite, detailed, bridal designs that were perfectly crafted. David Powers AIFD, CFD gave a very touching program on "Farewell Traditions", enlightening us on the history of funerals and flowers.

The evening brought an exciting time with the Leadership Gala. Fine dining, beautiful atmosphere and the much anticipated awards. Our Mississippi Students are wonderful and they all did a phenomenal job. The People's Choice award went to Kate Huseman as well as 1st place overall. Brittany Sims brought home 2nd place and, for the first time, we had a tie for 3rd. Brittany Tate and Beth McDougald will be sharing that honor. Congratulations to all the students!!! great Job.

Sunday started off with the business mind of Rick Rivers. Rick had some fantastic marketing ideas to share; I could have listened to him for a few more hours. Rick was followed by another wonderful program, the creative inspirations of our National President Elect Ann Jordan AIFD, CFD. Ann showed us new and innovative ideas to combine plants and flowers. It was wonderful.

During the weekend we collected donations for A local Orlando charity. We were able to present, at Sunday lunch, Seniors First a donation of \$300 in grocery gift cards as well as \$237.00. Thank you everyone who made that possible.

Russ and Brita did a "fantastic" job putting this show together for us, but they couldn't have done it without a lot of help from a lot of people! I would like to thank every vendor, every volunteer, every designer who touched even 1 blossom, every hotel personnel and every attendee, because without YOU this show wouldn't have been what it was! Thank you ALL from the bottom of my heart!

Respectfully

Karen P. Farmer AIFD, CFD

# Southern Chapter AIFD















# **Accents Newsletter**

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