

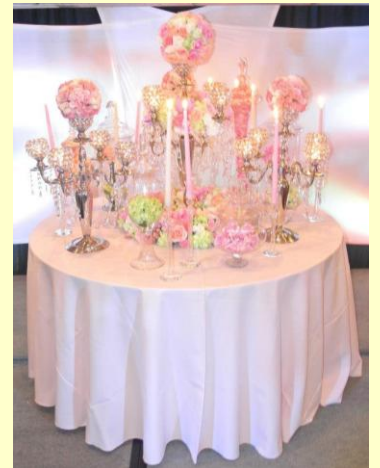


President's Message  
Page 2

Letter from the Ambassador  
Page 5



Check out the Southern  
Chapter Conference  
Photos inside!



Southern Chapter Conference  
Recap  
Page 15

AIFD Student Competition  
Southern Conference  
Page 6

# President's Message

What an amazing year and experience to serve as President of AIFD Southern Chapter.

I feel like now I am just getting started and need more time to pursue the goals that we have set out to accomplish. I am sure that our new President will take us to new heights with her leadership and guidance.

I would like to thank all of the board for their volunteer years of service. Each and every one of you have made sacrifices to your jobs, lives and pocketbooks to keep the southern chapter thriving. Your efforts have not gone un-noticed.

It is with great pleasure to say our Puerto Rico conference made a profit this year. What an amazing weekend at the Verdanza hotel. Miguel Figueroa pulled in amazing talent for our educational programs. He, also, acquired sponsorship for all the designers and for product. I will admit that some of the board, including me were a little frightened to go to Puerto Rico, but Miguel assured us all he would make it happen and so he did!!

This has been a year of learning for me. Realizing that one person can't be the team. It takes many people to keep things moving. It takes time and dedication to be sure things happen on time. Our Secretary needing to be at every meeting to take the minutes and present them to the board. Our Treasurer handling our funds with the assistance of headquarters. And our other executive board, as well as the remaining board members coming together to voice our opinions for the common good of the Southern Chapter. We need many people to sail our ship and keep it afloat.

With all of this being said, I have had an awesome time serving the board and will continue to do so in whatever capacity I can.

Humbly and respectfully,

David L Powers AIFD



# SAIFD Mississippi State University

The Ogilvy of Airlie Chapter of Southern AIFD began the school year with a "Welcome Back" meeting. At the meeting, members took turns telling their favorite flower and gathered with new and old friends. We also got to talk and gather with new and interested members of SAIFD. That night, we had a hands-on that night where we made Gerbera Daisy arrangements look like a small "cake" mound. This was a great way to begin the semester.

The next meeting we discussed who would talk to the Basic Floral Design class at Mississippi State. Madeline Hawes along with Kailie Dunlap came to talk about SAIFD with the Basic Floral Design students. They discussed what SAIFD was and how important it is to them. At the class, they passed out a sign-up sheet for potential new members. They also passed out a sheet telling all about SAIFD and what we do for Mississippi State.

We held a meeting about "Bows for Tailgating". This informed new members and reminded old ones about how important it is to make a bow for the student corsage bar. Each football season, SAIFD host a corsage bar at every home football game right outside the florist. This is a great fundraiser for SAIFD, because it lets members have a chance to talk about the floral management major at Mississippi State. One would be surprised to know how many people do not know about the major or even that Mississippi State has it's own florist on campus. Every member personal enjoys talking to alumni, students, and parents about the corsage bar. It is also exciting to go the football games and see men and women walking around with the SAIFD corsage on. A corsage is a great way to support your team and show your school spirit. Another big fundraiser SAIFD does is our fresh Garland and Wreath sale around Christmas time. The week of finals SAIFD hosted a wreath sale in the floral lab room. The community as well as the campus was welcome to come in and buy any wreaths for sale. All of the wreaths that were sold were wreaths that the SAIFD students had made.

Peggy Williams from Burton and Burton came to talk to us about "Fun with Balloons" and thinking outside the world of flowers. She showed us how to make a flower using balloons and floral stem wrap. But the big project she showed us was how to make a Christmas tree out of balloons. Students blew up balloons and twisted them in order to make this Christmas tree. After the tree was set-up, the tree was displayed at The University Florist. This was a great hands-on project for the students. It also let them work together has a team.

As the spring semester started, Brittany Sims, SAIFD President, held a meeting to get us ready for all the events coming up. During the Valentine's Day holiday, SAIFD held a Rose Raffle fundraiser. By purchasing a ticket, you had the chance to win flowers on Valentine's Day. Meetings that followed were focused on Southern Symposium in San Juan, Puerto Rico. Brittany wanted to make sure that students were fully prepared for competition. To make sure students were prepared, there was a "Mock Practice" held the Friday before competition. This helped the students going to competition with their time and technics of designs. Our professors and judges were great to push students think outside of the box.

Our spring inductions were held at the MAFES Conference Center. We got to induct five new members. The new members that were inducted are Ellen Schuman, Erica Thompson, Darby Dillard, Amy Claire Wolz, and Kailie Dunlap. The theme for the night was "On the Barbie", we enjoyed spending time with each other and trying to talk in Australian accents.

Eight member of SAIFD were able to attend Southern Conference this year. It was held in San Juan, Puerto Rico. We were very excited to see all the tropical flowers and plants that San Juan had to offer. Students also got to have a hands-on workshop with International Floral Designer, Hitomi. I know I speak for everyone when I say it was a once in a lifetime experience. We were also given the opportunity to host and make arrangements for a luncheon at the conference. Because we were in Puerto Rico our arrangements and center pieces for the luncheon were tropical themed. The table centerpieces represented "waves" of flowers. As the semester comes to an end, we will continue fundraising for National Symposium this summer in Las Vegas.

Madeline Hawes Secretary, SAIFD







# Ambassador

A person who acts as a representative or promoter of a specified activity.

Researching the definition of ambassador made me realize that this isn't the task of a single person but a charge for us all. I will happily serve as a director of ambassadors, but individually, we must enable and empower each other in the pursuit of promoting floral excellence by sharing our talents and connections. Here is a charge to each of us:

- keep in touch of fellow members. Start reaching out and strengthening your professional network. Call, email, or make a when possible. Use social media: Facebook, Linkedin, and Twitter are easy tools. Consider developing one of these with a professional slant. Do you blog? Share your sites or start one soon! Just a few lines shared occasionally bind us together.

- use the same tactic as above to share with non-AIFD members in the floral industry the benefits of membership.

- Identity and contribute to scholastic pursuits in the realm of high school, community colleges, or universities in your area? Find FFA, 4H, community college and university horticulture programs.

- can you help area or state associations strive for excellence in floral design? Have you supported, attended, offer design education to these groups?

- do you give back in your community? Do you see how you can learn from the elderly? Do you seek to bridge the retailing of floral with the emotion of floral?

I request that you return the following info to me:

- Strong FFA and 4 H clubs in your area.

- Names and contacts for community colleges or bachelors degree in your area. These instructors need us; there is a potential here for AIFD membership.

- Supply information about active state associations and how we can encourage and promote the AIFD message.

Looking forward to your response,

Lynette McDougald AIFD

Ambassador Chair

lmcdougald@pss.msstate.edu

# AIFD Student Competition Southern Conference

## AIFD Student Competition Southern Conference

This year we had 8 students participate in the Student Competition, in Puerto Rico.

The students had to make designs in the following categories, Bridal, Sympathy, Body Flowers and Arrangement. In the bridal category, the students were asked to design a bouquet of their choice, it could be hand-tied, in a bouquet holder, or what ever they chose to design. The winners of this category were, 3<sup>rd</sup> Place Kailee Dunlap- 2<sup>nd</sup> Place Brittany Sims and 1<sup>st</sup> Place Kate Huseman.

In the Arrangement category the students were asked to design a Tropical Bouquet that was going to be used as part of the lobby décor, the winners of this category were, 3<sup>rd</sup> Place Brittany Tate- 2<sup>nd</sup> Place Kailee Dunlap and 1<sup>st</sup> Place Beth Mc Dougald.

In the body flower design category the students were asked to design a corsage and boutonniere for the mother and father of the bride. The winners of this category of this category were 3<sup>rd</sup> Place Madeline Hawes- 2<sup>nd</sup> Place Beth Mc Dougald and 1<sup>st</sup> Place Kate Huseman. The final Category was Sympathy design, where they were asked to create a Sympathy design that would be used for the memorial garden. 3<sup>rd</sup> Place Kailee Dunlap 2<sup>nd</sup> Place Kate Huseman and 1<sup>st</sup> Place Beth Mc Dougald.

The overall winners were 3<sup>rd</sup> Place Kailee Dunlap, 2<sup>nd</sup> Place Beth McDougald and 1<sup>st</sup> Place Kate Huseman. Peoples Choice went to Kate Huseman.

A big Congratulations to all the students, for a job well done and thanks to everyone for participating Brittany Sims, Kailee Dunlap, Sarah Gordon, Kate Huseman, Brittany Tate, Jordana Keefer, Beth Mc Dougald and Madeline Hawes, we look forward to seeing you at National AIFD Student Competition.







AIFD Southern Conference 2013  
AIFD Southern Conference 2013  
Puerto Rico  
Puerto Rico























# **Southern Chapter AIFD Board**

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**David Powers AIFD, CFD**

**President Elect:**

**Sylvia Byrd AIFD, CFD**

**Vice President:**

**Russ Barley AIFD, CFD**

**Secretary:**

**Robyn Arnold AIFD, CFD**

**Treasurer:**

**Randy Wooten AIFD, CFD**

**National Board Representative:**

**Kevin Coble AIFD, CFD**

**Conference Liaison:**

**Wendy Childress-Shipley AIFD, CFD**





# **Southern Chapter AIFD** **Board of Directors**

## **2013 Directors:**

**Roger Dennis AIFD, CFD**  
**Miguel Figueroa AIFD, CFD**

## **2014 Directors:**

**Lynette McDougald AIFD, CFD**  
**Tim Lawing AIFD, CFD**

## **2015 Directors:**

**Carol Inskeep AIFD, CFD**  
**Teresa Godfrey AIFD, CFD**  
**Kevin Hinton AIFD, CFD**





## AIFD Southern Conference in Puerto Rico

Flowers, friends and fun in the sun!



You know that AIFD is in town the moment you walk into the conference hotel's lobby. Mother Nature, as great as she gets in this tropical paradise, could not compete with the amazing creations in the lobby, courtesy of Kevin Coble AIFD and Kevin Hinton AIFD. The transformation of the simple interior spaces, was spectacular, with an explosion of tropical colors and textures. The lobby décor was the perfect prelude to the weekend that followed.

For those arriving early, there was a guided tour of historic Old San Juan including the famous Fort Morro, the 16<sup>th</sup> century citadel guarding the entrance to San



Juan Bay. Old San Juan is simply charming with its blue brick streets and tons of shops and trendy restaurants. Many early arrivers enjoyed the gorgeous beach near the hotel, where you could rent chairs and umbrellas and have tasty tropical drinks delivered beachside.

The conference festivities started with a poolside of the Caribbean cocktail party. Lots of fun with music under the canopy of gorgeous tropical arrangements. Earlier in the day, our floral did an amazing job with their competition pieces, Kate Huseman taking 1<sup>st</sup> place, Beth McDougald 2<sup>nd</sup> and Kallie Dunlap taking 3<sup>rd</sup>.

Programs for the conference included “Modern by Ruben Consa AIFD with sponsorship from Master. Amazing botanical sculptures and live artfully arranged were presented.

Tim Farrell AIFD gave a brilliant program sponsored by UCI on themed party work based on popular shows including Dowton Abbey.



Pirates  
dance

students  
with  
taking

Organic”  
Design  
plants





Debra De La Flor AIFD rounded out the first day by presenting an updated look in sympathy designs. Debra's sponsors were Elite Flowers and Mayesh.



That evening was the President's Banquet honoring David Powers AIFD. Spectacular arrangements featuring hundreds of oncidium orchids, courtesy of Potomac Floral Wholesale and designed by Carol Inskeep AIFD, transformed the ballroom into an elegant tropical paradise.







The last day of the conference included presentations by Sharon McGukin AIFD and Hitomi Gilliam AIFD. Sharon presented a wonderful wedding highlighting the latest trends in wedding With sponsorship from Smithers Oasis, was able to create a wide array of bouquets for today's fashion forward The conference concluded with an program on new trends and techniques Gilliam. With sponsorship from Accent Green Point Nursery, Hitomoi created structures from wire wedding bouquet armatures to large-scale designs using pallets.



Hitomi also conducted a hands-on to create some of the structures featured in her program.

After the conference, Hitomi commented on Facebook that "the quality of the program line-up was some of the finest I have seen. For those of you who did not attend, I think you really missed out on one of the best symposium ever." I could not agree more. Thanks to Sandy Schroeck AIFD for the wonderful photos.

program  
design.  
Sharon  
wedding  
brides.  
amazing  
by Hitomi  
Décor and  
amazing  
wood

workshop



# Accents News Letter

Randy Wooten AIFD, PFCI, CFD, GMF

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