

April 4-6, 2014
Sea Palms Golf & Tennis Resort
St Simons Island Georgia

President's Report – AIFD Southern Region-July 2013

I guess by now everyone is recounting the amazing Symposium in Las Vegas. It was good to watch innovative programs, see the array of new products at the Partners' Expo and spend time with friends. Those of you that were able to attend will no doubt agree and for those of you who unfortunately for whatever reason could not make it this year then of course everything is available to see on the DVDs.

I want to thank David Powers AIFD for his great leadership over the past year as President of Southern. He is still working on encouraging Consumer Awareness. Southern welcomed new Board members Susan Bain AIFD, Jacob McCall AIFD and Carol Dowd AIFD. Miguel Figueroa AIFD was also elected to the Board to serve a second three year term. I want to thank Emmett O'Dell AIFD for swearing in the new Board. Emmett has such knowledge of Southern and of AIFD it was a privilege to have him there. I truly thank him for all his help and advice. We were also pleased to have with us in Las Vegas three new inductees, Tammy Gibson from Louisville, Kentucky, Sharon Ivey from Watkinsville, Georgia and Jenna Naylor from Stone Mountain, Georgia we welcome all three and wish them continued success with their careers. Randy Wooten AIFD is chair of Southern Conference for 2014. He has a great line-up of designers and programs. Brooke Raulerson AIFD, Gerry Gregg AIFD, Jackie Lacey AIFD and Rene van Rems AIFD. Rene will also be holding a "hands-on" workshop. There will also be a Trade Fair there and Sue Bain AIFD will be managing this. Mark your calendar 4th-6th April 2014 – Sea Palms Resort, St. Simon's Island, Georgia. The theme for Conference is ORIGINALITY, Where Nature and Creativity Collide. We are looking forward to welcoming you there – Spring time in Georgia sounds very enticeing!

The Southern Board are working on various projects i.e. Ambassadors, Student Ambassadors, FFA etc. We are trying to establish a liaison between the different States within Southern Region – to find out what is happening in their locale i.e. functions, events, meetings. This will also encompass both Consumer and Industrial awareness. Lynette McDougald AIFD is chair of both Ambassadors and Student Ambassadors. The students from MSU held the first ever meeting/get together of SAIFD chapters. This was very successful – well done MSU. Southern Chapter members have for the past 4 years been involved with the Florida chapter of FFA. We have demonstrated to the students how to make boutonniere and gift wrap for presentation and this year we showed them how to make a bud vase of two roses with foliage and accessories. Robyn Arnold AIFD has been asked by FNGLA to sit on their Career Development planning committee board. We will continue to further this cooperation. As the new President of Southern Region I am encouraged by your trust and confident of your help and support to continue to further the ideals and dreams of Southern Board and members. The next meeting of the Board will be in October 2013 in Birmingham Alabama which will be the location of the 2015 Southern Conference, but first we will welcome all of you to Georgia for Southern Conference in April 2014. Any information can be obtained from Conference Chair Randy Wooten AIFD or any Southern Board member.

Remember too Social Media – Tim Lawing AIFD and Carol Inskeep AIFD are doing a great job making you aware of everything on the AIFD website and/or Facebook etc. there you can get full and updated information.

I thank you for your trust and encouragement but before I end I want to congratulate John Kittinger AIFD on his installation as AIFD National President 2013-2014. We wish him every success for the next year and remember John is a member of Southern Region.

Sylvia Bird AIFD AAF PFCI NDSF

Respectfully

From the Tool Box of Carol Dowd AIFD



Next to my Knife this is my Clauss scissors are my favorite go to tool.

They cut anything from ribbon to wax flower stems. They have small teeth along the blade which gives them cutting power and made of stainless steel. Theses scissors have helped me do mountains of work. They stay on my work table and I use them when I am doing all my wedding work from hand tied bouquets to corsages and headpieces. They feel great in my hand and fit great in a pocket without putting a hole in my clothes. I take them with me everywhere to set up wedding, parties and they go with me to give talks. If I miss lay them somewhere I will make everyone stop help me find them. These scissors are like an old friend that I cannot live without they have lasted for over nine years of use they stay sharp. The day that they wear out will be a sad day for me. Found at my wholesaler





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St Simons Island Georgia

Featuring:



"OMG, Floral Designs for the Next Generations"

Brooke Raulerson AIFD



"Sticks & Stones"

Gerry Gregg AIFD



"Cherry on Top"

Jackie Lacey AIFD, PFCI, CFD



"Beyond DIY"... Fast skill based wedding bouquets! Hands-On Workshop

Rene Van Rems AIFD, PFCI



April 4-6, 2014	AIFD Member	Non-AIFD	
Member			
Full Registration by March 30th	\$295.00	\$350.00	
After March 30 th	\$350.00	\$395.00	
Education Only (no meals)	\$195.00	\$245.00	
Single Day Registration			
Saturday - Programs and Lunch	\$150.00	\$200.00	
President's Dinner Only	\$75.00	\$75.00	
Sunday - Programs and lunch	\$100.00	\$150.00	
Rene van Rems 3hr hands-on workshop*	\$145.00		
*Must be registered for conference to attend	d workshop		
	TOTAL:		

MAIL CHECKS TO: AIFD National Headquarters 720 Light Street Baltimore, MD 21230

Hotel Information: Sea Palm Golf and Tennis Resort 800-841-6268 912-638-3351

5445 Frederica Rd St Simons Island, Georgia 31522

Deluxe Guest Room/Double \$119.00 per night/ Suites and Condos are available but limited

Call Sea Palms for rate details Book Early



Schedule:

Friday April 4th: 8am –Noon Student Competition 1pm – 5pm Registration Open

6:30pm -8:30pm Wine and Cheese Reception with Partners

Saturday April 5th: Registration Opens 8am- 4pm

8:30am- 9:30am Steps to Membership

10am - 11:30am Jackie Lacey AIFD, PFCI

"Cherry on Top"

12pm – 1:30pm Lunch

2pm -4pm Rene Van Rems

"Showcase on Wedding Bouquet Trends & Beyond"

4pm-5pm Student Corsage Bar Opens

6:30pm Cocktails

7:30 pm President's Dinner

Sunday April 6th: 8am -1pm Registration Open

9am -10:30 Gerry Greg AIFD

"Sticks & Stones"

11am – 12:30pm Brooke Raulerson AIFD

"OMG, Floral Designs for the Next Generation"

12:30pm Lunch

2pm -5pm Rene Van Rems 3 hr workshop

"Beyond DIY"

New Products - Vendor Information

2014 AIFD Southern Chapter Conference St Simons, Ga April 4-6, 2014

Please take a few moments to read through this packet and fill out the response form in regard to your participation in the 2014 AIFD Southern Conference. **Responses must be received with payment by March 15, 2014 in order for us to guarantee your participation**. We may not be able to honor any requests received after that date.)

- The cost of exhibiting in the New Products Display is \$200 per space. (This charge covers the table/space rental and one representative's Education only attendance to the conference.)
- < Table set up will begin at 8 a.m. on Friday, April 4 and must be completed by 4:00 p.m..
- < Tables will be 6ft rectangle skirted table. If your needs are particular, it's advisable to bring your own table covering. Maximum height of the display should not exceed 8 feet from the top of the table.
 - Electricity and Internet is to be independently contract with the resort.
- Vendors are limited to two tables per company. If you choose not to use the table, the space will be limited to the 8ft area that the table would have occupied. You may also share a table with another company
- Distribution of magazines, posters and catalogs is encouraged. <u>Selling during the</u>
 reception will be allowed.

Education Only Registration for <u>ONE</u> representative (for the New Product Reception) is included in the \$200 participation fee. A meal package (two lunches and one dinner) may be added for \$85.00.

An additional charge of \$50 per person is <u>required</u> for other representatives of your company who may be attending the event and who are not registered for the entire Symposium. Also a meal package can be added for an additional \$85

Everyone in the exhibit area is required to have an official registration badge.

- Tables will be assigned in "Response Date Order." The cut-off date March 15, 2014 for registration.
- Please ship all boxes to arrive <u>Thursday April 3 or Friday April 4</u>: Address as follows:

Hold for arrival of: (Name of Person receiving packages)
Arriving: (Date of Arrival)
AIFD Southern Conference AIFD
5445 Frederica Road
Saint Simons, Ga 31522
912-638-3351

< IMPORTANT: All tables MUST be totally dismantled and removed by 4 p.m. on Sunday, April 6.

We will not be responsible for any lost or damaged items. It is your responsibility to have your Fed Ex, DHL or UPS shipping arrangements taken care of.

AIFD Partners New Product Display RESPONSE FORM:MUST BE RETURNED BY March 15, 2014

Exhibit Date: Friday, April 4- April 6
- Exhibit Time: Friday April 4 6:30p.m – 8:00p.m.
Saturday April 5 8:00 a.m. – 4:00 p.m.
Sunday April 6 8:00 a.m. - 2:00 p.m.

Yes, reserve my New Product Display for Southern Conference, Saint Simons, Georgia

Participation cost: \$200.	00 (U.S. Funds) per table/space inclu	des Education Only registration for o	ne company
		ur company, for the education only: \$5	50 per person .
Meal Packages can be a	dded.		
Company Name:			
Mailing Address:			
City/St/Prov.:	T-11	Zip/Mail code: Fax:	
Contact Person:	person who you would like to have	Fax:	
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Personal Addre	ess of Contact (home or office).		
City/Sta	ate/Prov:	-	
Zip/Mai	ate/Prov:il Code:		
Email_			1
It is im	perative that we have the correct	contact name and information.	
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		tImportant to include information or	ı all
representatives attending	f)		
This response form become	mes your official space, reservation w	hen accompanied by your check or cre	dit card as
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		720 Light Street Balitmore, MD 21230)
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RESPONSE	FORM. MUST RE RET	URNED BY March 15, 201	14
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Additional ron	presentatives @ \$50		
	(2 lunches & 1 dinner) \$85	_	
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		Total:	

Sea Palms Golf & Tennis Resort



5445 Frederica Rd St Simons, GA 31522 912-638-3351

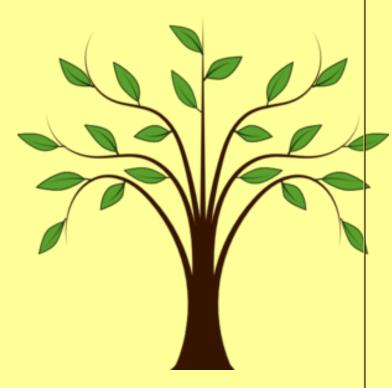
Deluxe Guest Room/Double \$119.00 per night/ Suites and Condos are available but limited **Call Sea Palms for rate details **Book Early

<u>Directions from Jacksonville Airport to Sea</u> Palms Resort:

- Take 1-95 North
- Take exit 29, go east
- Follow signs to St Simons Island

The commute is about 50 minutes.
The Address to Sea Palms Resort is:

5445 Frederica Rd St Simons, GA 31522 912-638-3351



Free Gifts from National

Tom Shaner, Excutive Director for AIFD National Headquarters has announced that select state floral associations will again receive an education only registration to use in whatever capacity they choose to attend the 2014 National Symposium in Chicago. Last year we heard that some stated used the gift as an opportunity to raise funds for their organization while others used the gift as a way to promote their membership drive. It was a fantastic opportunity for the recipients. State Ambassadors, please make an effort to see that your state association board of directors is aware of this promotion. It is definitely a great opportunity. The Tennessee recipient that att3ended, Michael Steakly, was blown away by the experience in Vegas. So much that he will be testing in Chicago. I have included a list of the state ambassadors that are on board to date. If you or your state are not listed please send me an email so that I can help with this.

kcoblelefleur@aol.com

Florida

Kim Grubbs AIFD Anthony Swick AIFD

Georgia

Randy Wooten AIFD Deb Gosier AIFD

Kentucky

Franklin Brinner AIFD Ben Lee AIFD

Respectfully Submitted, Kevin Coble AIFD Southern Chapter Representative AIFD National Board

North Carolina

Nelson Simpson AIFD Lonnie Taylor AIFD Michael Whaley AIFD

South Carolina

Andrea Reeps AIFD Madeline Presler-McDonald AIFD

Tennessee

Kevin Coble AIFD

PFDE Results in from National Headquarters

I have received the PFDE results from National, and Southern Chapter can be very proud!! There will be 47 new inductees in 2014 at National Symposium in Chicago with 7 of them being from the Southern Region. The following is a list of the new inductees with the state they are from and their email addresses. Everyone please take a minute to send each of them a quick congratulations email.

Lesley Bolden <u>olsouthkrj@aol.com</u>

Tafoni81@yahoo.com Florida

Florida

Marcela Lopez-Vallejo

Chris Branham <u>mlopezvallejoer@gmail.com</u>

christopherscreations@hotmail.co Costa Rica

m

Kentucky Michelle Morgan

mmmorgan@pennock.com

Julie Gennaro Florida

Julie.f.gennaro@gmail.com

Florida Randy Stone

Randystone327@yahoo.com

Kirk Joiner Georgia

The southern region also had a few repeat CFD canidates and they are as follows

Connie LeBlanc Angela Petri

Louisiana Florida

Tommye Pendergrass Nishazad Sheikh

Tennessee Florida

As well as the r3epeat CFD Canidates, Southern has alist of the new CFD's.

Alejandro Figuiera Kair McDermott

Florida Florida

Chalres Herrick Susana Ortega

Florida Florida

Melissa Huston Warner Sarasas

Maryland Maryland

Brittany Madon Angela Stembridge

Florida Florida

Barbara Turner South Carolina

A big congratulations to everyone!! Welcome to Southern Chapter!!!

Respectfully submitted by,

Kevin Coble AIFD

Southern Chapter Representative

AIFD National Board



Turning Budget Brides with High Expectations into Reality

As I talk with florists all over the country, we are all experiencing the same issues in weddings. The lovely, sweet brides that come in our shops for wedding consultations with their Ipad, phones and folders full of ideas for their day. They have 10 brides maids, 300 guests attending, 15 tables with large arrangements and a budget of \$500.00 - \$1,000.00 etc... After you have spent time with them looking at their Pintrest boards and hearing them say over and over "How wonderful Pintrest is!" we recipe and calculate. Then the cold hard facts come out. The price of their dream wedding of "vintage and rustic in mason jars" - based on what they "want", far exceeds their "minimal" budget.

So, how do you make the event happen in some resemblance of her dreams? I certainly hope you don't "cut your prices" just to get the job. If you let them de-value your product expertise and service, so will every other bride that walks in the door.

Once you have finished with all your inner emotions and thoughts of "are you serious? No way - you can't be serious!" Then the helpful part of you says - You have exquisite taste and this would be stunningly beautiful. However, your current budget won't allow for all these selections you have made. Then you give them the reality - the actual price. Before they pass out on the floor, you can see their hearts sink to the pits of the world and the lips start to pooch out, tell them - We can look at these options that may be closer to your budget range. Give them some "hope" that you will be able to provide them with some resemblance of their hearts desire.

I have structured several Wedding Flower Packages that I currently have in print. They are designed with the same number of attendants. There are multiple price points with the more expensive priced packages offering more designs - **not options**. The selection of a "package" comes with e the option add additional brides maids bouquets, boutonnieres or more table arrangements etc. They are not able to reduce numbers and costs on packages. Make a master price sheet of the "packages" of what is have "allowed" for each line item. Much like buying a new house and the builder tells you - you have "this much \$ " in an allowance for lights, flooring, fixtures etc. The flower selections are designer's choice based on the colors involved and theme of the wedding. They are given a list of the types of flowers and colors planned to be used for their wedding. This makes them feel that you are making something special and only for them. The least expensive "Package" is mono-botanical and mono-chromatic. Always calculate -"By the bunch"

Having the "packages" printed for them to see the lists of designs, helps them visually see what they are asking for. Most times when the wish lists are being compiled - they don't comprehend that these are multiple items. When they begin to realize the amount of items being asked for, they can better understand the cost factors.

Two other options you can make available-

Host a DIY Wedding Flower Party. You order all the flowers, they bring their creative friends (limited number and no children) come to your shop - "after hours" and assemble the flowers with your assistance. Charge a Service Fee for being there for 2-3 hours - nonnegotiable. Store the flowers in your cooler or let them take them. These should happen on Wednesday or Thursday evening before the wedding. You can also make available delivery and set up - of course that comes with a price tag.

For the DIY Brides - Offer to order the flowers they need in Growers Bunches. Price accordingly and secure beautiful product for them to make their own designs. Process flowers as you do all our product and have them bring their own water source containers when they pick up the flowers. Sell them floral tape, wire, oasis, anything they need - all in one place. Be sure that you charge for profit. Having these kinds of options allows you the ability to "Keep the Doors Open" with weddings on a budget and hopefully increase your profitability.

Tim Lawing CFD AIFD
Tim's Touch Flowers and Gifts
Lexington SC
timstouchflowers@aol.com