



2014  
**Originality**  
Where Nature & Creativity Collide  
Southern Chapter AIFD



**April 4-6, 2014**

**Sea Palms Golf & Tennis Resort  
St Simons Island Georgia**



# **Gerry Gregg AIFD**

## **“Sticks & Stones”**

Gerry’s unique style and design, California Natural, stems from his childhood. Growing up in Northern California has greatly influenced Gerry’s passion for flowers and nature. He started his career inspired by the raw, lush, wild nature of California, and brought his ideals abroad to Europe after serving in the Marines.

Inducted into AIFD in July 2006, Gerry continued designing in Southern California where he worked in one of the premier floral shops in Venice, quickly becoming one of the area’s top designers and winning many awards. He has returned to Northern California and opened his own award-winning wholesale shop. Orange Man Wholesale specializes in California Natural products.

Gerry has been bringing his unique eye for floral design to the forefront of Northern California innovations. He was the 2010 winner of the California State Floral Association Top Ten Competition. Until his presentation at AIFD National Symposium in July 2011, his style never had a name. California Natural is exactly what its name implies – nature-inspired, bright colors, natural products.



# **Jackie Lacey AIFD, PFCI**

## **“Cherry on Top”**

Jackie Lacey has over thirty years of experience in the retail floral market and floral education field. His portfolio includes an extensive background in the retail floral market and wedding/event design experience. Jackie now utilizes his experience to provide education and instructional design programs, market showroom set up, private retail consulting, product development as well as design and event planning. His current position as Senior Design Analyst and Education Specialist for Floriology Institute, Design Team and Product Development Team for BloomNet and Napco, Fitz Design Team and ongoing contributor for Floriology Magazine keep him on top of market trends, current design trends, industry education and retail marketing.

Jackie has won numerous awards in floral design competitions in both multi state, national and local floral associations. Published articles have appeared on both his expertise and floral experience. His work has been published in Floriology Magazine, SAF, “Flowers &”, “Modern Bride”, “Inside Weddings” and many others. National Television exposure includes designing and participation for WE TV programs “Platinum Weddings” and “I Do Over” as a Celebrations.Com Floral Expert. Previous work for celebrities such as Drew Barrymore, Sandra Bullock, Meryl Streep, Diane Lane, Cheryl Ladd, Cindy Crawford and Richard Gere, Matthew McConaughey and Leonardo DiCaprio have come easily through participation with floral design on several major motion pictures.

Continuing education through numerous stage presentations for multi State Associations and national industry leaders such as Virgin Farms Direct, Smithers-Oasis, BloomNet, FTD, Fitz Design Team, Floral Strategies and John Henry Company allow Jackie to help the continued growth of the floral industry. Experience in floral design for the Tournament of Roses Parade floats, product development team for the largest Import/Export show in the world and set up and design for Gift Market showrooms only adds to the vast floral experience he can call on for every event.

He has served as a leader in numerous industry associations to include current position as AIFD National Membership Committee Chairman, CFD Committee, International Committee and past Southern AIFD Board of Directors. His extensive travels across the country, Hong Kong, China and Europe afford many opportunities for him to interact with designers of all levels and share this extensive background and experience to florists everywhere.



## **Brooke Raulerson AIFD**

### **“OMG, Floral Designs For The Next Generations”**

Brooke began her floral design career in 1996 as she assisted her mother with the family business at the age of 15. She soon realized she had a passion for design and an abundance of energy to offer the floral industry. Brooke purchased the family business, Artistic Florist, located in beautiful Amelia Island, Florida in 2005. She is an accredited Florida State Master Designer and was inducted in the American Institute of Floral Designers in 2009. Brooke’s floral design and bouquets have been shown on David Tutera’s show, “My Fair Wedding”, Jacksonville Luxury Living Magazine and featured in Water’s Edge publications. Brooke also belongs to a highly coveted design team led and selected by Hitomi Gilliam, AIFD. In 2010, Brooke won “Designer of the Year” for the Florida State Florist Association. In addition to her floral art expertise in visual merchandising with Corporate retailers such as Dillards and Stienmart. Brooke enjoys freelancing for floral and supply companies such as Accent Décor of Atlanta, Georgia and Greenpoint Nursery of Hilo, Hawaii. Brooke’s industry mission is to keep the passion alive in the floral industry and to promote retail florists.





# **Rene Van Rems AIFD, PFCI**

## **"Showcase on Wedding Bouquets Trends & Beyond"**

Rene Van Rems is a world-renowned ambassador of the floral industry. Originally from Amsterdam, The Netherlands, Rene has called San Diego, California, home for over 20 years. He is a member of the American Institute of Floral Designers (AIFD), The National Speakers Association, and the Professional Floral Commentators International (PFCI).

Rene was formally educated in the entire spectrum of Floriculture/ Horticulture through his studies at the Rijksmiddelbare Tuinbouwschool at Aalsmeer (floral institute). He has led design shows, workshops, and seminars throughout the US, Canada, Europe, and Asia on the styling of fresh cut flowers.

In 1995, the American Horticultural Society awarded him the Francis Jones Poetker Award, and in 2001, Van Rems was the recipient of the Los Angeles Flower Market's first annual Rene van Rems Award for excellence in design education. In 2009, Rene was recognized with the American Institute of Floral Designers (AIFD) Award of Distinguished Service to the Floral Industry.

Program: "Showcase on Wedding Bouquets Trends & Beyond"...a catalog of floral wedding styles.

This Program is designed to boost the professional designers to stock up on skills to not only create but also sell wedding at the right margin!

The presentation would follow some of the chapters of "Rene's Bouquets for Brides", the latest book by Rene van Rems, AIFD

The program will focus on "looks and themes" of wedding decor styles including centerpiece concepts.



# **Hands-On Workshop**

## **Rene van Rems AIFD, PFCI**

### **“Beyond DIY”...FAST Skill based wedding bouquets! Hands-On Workshop**

Learn the latest tips and tricks for fast and stylish bridal bouquets that will last three days (or more!), in this high energy workshop for industry members with basic wedding skill or more. We will follow the ideas showcased in the wedding show, presented by Rene van Rems on Saturday, April 5, 2014

Learn how to design effortlessly in bouquet holders, quickly upgrade bouquet handles into accessories, upgrade bouquets with bling in an organic way and how to cut labor in wedding design projects.

This hands-on class has been offered through-out the country and is considered a "must attend" class since all projects are "real-time" solutions to industry challenges.

**3 hour Hands-On Workshop \$145**

***\*Must be registered for conference to attend workshop***



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## Schedule:

Friday April 4<sup>th</sup>: 8am –Noon Student Competition

1pm – 5pm Registration Open

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

Saturday April 5<sup>th</sup>: 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 6<sup>th</sup>: 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 Balitmore, 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**

\_\_\_\_\_

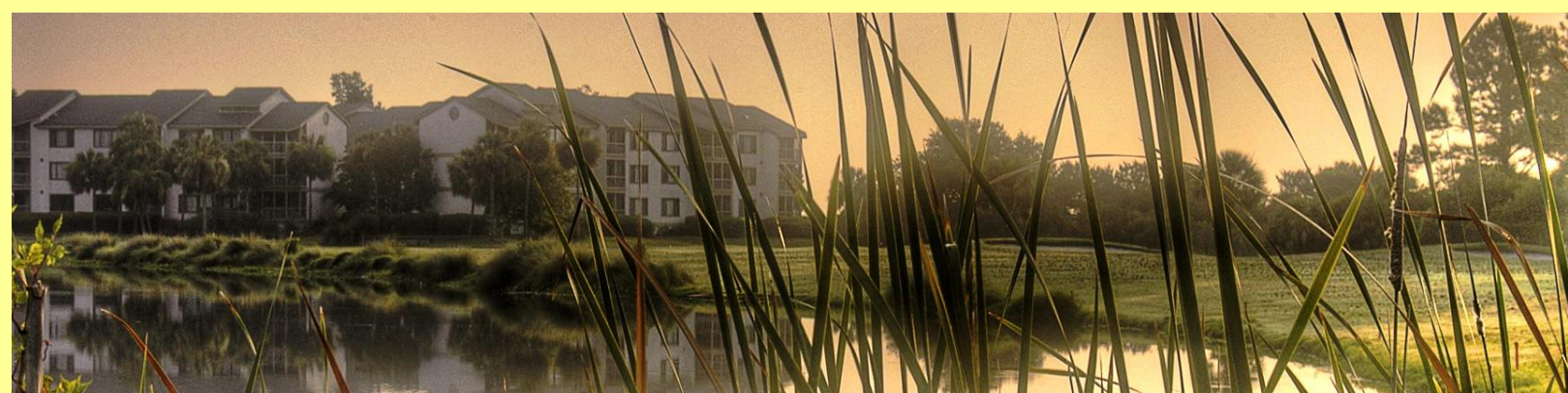
\_\_\_\_ **Meal Package(2 lunches & 1 dinner) \$85**

\_\_\_\_\_

**Total:**

\_\_\_\_\_

# 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**



Jacksonville International Airport (JAX)

## **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



See you there!



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