Letter from our President

Happy Holidays!!!

Tis the season to be Thankful and Jolly! This is a time when are all working in the fast lane and just a little crazy! I hope we all take sometime to reflect and be thankful for all that we have been blessed with throughout the year. As well as take some time for ourselves to spend with family and friend.

In the new year, Southern will be on the move! We have numerous events and programs planned throughout our region. I know you are thinking..."Randy, you have been saying that for a while now...where are the details?" I totally get it and trust me when I say the board and I are as anxious as you to bring those details to you. We are working really hard to do this right and to ensure the importance each program. I do appreciate your patience as well as the trust and faith that you have placed with the board and I. I ask please hang in there with us. The commitment of this board to provide education to the industry in our region is amazing. Everyone is pumped and ready!

There are two major projects that Southern will be rolling out in the new year. The Art and Bloom Show in Raleigh NC and the on the road "GET FIT" programs! Exciting things are happening!!! Buckle up we are about to embark on an amazing journey!
ART IN BLOOM
Southern Chapter AIFD is putting together a high-profile Public Awareness campaign in Raleigh, NC March 30 - April 2, 2017. Two years ago, under the leadership of Carol Dowd AIFD, Southern Chapter helped the North Carolina Museum of Art create the Festival of Art and Flowers (Art in Bloom). They expected attendance at 700 and got over 10,000; last year they got nearly 15,000. In addition to doing interpretive designs for the festival, AIFD has conducted a couple of stage programs and workshops.

For the third year, Southern Chapter has been asked to participate in a more substantial way. In addition to interpretive designs of art, we have been asked to do the following:
1. Platform Design within the Museum -- a large-scale installation to serve as a focal area within the museum and designed to "wow" the attendees
2. Live installation within the Museum -- a design to be created while attendees watch and are able to ask questions
3. "War of the Roses" competition -- a stage program where AIFD and a garden club competitor do interpretive design from the same piece of art.

This is a fantastic opportunity for our chapter to introduce consumers to AIFD and the high-quality work of AIFD designers. It is a great opportunity to distinguish us as leaders in the industry. Southern Chapter invites interested members to participate in this phenomenal event. To create a floral fashion design, contact Terry Godfrey AIFD (TerryGodfreyAIFD@gmail.com). To create an interpretive art design, contact Carol Dowd AIFD (carollastop@yahoo.com). The committee invites you to come out, meet your colleagues, have some fun and show off what you can do.

A huge THANK YOU to Terry and Carol for all your efforts on this project over the years. Truly an honor for Southern to be a part of such an event!
The Board and I are so excited to kick off the "GET FIT" programs across our region in the new year. Southern will present more educational programs than ever before. All in an effort to become the educational resource we are meant to be!

**AIFD Southern Chapter Educational Mission Statement**

Gladly Envision Tomorrow – Forward Innovative Thinking

G.E.T.  F.I.T.

GET FIT is an AIFD Southern Chapter unique forum for helping industry members create a plan for their future. It consists of a presentation or workshop shared by a designer who will layout their greatest strengths – their greatest passions – their personal journey – for GETTING FIT for the future. Designs/presentation unfold as a portion of the presenter’s personal journey to GET FIT. Forums will be offered in various locations throughout AIFD’s Southern region.

Each attendee will be encouraged to seize the inspiration to ignite their route to discovering their greatest personal passions – as their own tools to GET FIT, and as their tools for personal growth and survival for the future.

What is your passion, what puts the fire in your belly?
Be the BEST AT IT!

Atlanta, GA - Reeves Gainesville March 25-26, 2017
Silver Spring, MD - Potomac Floral Wholesales -Dates TBA
Jackson, MS - Finalizing details now Tentative Date Feb 26, 2017 (not official)
Student Competition - Finalizing details –Jackson, MS tentative  Feb 26,2017 (not official)

*It’s going to be a busy and exciting year in the Southern Region! Thanks for all the hard work of those involved. I do appreciate all you do! Stayed tuned as I promise details are coming!!!*

*I hope you all have a successful, happy and safe holiday season. Until next time, God Bless!!!*

*Randy Wooten AIFD, PFCI GMF*
Have you ever wanted to try your hand at floral fashion? Have you had some experience at floral fashions and want an excuse to do more?

Southern Chapter AIFD has an exciting opportunity next spring to show off what we can do! We will be producing a stage program on floral art fashions with a tropical influence as a part of NC Museum of Art’s Festival of Flowers and Art.

This year the show is expected to draw over 15,000 attendees. This is a wonderful PR opportunity for AIFD to get our organization out to the public to boost and reinforce our AIFD brand recognition.

Francoise Weeks will be the museum’s headline designer this year. She will be doing stage programs and a master workshop on woodlands style design and botanical couture. She is expected to draw an even larger and more diverse audience than typical Art in Bloom attendees. We have been given an opportunity to tap into that audience base.

If you are interested in creating a floral art fashion design, please contact Terry Godfrey (TerryGodfreyAIFD@gmail.com or 301-332-9338). While we are hoping for some tropical product sponsorship, we are asking designers to seek out their own sponsors as well.

We are asking designers to submit a sketch of their design and a list of materials as soon as possible. The museum is providing some models and we plan to have someone for hair and makeup. We plan to have some student designers available to assist designers. Deadlines for participation are January 31, 2017.

Our program is tentatively scheduled for Friday, March 31

Art in Bloom
NC Museum of Art
Raleigh, NC
March 30 – April 2, 2017
The theme for Tennessee State Florists Association’s conference this year was Art Of Flowers.

The program this year was dedicated to Kevin Coble AIFD for his ambassadorship to the industry and TSFA. Kevin along with Michael Steakley (president of Central TN Professional Florist Association) presented "What's In A Name?? Wedding, Party, Event..."

Dean Knight, TCF did an excellent program on care and handling. I highly recommend looking this guy up. He knows volumes about product care for every situation and flower!

"Journey of the Heart" was the title for Phil Rulloda AIFD, PFCI, AAF’s program. What can I say Zen genius. Always amazing and his work is so clean and crisp. Every flower/leaf counts.

Alex Jackson AIFD, PFCI, AAF did “Sympathy...a Living and Loving Tribute.” This was a great program on how to add the extra measure to stand out from the rest of the crowd on tribute work-

Jacob McCall Jacob McCall AIFD, AAF, FSMD is always entertaining and talented and fun! His program was "Not so Traditional Holidays."

"Sweet Tea” by Ben Lee AIFD, CFD, KMF was just one of the most heartwarming and sweet programs and designers. I just love this one. It resonates with me because of his FFA background and country boy charm. I love the outhouse too! The pieces for the woods set are my favorites.

EXCITING news for southern to have a mother and daughter both being inducted to AIFD at the same time. Brenda Blackburn and Mom, Doris Hargrove will be inducted in Seattle 2017. This is a first for AIFD, we have never had happened a mother and daughter have been inducted together! Cheering section for them at Symposium for sure! Contact them for info-- 931-381-9341

Thank you to Lori Himes AIFD for sending information from Tennessee State. Accents is always looking for information to share with our Southern Chapter members. If you would like to be an ambassador for the chapter and report on your state’s convention or other news in your area, please contact Terry Godfrey AIFD 301-332-9338 or TerryGodfreyAIFD@gmail.com. Ambassadors to state associations are eligible to earn 1 Leadership CEU, in addition to 5 CEUs for attending your state’s convention.
Did you know . . .

AIFD has a gold mine of an opportunity to influence hundreds of prospective floral designers??

One of the areas that Future Farmers of America (FFA) supports is Floriculture. Floriculture as a field of study and practice encompasses everything from plant science, identification, diseases and other aspects of growing flowers to distribution to consumers, including floral design. Each state has an annual convention, some of which offer floral design as one of its competition areas. There is also an annual convention in which the winners of the state competitions compete at the national level. Currently there is no floral design competition area. FFA needs at least 17 states to hold design competitions in order to have a competition at the national convention. Data is being complied to see where the numbers stand as of 2016.

There are many AIFD members involved with FFA across the country. In most of those states, floral design competitions are offered at the state level. Many of these members would like to see these competitions at the national level.

Our chapter president, Randy Wooten AIFD is leading an initiative to have AIFD take ownership of that project. Communications with the National Executive have begun and Randy has been given the information on the steps needed to start a formal inquiry of AIFD involvement with the FFA. AIFD’s primary mission is education. There is a wonderful opportunity for AIFD to assert its position as the leader in floral design education to a new generation of potential designers and their parents.

The FFA national convention will be held October 17-21 in Indianapolis, IN and I am happy to report that National AIFD will be supporting this year’s National Contest. Our President, Anthony announced that AIFD will be offering scholarships to the top 5 winning teams. The scholarships will consist of each student receiving the AIFD Handbook and the teacher of each team will receive access to the online courses. Thrilled and Pumped about this support!!!! Thank you to those involve in making this happen. Hoping this is just the beginning of a great relationship with the FFA.

Also North Central has joined in on the project by offering a Chapter scholarship to an FFA student. The Chapter will be having an exhibit booth at the National convention to bring awareness of AIFD to the students and teachers of the FFA. Thanks North Central for you support of the FFA and the future of our industry!

If you are interested in the project and have the time, it is worthwhile to try to attend that convention and see the other competitions first hand. They are still looking for volunteers to help. For more information, contact Randy Wooten at 912-383-6223 or randywooten11@gmail.com.
Welcome to our new Southern Chapter AIFD members!

Inductees 2017
- David Arrieta CFD, Amaranto Boutique Floral, Alajuela, Costa Rica
- Brenda Blackburn CFD, Doris’ Flowers & Gifts, Columbia, TN
- Michael David Elder CFD, Pacolet, SC
- Victor Erarte CFD, Imperio de las Fiestas, Santo Domingo, Dominican Republic
- Shawn Michael Foley CFD, Hot House Designs, Birmingham, AL
- Doris Hargrove CFD, Doris’ Flowers & Gifts, Columbia, TN
- Donald Johnson CFD, Hendersonville, TN
- Melinda Varvarigos CFD, Wellington Florist, Wellington, FL

New CFDs 2017
- Pilar Gonzales CFD, Hillandale, FL

As an instructor, I am often asked by students and other designers, what the differences are between the various finishing products available to florists. I periodically reference Floralife’s Blog page to refresh my memory. Since I have been asked this question 3 times in the past month or so, I thought I would copy that blog post for our Southern Membership.

Floralife offers three high-quality finishing sprays for the floral professional. Of course, when there are three of anything, it can sometimes be unclear as to which finishing spray to use when. Or, you may assume that one product will do the job in any situation. So, let’s unlock the mystery together, shall we?

The sprays in question are Floralife® Finishing Touch Spray, Floralife® Clear Crowning Glory® Solution, and Floralife® Leafshine Spray. Each bears some similarity to the others, but each also has its own specific uses for cut flowers and potted plants. What does each finishing spray do? What are the best applications for each product? Here are some useful bullet points…

**Floralife® Finishing Touch** ([Link](#))
- A systematic hydrating treatment that controls moisture loss
- Its nutrients are absorbed into leaves and petals
- It allows flowers to “breathe” and to continue to take up water and flower food
- Best Used For: Floral arrangements in vases or floral foam
- And whenever flowers have a water source

**Floralife® Clear Crowning Glory®** ([Link](#))
- A topical hydrating treatment
- It adds luster to floral arrangements
- It provides a waxy moisture barrier that holds in moisture
- Best Used For: Corsages, Wristlets, Boutonnieres, Kissing Balls
- And when flowers have a limited or no water source
Floralife® Leafshine (Link)
• A topical shine treatment
• It adds a non-oily shine to plants
• For use on leaves, NOT flowers
• Best Used For: Potted plants
And when adding shine to leaves and greens

Accents is always looking for tips to share with Southern members and friends. If you have a favorite tool, a good online resource, timesaving business practice, care and handling tips, or any other helpful advice, please submit it to Terry@Floral-Innovations.com.

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