



Accents

A Newsletter for Southern Regional Chapter AIFD

Letter from our President

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Hello Southern Chapter family and friends, I know that you are getting ready for the busy season ahead, some of you have Mardi Gras and then Valentine's Day with Easter and Mother's Day to follow and I know how busy you all are, but I hope that you will make sure to take the opportunity to come to Southern

Conference "Southern Traditions" in Louisville Kentucky, March 5-6, 2016. It will be a great time to recharge your batteries. We have a wonderful line up of designers ready to share ideas with you. It's also a great time to meet up with old friends and make new ones. I would like to take this opportunity to say Thank You to John Kittenger AIFD and Roger Dennis AIFD for Co-Chairing conference this year. We look forward to seeing you all there. Don't forget to make your reservations for the hotel and you can register for conference on line at www.aifd.org

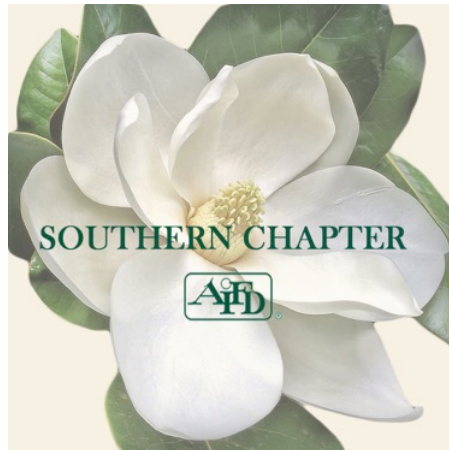
We also are involved once again this year with the Art and Blooms in Raleigh, North Carolina, it is April 7-10, 2016. Please contact Carol Dowd AIFD if you are interested in being involved, I'm sure she still has some art pieces that need your beautiful interpretation to accompany them. Give her a call today!

Don't forget to mark your calendars for National Symposium "Inspiration" in Anaheim California July 3-7, 2016. We look forward to inducting our newest Southern AIFD members and welcoming them into our chapter at the Southern Chapter members meeting, I hope to see you all there.

Remember, there is always a way to be involved with your chapter, from volunteering at Southern Conference, to being a part of Art and Blooms. If you would like to be involved please don't hesitate to give one of our chair people a call or contact me, I will get you connected with the right person. Once you get involved with your chapter you won't be sorry, I've made friends for a lifetime.

*Looking forward to seeing you soon,
Robyn Arnold AIFD CFD*

AIFD Southern Conference 2016
Louisville, KY
March 4-6, 2016



“SOUTHERN TRADITIONS”

Galt House Hotel
140 N Fourth Street
Louisville, KY 40202
502-589-5200



Schedule of events

Thursday, March 3rd

7:00pm Board Meeting
Jasmine Room, 2nd Floor, Revue Tower

Friday, March 4th

9:00am-12:00pm Student Competition
Azalea Room, 2nd Floor, Revue Tower

1:00pm-4:00pm Student Competition Evaluation
Azalea Room, 2nd Floor Revue Tower

Saturday, March 5th

7:30am-10:00am Registration
3rd Floor, Revue Tower

8:00am-9:00am "Jubilation"
Randy Wooten AIFD, CFD
Cochran Ballroom, 3rd Floor, Revue Tower

In Jubilation, Randy encourages floral designers to look at sympathy arranging from a different perspective by "focusing on the life of the loved one rather than the loss of the loved one." Through his designs, he suggests that we promote services as "Celebration of Life" events to remind surviving family and friends of joyous memories as they say their final goodbyes.

Sponsors: Smithers Oasis
JD Royer Wholesale -Perry Ga

9:30am-11:00am "Perfectly Profitable Proms"
Suzie Kostick AIFD, CFD
Cochran Ballroom, 3rd Floor, Revue Tower

*Kick start your prom season at the AIFD Southern Conference as Fitz Design presents **Perfectly Profitable Proms**. Join Suzie Kostick AIFD, CFD, CF, PFCI, Director of Marketing for Fitz Design, as she shares the latest trends, tips and techniques for creating one-of-a-kind, innovative prom flowers. Everything from corsages, boutonnieres, prom posies and floral jewelry will covered along with important marketing ideas and promotional tips to help make this prom season **Perfectly Profitable!** Bonus hands on prom project immediately following the program for all attendees.*

Sponsor: Fitz Design

11:00am-12:00pm “Today’s Floral Business...Is More Than Just Take-out!”
Kathy Whalen AIFD, CFD
Cochran Ballroom, 3rd Floor, Revue Tower

Straight-talk about Pinterest and price-shoppers ... Down-to-earth talk on growing the bottom line on weddings and special events ... Working with budgets ... Practical approaches for email RFP’s ...

12:00pm-2:00pm Lunch on your own

2:30pm-3:30pm “A Twist on Tradition”
Jessica Morris AIFD, CFD and Shawn Michael Foley
Cochran Ballroom, 3rd Floor, Revue Tower

JOIN US FOR A TWIST ON TRADITIONAL EVENT WORK, CREATING NEW AND EXCITING LOOKS FOR YOUR CUSTOMER! JESSICA AND SHAWN WILL SHOW YOU HOW TO TAKE YOUR EVENT WORK TO A NEW DIMENSION AND SHARE SOME TIPS AND TRICKS, THEY’VE LEARNED ALONG THE WAY, TOO! THEY’LL SHOW YOU HOW TO STRETCH YOUR CLIENT’S BUDGET, WHILE STILL GIVING THEM IMPACT AND WOW THAT THEY EXPECT, AS WELL AS HELPFUL HINTS FOR UPSELLING YOUR ORDER, TO PUT MORE MONEY BACK INTO YOUR POCKET!

Sponsor: Accent Décor

4:00pm-5:00pm “Tables by Frank”
Frank Laning AIFD, CFD
Cochran Ballroom, 3rd Floor, Revue Tower

The program will reflect on the many grand years gone by with an update on how it influenced today’s formal entertaining. The use of color and texture have always been my favorite to complete a beautiful setting. A natural use of the flowers in a sophisticated American country form is my style.

Sponsors: Garcia Group - Candle Artisans
Connie Duglin Linens
David Austin Roses
Smithers-Oasis

7:30pm Dinner and Awards
Fountain Room, 2nd Floor, Revue Tower

***Décor by Mississippi State University SAIFD Chapter*

Sunday, March 6th

9:00am-10:00am

"Sweet Tea"

Ben Lee AIFD, CFD

Cochran Ballroom, 3rd Floor, Revue Tower

My Program is Titled " SWEET TEA" its a look back at my life as a young southern gentleman, and the moments that formed my love for flowers and design . Get ready to set back, sip some house wine of the south and enjoy the show.

Sponsors: Carlstedts LLC, Lexington,Ky
FlowerGeneral.Com
The Milam House Florist
The Kentucky Florist Association

10:30am-1:00pm

Brunch – "Southern Bouquets"

Brooke Raulson AIFD, CFD

Fountain Room, 2nd Floor, Revue Tower

*Wedding bouquets and selling techniques to capture their attention –
What we want to do, and what "they" want us to do"*

Sponsors: Royal Flowers of Ecuador
"I Do" Linens

***Décor by Tammy Gibson AIFD,CFD and Chris Branham AIFD, CFD*

*****Special Thanks for Lobby Décor by Aisha Crivens AIFD, CFD*****

Designers:

Shawn Michael Foley CFD

SHAWN MICHAEL FOLEY, CFD, IS A WISCONSIN BORN FLORAL DESIGNER AND MENTOR LIVING IN BIRMINGHAM, AL. SHAWN MICHAEL IS ONE OF THE LEAD WEDDING DESIGNERS OF HOTHOUSE DESIGN STUDIO. HIS PASSION FOR CREATIVE EXPRESSION AND EDUCATION HELPED HIM TO BECOME ONE OF YOUR 2016 MAYESH DESIGN STARS. HE IS BEST KNOWN FOR HIS "HUMAN FORM PROJECT".

Suzie Kostick AIFD, CFD, CF, PFCI

Throughout her 37-year career Suzie has dedicated her time and enthusiasm to being a retail shop owner, floral instructor, mass-market production manager, business consultant, event coordinator, program presenter and freelance design consultant. In recent years Suzie was well known as the publisher and executive editor of the very popular *Flora Magazine*. Currently Suzie is the Director of Marketing for Fitz Design based in Port Charlotte, Florida.

An award-winning designer, Suzie was honored as the Michigan Floral Associations (MFA) "1999 Young Person of the Year", and was awarded the title of "MFA Designer of

the Year” in 2003 and 2004, the only person to be awarded the title twice. She is also a member of MFA’s prestigious “Design Academy” as well as having served as a past MFA President, Convention Chairperson and Chairperson and founding member of the Michigan Certified Florist Committee. Suzie has presented programs at the national level, at state conventions, for many floral wholesalers and local organizations. She has also presented design forums for the National Association for Catering and Events (NACE) and for the Association of Bridal Consultants (ABC).

As an active member of AIFD, Suzie has served the Institute on its National Board between 2009 and 2015 served as its National Secretary between 2012 and 2014. She has served on several national committees, and two regional boards, was the 2008 National Symposium Program Coordinator and will serve as the 2018 National Symposium Coordinator in Washington DC.

Frank Laning AIFD, CFD

Frank has shared his passion and vision for floral design across America, Europe, Asia, the Caribbean and Canada. He was instructor and was coordinator of floral design at the New York Botanical Gardens for 25 years. He previously owned Flowers by Frank Laning in Chappaqua, New York with an A list of clients including President and Mrs. Clinton. He was honored with membership in the American Institute of Floral Designers (AIFD) and also as a Fellow and Lauriat and recognized for his Industry participation and commentary with the Tommy Bright award from the Society of American Florists. The Philadelphia Flower Show awarded him Best of Show for his display for AIFD. Last year he returned from The Cayman Islands where he ran the Department of Floristry for the Ritz Carlton Hotel.

Ben Lee, AIFD, CFD, KMF

Ben is the designer at The Milam House In Frankfort , Ky. He is a past Kentucky Designer of the year, Southern Retail Florist Designer of the year, Mid America Cup Winner , and 3 time Kentucky Cup winner. Ben was inducted into AIFD in 2008.

Jessica Morris AIFD, CFD

JESSICA MORRIS, AIFD, CFD WAS BORN AND RAISED, RIGHT HERE IN LOUISVILLE, KENTUCKY. A RECENT TRANSPLANT TO BIRMINGHAM, ALABAMA, SHE IS A PROUD TEAM MEMBER AT HOTHOUSE DESIGN STUDIO. WITH OVER 15 YEARS IN THE FLORAL INDUSTRY, JESSICA HAS HAD THE OPPORTUNITY TO FREELANCE AND TEACH, IN SEVERAL PLACES THROUGHOUT THE SOUTHERN REGION. AS AN INDUCTEE LAST YEAR, JESSICA WAS PLEASED TO BE ASKED TO SPEAK AT THE SOUTHERN AIFD CONFERENCE THIS YEAR.

Brooke Raulson AIFD, CFD

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 into the American Institute of Floral Designers in 2009. Brooke's floral designs and bouquets have been shown on David Tutera's show, "My Fair Weddings", Jacksonville Luxury Living Magazine and featured in Water's Edge publications. Brooke also belongs to a highly coveted design team led and

selected by creative director and world renowned designer Hitomi Gilliam, AIFD. The team designs for elite clients and across the nation in a collective effort to share knowledge, educate, inspire and to grow floral design awareness within the industry and to the public. In 2010, Brooke won "Designer of the Year" for the Florida State Florist Association. In addition to her floral art expertise, she has assisted home builders with designing interiors and has many years of experience in visual merchandising with Corporate retailers such as Dillards and Steinmart. Brooke is also an educator and presenter for garden clubs and florist events. Just recently, Brooke represented the USA in the "Gateway to the Americas Cup of Floral Artist" and brought home first place over 9 other countries from north and south America.

Kathy Whalen AIFD, CFD

Kathy, formerly from Basking Ridge, NJ and now from Naples, FL, was an instructor at New York Botanical Garden for 15 years. Her specialty is parties, weddings and special events. Learn from someone who has done it - grown her business from \$400 weddings to beyond \$000,000 and won 5 Gala Awards, the top awards of the global Special Events industry.

Randy Wooten AIFD, CFD

Randy Wooten has over a decade of experience in the floral industry. He is the fourth generation owner and lead designer at Delorice's Florist in Douglas, Georgia and is also active in the advancement of the floral industry. Randy educates his peers at various design shows and currently serves as a member of the Board of Directors for the Southern Chapter of AIFD.

Brilliant in both business and design, Randy has received multiple awards throughout his career. In 2012, the Georgia State Florists' Association presented him with the 2012 Retailer of the Year award. In 2010, he became a member of the Professional Floral Communicators International (PFCI), after being inducted to the American Institute of Floral Designers(AIFD) in 2009. He has also received the 2009 Dick Timmons Service Award and the 2006 Designer of the Year award from the Georgia State Florists' Association. His passion for the floral industry is deeply rooted in education, which he believes is the key to the survival of the industry.

Hotel Information

Galt House Hotel
140 N Fourth Street
Louisville, KY 40202
502-589-5200

Refer to: American Institute of Floral Designers for room block
Rates: Revue Tower \$138 2 Queens; \$ 142.00 King
Tower Suites \$ 162.00



Registration Information

Follow link for Registration Form or go to AIFD.org, Southern Chapter
<http://aifd.org/wp-content/uploads/2016/01/Southern-Traditions-conference-sign-up-1.pdf>

Art in Bloom 2016

Please help us spread the word about Art In Bloom 2016
April 7-10 being held at the North Carolina Museum of
Art in Raleigh.

It is NCMA's second annual festival of art and flowers – our Southern Chapter members are participating in again this year. Southern Chapter members are creating works inspired by the Art in permanent collection with other great artists with over 50 pieces being done throughout the museum.

Southern Chapter Members Randy Wooten AIFD, Stephanie Garrett AIFD and Carol Dowd AIFD, will be doing presentations during the week with other Florists and workshop available. Visit ncartmuseum.org/bloom for schedule, details and tickets

Free Learning Experience . . .

Did you know that the best way to learn new techniques and meet new people is to volunteer at Southern Conference?

Seeking persons interested in being a helping hand!
Please contact Roger Dennis at roger.dennis@wku.edu
and John Kittinger at jkkaid@gmail.com

Information Wanted

Our newsletter Accents is looking for news and photos of SAIFD student events, upcoming events and anything in the floral industry in the southern region to share with the membership.

Any information please forward to Terry Godfrey AIFD at terrygodfreyaid@gmail.com or Carol Inskeep AIFD at cinskeepaid@hotmail.com.

Southern Chapter Board of Directors

President: Robyn Arnold AIFD
President-Elect: Randy Wooten AIFD

Vice President: Kevin Hinton AIFD
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