



Accents

A Newsletter for Southern Regional Chapter AIFD

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Letter from our President

Hope this finds all of our floral friends doing well as we enter into our Fall and Winter Seasons.

For most of us the busy holiday season begin in October winding down with the New Year. We are working diligently to make educational information more available to you as fellow florist and also to the general public. Programs to better inform you and ways to improve your business, as well as

information to the general public for consumer awareness. We are currently working on a survey to send out to our members for your feedback and suggestions on making our organization better organization, please take the time to reply so that we can use the information to improve and better serve the industry as a whole. Our Fall Board Meeting is scheduled for the end of October in Louisville Kentucky, as we work on the day to day items and view the facilities for our 2016 conference. Our Spring Conference- "Botanical Bliss", is being held in Birmingham, Alabama on April 10-12, 2015, at the Aloft Hotel/Rosewood Hall, many thanks to Mandy Majerick CFD AIFD and Kevin Hinton CFD AIFD for working so hard and co-chairing this wonderful event. Information can be obtained on this web page or on the national AIFD web site. Please mark your calendars and come and join us for an educational and fun filled weekend. I look forward to a great year with all of the dedicated board members who are making every effort to improve our organization. Hope to see you in Birmingham- if there is any suggestions or questions please email me at Rbar134@digitalexp.com.

*Sincerely,
Russ Barley CFD AIFD AAF FSMD*

Membership News

Congratulations to our new inductees, CFDs and Certified Judge/Evaluators!

AIFD Inductees 2015

Eileen Cheng CFD - FL
Barry Cowart CFD - SC
Darenda Darnell-Garbarz CFD - FL
Kate (Kyung) Han CFD - VA
Anglea Phillips Head CFD GMF - GA
Jackie Smith Johns CFD - AL
Paul Thomas Latham CFD - KY
Connie Ann LeBlanc CFD LMF - LA
Jessica Morris CFD - AL
Paul Ponn CFD - SC

New CFD 2015

Kimberly Carpenter CFD - TN
Amanda Marie Ferguson CFD - TN
Barbara H. Leshyn CFD - VA
Jenny H. Park CFD - VA
Misha Park CFD - MD

New Certified Evaluator/Judges 2015

Carol Inskeep AIFD CFD-MD
Marcela Lopez-Villejo AIFD CFD-Costa Rico
Jenny Naylor AIFD CFD-GA
Adrienne Shaffer Summers AIFD CFD-MD
Michael Whaley AIFD CFD-NC

Southern Conference 2015

Botanical Bliss April 10-12 2015

J Schwanke AIFD

Food & Flowers from Farm to Table. Sharing his experiences of traveling the world, J will reveal his most memorable moments of his travels. Discussing his designs and the tips and techniques used, he will motivate and move you to share your story and educate yourself and your consumers on the origins of our industry

Jodi Duncan AIFD

From a hand delivered business card to your impressive online presence, marketing and branding represent one of the first impressions you provide to your potential clients. Join Jodi as she walks you through your store revealing important points of how to make your business more attractive inside and out.



Stacey Carlton AIFD

Follow Stacey as she guides you through Wedding Wanderlust! She will take you on a journey throughout worldly wedding trends to inspire your commitment clientele. From Backyard Bohemian to Luxe Loft, Stacey will wow you with her detailed eye and creative imagination.

Michael Derouin AIFD

It is all about Corporate in this Modern world! Come watch as Michael demonstrates the cutting edge of corporate style! Listen as he teaches techniques not only of creating dramatic design, but also how to reach those corporate clients and provide them with more than just lobby service.

Airport:

Birmingham, Alabama (BHM)

BIRMINGHAM SHUTTLESWORTH INTERNATIONAL AIRPORT

Cab Fare: Approx \$20.00 each way from hotel to airport (10 miles)

Hotel Information:

ALOFT HOTEL SOHO SQUARE

1903 29TH AVE S

HOMEWOOD, ALABAMA 35209

205.874.8055

RESERVATIONS: 1.877.822.1111

<http://www.aloftbirminghamsohosquare.com>

\$134.00/NIGHT + TAX

Available: King or Two Queen Bed Rooms

*Complimentary WIFI throughout the entire hotel

*Complimentary Parking for entire stay in parking garage attached to hotel.

NOTE: The hotel is located in a very high traffic, trendy area of Birmingham. There are plenty of restaurants and shopping within walking distance (literally, across the street). There is also a very nice hotel bar – might I suggest the signature cocktail, the Southern Hospitality!

For More Information contact Conference Chairs:

Mandy Majerik AIFD PFCI

MANDY@HOTHOUSEDESIGNSTUDIO.COM

205.324.2663

Kevin Hinton AIFD

kevinahinton@comcast.net

662.255.6530

Scholarship Information

A scholarship is available for Southern Conference for a maximum total of \$1500 through a program of AIFD Foundation. For application and full information go to:

<http://www.aifdfoundation.org/index.php/scholarship-information>

Looking forward to see YOU there!

REGISTRATION AND EXPENSES COVERED:

AIFD Foundation Southern Conference Scholarships are granted to recipients each year up to a maximum total of \$1,500.00. Once the Conference Scholarship is confirmed with the recipient, the Southern Chapter AIFD will pay the full registration fee directly to the conference organizers.

After the registration fees are deducted, the balance of the scholarship may be used for travel, hotel costs, and educational workshops or other educational events with additional fees selected by you on the registration form. Travel costs may include economy airfare purchased at least 3 weeks ahead of the conference, baggage fees, and tax. Reimbursements may also include expenses related to other forms of transportation to reach the event to include by car, taxi, or train and parking other than valet. Hotel costs may include daily room rate plus applicable taxes only.

We All Took An Oath . . .

. . . to uphold and promote AIFD at our induction and at every Membership meeting at national symposium. What does this mean and how should we live it out?

In essence we are all ambassadors of AIFD. We are called to promote AIFD at state associations and other floral functions in our area. We are called to seek out new AIFD inductees and CFDs in our area to make them feel welcome. We are also called to encourage and assist qualified floral designers to pursue membership in AIFD.

In order to help accomplish our goals, and in accordance with the bylaws that govern Southern Regional Chapter, I am seeking at least one, preferably two Ambassadors per state to assist me. It's a very easy way to earn 3 Leadership CEUs (1 per year) and at least 15 if you are able to attend the state conventions every year.

What is the fine print?? Simply inform me of any floral events in your area. Southern Chapter has a very nice banner and brochures to place at these events. We ask you to make arrangements to have this information available at the events, if you are not able to do so yourself. It is always helpful to have someone available to answer questions and encourage participation in AIFD events. Also, if you are at an educational event where

these newly inducted AIFD members or CFDs are present, try to have them publicly acknowledged and welcomed.

Please consider lending a hand to your regional chapter. My contact information:

Email: Terry@floral-innovations.com

Cell: 301-332-9338

Thank you.

Terry Godfrey AIFD

We Have Winners!

Southern Chapter's Jacob McCall AIFD wins Sylvia Cup

On August 16, 25 designers competed for the 47th Annual Sylvia Cup. Among the competitors were 13 AIFD members. Contestants from Southern Chapter included Vincent Petrovsky AIFD from Heaven & Earth Floral Inc., West Palm Beach, FL, Yola Guz AIFD from Yola Guz AIFD School of Floral Design, Miami, FL, Jeanne Ha AIFD from Park Florist, Takoma Park, MD, and Jacob McCall AIFD from The Elite Flower, Miami, FL. Also competing was Darenda Darnell-Garbarz CFD who will be inducted in Denver.



The theme this year was Studio 54 Revisited, and the SAF PFCI Board of Trustees devised 3 competition categories: Dancing Queen – a

presentation bouquet for the coveted Disco Competition
Let's Dance the . . . Last Dance – a Celebration of Life piece for Studio 54's oldest patron (who only wore gold!)
Shake it, Shake it .. Show 'em How We Do It Now – floral jewelry to be worn on the upper arm of the Disco Queen



Awards taken for this Retro-inspired competition by Southern Chapter members include:

Jacob McCall AIFD 1st Place (winning 1st place in both the Bouquet and Sympathy categories and 2nd in the Floral Jewelry category)

Jeanne Ha AIFD 2nd Runner Up (winning 1st place in the Floral Jewelry category)

For more photos from the SAF convention, follow the link below

<https://www.flickr.com/photos/societyofamericanflorists/14957723151/>

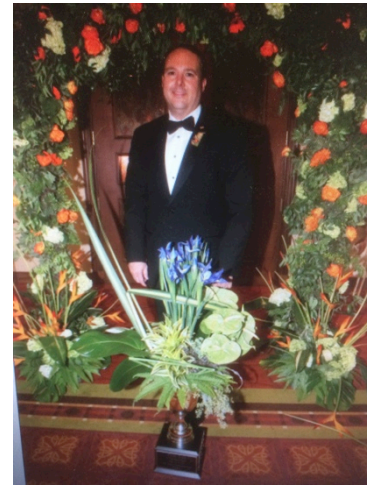
Kudos

At the annual convention for the **Tennessee State Florists' Association**, Southern Chapter's Kevin Coble AIFD and Kevin Hinton AIFD were honored with distinguished awards. Please join me in congratulating them.



Kevin Coble AIFD
Lifetime Achievement Award

Kevin Hinton AIFD
Tommy Lee
Memorial Iris Cup



Living Legend Award Presentation-
The Crystal Rose Society
Kevin Hinton AIFD
Rene Van Rems AIFD
Larry Pugh

Tips

To keep the cap from adhering to the tube of floral adhesive (cold glue), spray the inside of the cap and open end of the tube with leaf shine before replacing the cap.

To save on labor cost, find a high school student to come in after school and clean all the glassware from the events from the weekend. You can pay them less than your regular employees, it gives your employees time to do more important things and it also gives you an in to prom work!

Southern Chapter Board of Directors

President: Russ Barley AIFD
President-Elect: Robyn Arnold AIFD

Vice President: Randy Wooten AIFD
Secretary: Kevin Hinton AIFD
Treasurer: Carol Inskeep AIFD
Past President: Sylvia Bird AIFD
Southern Board Representative: David Shover AIFD

Directors - 2015

Terry Godfrey AIFD
Christopher Branham AIFD
Sharon Ivey AIFD

Directors - 2016

Sue Bain AIFD
Sherry Moon AIFD
Kevin Coble AIFD

Directors - 2017

Adrienne Summers AIFD
Carol Dowd AIFD
Tim Lawing AIFD

Roger Dennis AIFD Liaison