Accents
American Institute of Floral Designers
Southern Chapter

2014
Originaity
Where Nature & Creativity Collide
Southern Chapter AIFD

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

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.

Respectfully

Sylvia Bird AIFD AAF PFCI NDSF

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
2014 Originality
Where Nature & Creativity Collide
Southern Chapter AIFD

April 4-6, 2014
Sea Palms Golf & Tennis Resort
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

2014

Originality
Where Nature & Creativity Collide
Southern Chapter AIFD
<table>
<thead>
<tr>
<th>Event Description</th>
<th>AIFD Member</th>
<th>Non-AIFD</th>
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| ___ Full Registration  
  by March 30th                                       | $295.00     | $350.00  |
|  
  After March 30th                                     | $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 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. **Selling during the reception will be allowed.** Education Only Registration for **ONE** 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 **required** 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 Thursday April 3 or Friday April 4**: 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 includes Education Only registration for one company representative. To register additional representatives from your company, for the education only: $50 per person.

Meal Packages can be added.

Company Name: ______________________________________________________________
Mailing Address: ______________________________________________________________
City/St/Prov.: ____________________________________________________________ Zip/Mail code:__________
Contact Person: ______________________ Telephone: ______________ Fax: ______________

Please indicate person who you would like to have use the event registration:

_________________________________________________________
Personal Address of Contact (home or office)
City/State/Prov:
Zip/Mail Code: ______________________
Email__________________________________

It is imperative that we have the correct contact name and information.

Additional Representatives attending the display: (You must list all attending. List other attending information for additional representatives on Back of this sheet...Important to include information on all representatives attending)

________________________________________
________________________________________
________________________________________

This response form becomes your official space reservation when accompanied by your check or credit card as payment. (credit card subject to a 4% service charge)

Please make checks payable to Southern Conference AIFD.

Send form and payment to: AIFD Headquarters 720 Light Street Baltimore, MD 21230

RESPONSE FORM: MUST BE RETURNED BY March 15, 2014

________________________________________
Signature (required for acceptance of reservation) Date

INVOICE

___ Table space for New Product Display @ $200

___ Additional representatives @ $50

___ Meal Package(2 lunches & 1 dinner) $85

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

**Call Sea Palms for rate details

**Book Early

5445 Frederica Rd
St Simons, GA 31522
912-638-3351
Directions from Jacksonville Airport to Sea Palms Resort:

- Take I-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, Executive 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 states 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 attended, 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](mailto:kcoblelefleur@aol.com)

**Florida**  
Kim Grubbs AIFD  
Anthony Swick AIFD

**Georgia**  
Randy Wooten AIFD  
Deb Gosier AIFD

**Kentucky**  
Franklin Brinner AIFD  
Ben Lee AIFD

**North Carolina**  
Nelson Simpson AIFD  
Lonnie Taylor AIFD  
Michael Whaley AIFD

**South Carolina**  
Andrea Reeps AIFD  
Madeline Presler-McDonald AIFD

**Tennessee**  
Kevin Coble AIFD

Respectfully Submitted,  
Kevin Coble AIFD  
Southern Chapter Representative  
AIFD National Board
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
Tafoni81@yahoo.com
Florida

Chris Branham
christopherscreations@hotmail.com
Kentucky

Julie Gennaro
Julie.f.gennaro@gmail.com
Florida

Kirk Joiner

Marcela Lopez-Vallejo
mlopezvallejoer@gmail.com
Costa Rica

Michelle Morgan
mmmorgan@pennock.com
Florida

Randy Stone
Randystone327@yahoo.com
Georgia

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

Connie LeBlanc
Louisiana

Angela Petri
Florida

Tommye Pendergrass
Tennessee

Nishazad Sheikh
Florida
As well as the repeat CFD Candidates, Southern has a list of the new CFD’s.

Alejandro Figuiera  
Florida

Kair McDermott  
Florida

Charles Herrick  
Florida

Susana Ortega  
Florida

Melissa Huston  
Maryland

Warner Sarasas  
Maryland

Brittany Madon  
Florida

Angela Stembridge  
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