



# Accents

## A Newsletter for Southern Regional Chapter AIFD

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### **Letter from our President**

*Dear Fellow Florist,*

*Happy New Year to each of you, hope 2015 brings much happiness and wealth to all. Now that we have gone through the holiday and winter season it's time to recharge ourselves for the upcoming Spring and Valentines Holiday's. As we regroup for the New Year I would like to say Thank You to those of you who took the time to fill out the survey*

*concerning attendance for conferences that was on our web site, we had about 10% of the membership respond, and many thanks to Tim Lawing AIFD for all of his hard work and contribution to this task. We are all looking forward to the upcoming Southern Conference "Botanical Bliss" to be held in Birmingham, Alabama, April 10-12, 2015, we have a wonderful lineup of designers and a fun filled weekend in store for you. Many thanks to Mandy Majerik AIFD and Kevin Hinton AIFD for co-chairing this event. Please go on line at the national website and make your reservations and come and join the fun of an educational weekend. The board met back in October still working on items that would make information more available to both the public and floral members of our industry. Carol Dowd AIFD is chairing a Spring Arts and Bloom at the art museum in her town in North Carolina, anyone interested in attending or participating can give her a call. Suggestions are always welcome by Southern Members that would help with the organization, please feel free to contact me or a board member, Looking forward to seeing you all at the Southern Conference.*

*Til next time,*

*Russ Barley AIFD CFD AAF FSMD  
President-Southern Chapter AIFD*

## The 50<sup>th</sup> Club

$$\begin{array}{rcl} & 50 \text{ at } \$500 & \\ + & 500 \text{ at } \$50 & \\ = & \$50,000 \text{ in celebration of AIFD's } 50^{\text{th}} \text{ Anniversary!} & \end{array}$$

The 50th Club Fund is established as a fundraising effort to support AIFD Foundation's mission to further continued floral education. The goal of the fundraising is to have 50 donations of \$500.00 and 500 donations of \$50.00 to establish a fund in the amount of \$50,000.00. Our goal is to fund this club prior to the 50th Anniversary Celebration at the 2015 AIFD National Symposium in Denver. The interest and dividends from this fund will provide financial support toward an educational event for each of the six Regional Chapters.

Your Southern Chapter Board voted unanimously to be among the first of the 50 to step up to the \$500 challenge. The board would love to see a strong Southern Chapter showing for this fundraising effort and encourages everyone to donate as they are able.

As the donor, your name will be listed as a member of the 50th Club. You may also recognize a friend, honor a mentor, celebrate an occasion, or contribute in memory of one that is no longer with us. That name will also be noted on the list. The amount that you donate will be added to the cumulative total of your ongoing AIFD Foundation contributions.

For more information or to join the Club, visit the AIFD Foundation website at [www.aifdfoundation.org](http://www.aifdfoundation.org) or contact Lona at 480-358-1791 or [Lchristoffers@assoc-mgmt.com](mailto:Lchristoffers@assoc-mgmt.com).

## ... and we have Winners!

### SURVEY

Thanks to everyone that completed the survey the board sent out at the end of year. You have provided some great information about what you like and don't like about Southern Conference and wonderful suggestions on how we can improve. As a thank you for providing this information, a random drawing was conducted to provide an Education Only registration for 2015 Southern Conference Botanical Bliss in Birmingham, AL. Peg Jensen of Simply Roses in Ormond Beach, FL is our lucky winner! Congratulations!

***Your Board of Directors is always interested in your feedback. We encourage you to contact us to let us know how we can better serve our chapter.***

### SCHOLARSHIP

Congratulations to Samantha Bates from Ponchatoula, Louisiana – winner of the Education Registration scholarship for Botanical Bliss in Birmingham, AL April 10-12.

## Art and Flowers in NC

Southern Chapter Director Carol Dowd AIFD will be chairing a committee to promote the works of AIFD members at the North Carolina Museum of Art's Inaugural

Festival of Art and Flowers in March. The four-day event will feature 9 AIFD members creating floral interpretation of works of art from the museum's permanent collection. The festival will feature a presentation by Hitomi Gilliam AIFD and floral demonstrations by Nelson Simpson AIFD and Carol Dowd AIFD and Jody McLeod AIFD and Stephanie Garrett AIFD.

Southern Chapter AIFD members creating interpretive designs include: Carol Dowd AIFD, Stephanie Garrett AIFD, Terry Godfrey AIFD, Karl Hastings AIFD, Brian Hyde AIFD, Carol Inskeep AIFD, Bob Larson AIFD (on loan from NC chapter), Jody McLeod AIFD, Nelson Simpson AIFD and Michael Whaley AIFD.

Thanks to Carol for seizing this opportunity and working to promote AIFD at this high-profile event. This is the first annual event, please let Carol Dowd know if you are interested in participating as a designer, demonstrator or volunteer in 2016.

See [NCartMuseum.org](http://NCartMuseum.org) for additional information.

### Art in Bloom

March 19–22, 2015

North Carolina Museum of Art \$15 Adults

\$10 Museum members

Free for children 6 and under

### Related Event

Opening Reception

Thursday, March 19, 6:30 pm

North Carolina Museum of Art, West Building \$50 Museum members, \$65 Nonmembers

## AIFD at the Rose Bowl





AIFD Southern members Chris Branham AIFD, Kevin Coble AIFD and Kevin Hinton AIFD were on the team that created “The Bachelor” float that took the Queen’s Award at the Rose Bowl Parade – congratulations! Southern Chapter’s Michael Gaddie AIFD was also on an award-winning design team.

***Please let us know about awards, events (with pictures please!) and other happenings in your area. Submit to [Terry@Floral-Innovations.com](mailto:Terry@Floral-Innovations.com).***

### Tips

Two items I keep in my “doctor bucket” taken on all event installations are a turkey baster and a lint roller. For times that you put just a bit too much water into a vase, the turkey baster is perfect for extracting some of that water from the container. The lint roller is great when flower debris or floral foam falls onto the linen while placing or “fluffing” centerpieces.

***Accents is always looking for tips to share with Southern members and friends. If you have a favorite tool, a good online resource, time-saving business practice or any other helpful advice, please submit it to [Terry@Floral-Innovations.com](mailto:Terry@Floral-Innovations.com).***

## 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

Roger Dennis AIFD Liaison

**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





# *BOTANICAL BLISS*

SOUTHERN  
CHAPTER



APRIL 10-12, TWO THOUSAND FIFTEEN

## SAVE THE DATE

AMERICAN INSTITUTE OF FLORAL DESIGNERS

### SOUTHERN CHAPTER

BIRMINGHAM, ALABAMA

ALOFT HOTEL - ROSEWOOD HALL

# Airport, Hotel and Venue



**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!

## Venue

### Rosewood Hall

2850 19<sup>th</sup> Street South  
Homewood, AL 35209

Venue is two Blocks from Hotel



# Event Schedule

## Friday, April 10<sup>th</sup>

<b>10:00am-2:00pm</b>	<b>Student Competition – Rosewood Hall</b>
<b>1:00pm-5:00pm</b>	<b>Registration Opens- Rosewood Hall</b>
<b>6:00pm-8:00pm</b>	<b>Southern Welcome Social to view the Student Competition Designs –Aloft Hotel Lobby</b>

## Saturday, April 11<sup>th</sup>

<b>8:00am-4:00pm</b>	<b>Registration Opens- Rosewood Hall</b>
<b>9:00am-10:30am</b>	<b>Michael Derouin AIFD</b>
<b>11:00am-12:00pm</b>	<b>Graceful Tables Linen Company</b>
<b>12:00pm-2:00pm</b>	<b>Lunch on your own</b>
<b>2:00pm-3:30pm</b>	<b>Jodi Duncan AIFD</b>
<b>3:45pm-4:30pm</b>	<b>Jim Watkins, Steel City Pops</b>
<b>4:30pm-5:30pm</b>	<b>Blooms Over- Terry Godfrey AIFD</b>
<b>4:30pm-5:30pm</b>	<b>Student Corsage Bar Opens- Rosewood Hall</b>
<b>6:30pm-7:00pm</b>	<b>Cocktail Reception- Rosewood Hall</b>
<b>7:00pm-10:00pm</b>	<b>President's Dinner &amp; Awards- Rosewood Hall</b>

## Sunday April 12<sup>th</sup>

<b>8:00am-1:00pm</b>	<b>Registration Opens – Rosewood Hall</b>
<b>9:00am-10:30am</b>	<b>Stacey Carlton AIFD</b>

**11:00am-12:30pm**

**J Schwanke AIFD  
(Lunch Included)**

**2:00pm-5:00pm**

**J Schwanke AIFD- Three Hour Workshop**

*For More Information contact Conference Chairs:*

Mandy Majerik AIFD PFCI

[MANDY@HOTHOUSEDESIGNSTUDIO.COM](mailto:MANDY@HOTHOUSEDESIGNSTUDIO.COM)

205.324.2663

Kevin Hinton AIFD

[kevinahinton@comcast.net](mailto:kevinahinton@comcast.net)

662.255.6530





# Registration Form

**Botanical Bliss 2015**



**BIRMINGHAM, ALABAMA**

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## April 10-12, 2015

### AIFD Member

### Non-AIFD

\_\_\_\_\_ Full Registration ( by March 30<sup>th</sup> )  
\_\_\_\_\_ (After March 30<sup>th</sup> )

\$295

\$350

\$350

\$395

\_\_\_\_\_ Education Only ( No Meals )

\$195

\$245

\_\_\_\_\_ Student SAIFD Rate \$190

### Single Day Registration

\_\_\_\_\_ Saturday Programs Only

\$125

\$150

\_\_\_\_\_ President's Dinner Only

\$60

\$60

\_\_\_\_\_ Sunday Programs and Lunch

\$100

\$125

\_\_\_\_\_ J Schwanke AIFD 3 hour hands-on workshop  
(With Full Conference Registration)

\$175

\$175

\_\_\_\_\_ J Schwanke AIFD 3 hour hands-on workshop  
(Without Full Conference Registration)

\$200

\$200

TOTAL: \_\_\_\_\_

**MAIL CHECK TO: AIFD National Headquarters \* 720 Light Street \* Baltimore,  
MD 21230 OR FAX FORM TO 410-752-8295**

CC# \_\_\_\_\_ EXP \_\_\_\_\_ CODE \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ALSO YOU MAY REGISTER ONLINE AT [www.aifd.org](http://www.aifd.org)**

**Hotel Information:** Aloft Birmingham Soho Square

1903 29<sup>th</sup> Ave South Homewood, AL 35209 877-822-1111

(Our room block is Southern AIFD at the discount rate of \$134 per night.)

# Designers



## Jay 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

### **J Schwanke The Flower Expert**

*A True Flower Celebrity, Author, Award Winning Speaker and the Most Trusted Voice in the Flower Industry.*

J Schwanke's love of flowers began at birth during a snowstorm at a state flower convention in

Nebraska. In 1976 J formally joined his family's flower business, Green's Greenhouses Inc., where his career grew and blossomed as he directed the Flower Shop and Garden Center operations starting in 1981. J is a Certified Flower Designer (CFD), a member of the American Academy of Floriculture (AAF), the American Institute of Floral Designers (AIFD), the Professional Floral Communicators International (PFCI). In 1994 J began his independent career as a flower design consultant, flower industry spokesperson becoming the foremost expert on flower design in the American flower industry. J is the CEO of uBloom.com, the first online community for flower lovers, both professional and enthusiast. As the host and producer of the first ever web broadcast flower design show, JTV, and his current show Fun with Flowers and J, J is regarded as the most trusted voice in the flower industry. His website, uBloom, offers flower lovers everywhere the opportunity to learn and experience the fun of Flowers and Flower Arranging, 24/7! J's Passion for Flowers is far reaching and infectious.

J Schwanke Productions created the wildly successful California Grown Experience on uBloom, a series documentary featuring California Flower farmers, as well as Destination Dallas a series featuring the latest on Trends and Colors in the Permanent Flower and Decorative Accessory Industries.

J is the creator and publisher of the uBloom Trend Synthesis, an annual publication that explores current trend concepts and how they relate to floral and decorative accessory retailers.

J has given Flower demonstrations in all 50 states, Canada, and throughout Europe and continues to educate and entertain his flower fans around the globe. Highlights include the Epcot International Flower and Garden Festival, Art in Bloom, Bouquets to Art, San Francisco Flower & Garden Show, Flowers at Kensington Palace, and 100's of state, association, wholesale and consumer shows.

2014 saw the publication of J's new book, Fun with Flowers - Your Guide to Selecting, Arranging and Enjoying Beautiful Flowers. J was awarded the Iron Designer of the year by the International Floral Expo (2013). J was honored with the Society of American Florists' Tommy Bright Lifetime Achievement Award of Excellence in Communication, Instruction and Marketing for the Flower Industry (2010). J was also honored with the Crystal Rose Award, Denoting J as a Living Legend in the Flower Industry (2011). Critics, sponsors and Flower-loving attendees agree, J is one of the most sought after speakers in the Flower world

*Hands on Workshop*  
*Featuring Jay Schwanke AIFD*

# Designers



## 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.

With a passion for people and flowers, this designer demonstrates what it means to love both the art and artists within the floral community.

Coming from the rural prairie, a hunger for culture and connectivity keeps Jodi on a quest for new friends and new trends. With social media at her side and AIFD accreditation under her belt, she has traveled as far as Scotland, Ireland, Paris and London, designing, gathering floral knowledge and friendships along the way.

Inducted into AIFD in 2008 she has served on the board at the regional level and is a past AIFD Marketing chair. With 28 years in the floral industry, Jodi is award winning at the state, regional and national levels. Marketing and merchandising are favorite topics.



## Stacey Carlton

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.

Born and raised in Chicagoland, Stacey Carlton AIFD, CFD is a passionate and devoted award-winning floral designer. Fusing her background in ornamental horticulture and event planning with her enthusiastic approach to detail, she is a renaissance woman; trailblazing the world of flowers. Educator, multimedia visual artist, student of the arts, and spokesperson for Fair Trade and organically grown product, Stacey's extensive knowledge has multiplied exponentially under the tutelage of internationally respected designers extending her childhood roots in the industry.

# Designers

## 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.

Michael Derouin is a second-generation floral designer, raised in his family's florist where he learned a career by osmosis. After almost three weeks in college, he realized what he wanted to do with his life, so he came back home and continued his father's legacy for the next ten years.

In 2007, Michael joined McArdle's, the state's largest florist, located in Greenwich, Connecticut. As the Director of Floral Design, Michael manages the department while leading the design team that creates florals for a discerning cliental.

By the age of 31, Michael fulfilled a personal goal he set as a teenager. He attained membership into AIFD, AAF, PFCI, and CAFA, an accomplishment that less that five people worldwide currently hold.

He is humbled to be the recipient of numerous design awards including The 2001 Connecticut Floral Designer of the Year.

# Speakers



Graceful Tables is one of the leading linen rental companies in the South. Enjoy listening to one of the leaders in the linen business discuss upcoming fabric forecast as well as the role of how upscale linens can complement your business - and your profits!



Meet Mr. Jim Watkins, most well known as Mr. Popsicle Man himself! Jim launched is popsicle business, Steel City Pops, only a short time ago and has used his marketing and motivation to drive sales and build a brand with quite the loyal following! From Birmingham and beyond he is taking the South by storm and he is going to share with you his personal story of success! This is a sweet treat, you don't want to miss!