



Accents

a newsletter for regional
southern chapter



Winter
2018-2019

INSIDE THIS ISSUE

Letter from our President

Page 2

Art in Bloom

Page 3

Educational Opportunities

Page 4

Celebrate Local

Page 6

Tropical Plant International Expo

Page 9

Southern Experience 2020

Page 11

New Members

Page 13

Your AIFD Southern Board

Page 14



Jeanne Ha, AIFD designing an interpretive piece at "Celebrate Local", our Fall Event in Bethesda, MD. Read more about it on page 3

Letter from our President



Hi Everyone in Southern Chapter!!

Our newsletter is back up and running thanks to Marcela López- Vallejo AIFD !!

Fall started with a fabulous event following our board meeting, in Bethesda MD. Celebrate Local - A Feast for the Senses was a collaboration with our local floral association IFDA and Southern Chapter AIFD. Open to the public, the evening consisted of local flowers growers, local wineries paired with floral designers who interpreted the wines using the local grown flowers! There was floral, food, fellowship and of course wine! Good time was had by all with a little consumer awareness thrown in! Please see the "read" inside!

Also this fall, Southern Chapter is to have a representation at the National FFA Floriculture CDE in Indiana. Southern is very proud to be a part of this organization and to share our knowledge of floral design to the next generation! Thank you Randy Wooten AIFD heading this up and for all who participated!

Again this year, Southern has been ask to be a part of Art in Bloom- March 21-24, 2019 held in the North Carolina Museum of Art. This is always an amazing event and was seen by 20,000 people last year! Southern will be presenting a program this year entitled "Inspiration to Expression", as well as a number of member sharing their talent in the interpretive pieces! Come see us! Read for more details inside!

A Southern Experience is being planned for 2020! You don't want to miss this one! Read all about it!

Last but not least, the entire Southern Chapter Board welcome all the new AIFD and CFD members! We are all proud of you and do not hesitate to reach out to myself or any board member with questions, concerns, ideas or discuss what is on your mind! If you have a point of interest please let us know! We love the input!

Looking forward to seeing you all soon!

Florally,
Carol

Carol Inskeep AIFD
President of Southern Chapter

Art in Bloom, NC Museum of Art March 21-24, 2019



This year at Art in Bloom, Southern Chapter AIFD will be doing a program entitled "Inspiration to Expression." During Art in Bloom festivals, designers interpret the museum's artwork into a flower composition by featuring the line, form, color or other aspect of the art. In this stage production AIFD designers will demonstrate that interpretive design is not limited to the visual arts. Sherene Tan AIFD, Aisha Crivens AIFD, Marcela López-Vallejo AIFD, Carol Dowd AIFD, Tammy Yow-Russell AIFD and Michael Whaley AIFD will present how poetry, music, emotion, cultural traditions, etc. can be interpreted into works of floral art. "Inspiration to Expression" will be at North Carolina Museum of Art on March 21 at 2pm.



In addition to the stage production, several Southern Chapter designers will be creating interpretive designs for the Art in Bloom festival and Carol Inskeep AIFD and her team will be creating one of the major focal installations for the museum.

Southern Chapter helped NCMA establish their highly successful Art in Bloom festival in 2015. It is the museum's major fundraiser – every year they bring

in more visitors to the festival. Last year nearly 20,000 guests attended the 4-day event. AIFD has produced several stage productions including a sold-out floral fashion show and many AIFD designers including Hitomi Gilliam AIFD, Arthur Williams AIFD and others have been brought in as lead floral artists for this festival.



If you are interested in participating in 2020, please contact either Carol Dowd AIFD or Terry Godfrey AIFD. More info and tickets: https://ncartmuseum.org/calendar/series_parent/art_in_bloom



99th Annual Convention

Cary, NC

<https://ncsfa.site>

Louisiana State Florist Association Annual Convention

March 23rd - 24th, 2019

Evangeline Downs Racetrack & Casino,
Opelousas, LA

<https://lsfaflorist.org>

Tennessee State Florist Association

2019 Floral Forum Event

Sunday, August 4, 2019

6:00 PM 7:00 PM

www.tennesseeestatefloristsassociation.com

Kentucky State Florist Association

Floral Education Program of Kentucky

Beginner's Course: June 8

Kentucky Master Florist Certification Course:
June 9 – 13

Georgetown College

More info: <http://www.kyflorists.com>

CONVENTION 2019

Friday, July 26-Sunday, July 28

Holiday Inn Louisville East-Hurstbourne

1325 South Hurstbourne Parkway, Louisville, KY
40222

Floriology Institute

Webinar: Prom Marketing Plans

Wednesday March 20th 4:00PM EST

Prom season is almost here once again.

While we still have a little time let's get your marketing ready. From online to in-store, there are a few steps you can take to make sure your prom season is all it can be. Michaela Hills and Megan Dukes from the Floriology Digital Marketing Services are here to help.

Webinar : Creating Social For Prom Season

Wednesday March 27th 4:00PM EST

Get social this prom season! During the slow months, prom can bring revenue to your business. Join Tony Hines and Sara Hernandez as they give tips on how to reach the Gen Z consumers through social media. Let your shop flourish by embracing all prom season has to offer.

Wedding Bliss & Plan, Price, Place: Special Events

April 7-11, 2019 with Sandy Schroeck, AIFD, CFD, PFCI

floriologyinstitute.com/register-for-courses/

Certification & Competition

June 9-11, 2019 with Jackie Lacey, AIFD, CFD, PFCI

floriologyinstitute.com/register-for-courses/

Yola Guz School of Floral Design

Floral design 1– basic

Floral design 2 – intermediate

Floral design 3 – advanced I

Floral design 4 – advanced II

Floral courses for “housewives”

Permanent botanicals

Accelerated weekend basic course

Accelerated weekend intermediate course

Accelerated weekend advanced 1 course

Accelerated weekend advanced 2 course

Wedding & bridal workshop

Funeral tributes workshop

More info: <http://yolaguz.com>

Anne Arundel Community College, Arnold, MD

Tropical Flower Design

Anne Arundel Community College-Arnold, MD

Arnold MD

March 17, 2019

12:30 pm – 4:00 pm

For more information email

ccassidy1@aacc.edu

Floriculture 1: Lab

Anne Arundel Community College-Arnold, MD

Arnold MD

March 26, 2019 – April 2, 2019

12:30 pm – 4:00 pm

For more information email

ccassidy1@aacc.edu

Cascading Bridal Bouquets

Anne Arundel Community College-Arnold, MD

Arnold MD

March 30, 2019

11:00 am – 2:15 pm

For more information email

ccassidy1@aacc.edu

Mississippi State University-Coastal Research and Extension Center

Cemetery Design, Silk Floral Headstone Saddle

Workshop Spring 2019 ([link](#))

April 2, 2019

Easter Floral Basket Arrangement Workshop

([link](#)) Spring 2019

April 17, 2019

Make Mommy a Mother’s Day Arrangement

([link](#)) Workshop Spring 2019

May 11, 2019



Accents would like to start listing educational opportunities in our newsletter. If you know of any state association conventions, workshops or other educational events happening in your area, please email

Marcela López-Vallejo AIFD
at marcela@marcelafloreal.com

Celebrate Local-Wine and Design Event September, 2018



Celebrate Local was a different kind of wine and design event. Jointly hosted by AIFD Southern Chapter and the local floral association in MD (Independent Floral Designers Association), it was a celebration of local flower growers, local wines, and phenomenal designers. Designers were asked to use their assigned wines as inspiration for a floral art composition.

Many thanks to our growers: Plant Masters, Wollam Gardens, Rosewood Estates, Hidden Ridge Farm Flowers, Dilly Dally Gardens & Friends, Claire's Blooms, Marjory Henry and to Potomac Floral Wholesale for sharing flowers from their local grower vendors.



Thanks to our designers: David Shover AIFD, Michele Rhodes, Jenifer Litterest AIFD, Kirsten Luise, Jeanne Ha AIFD, Anne Bucher and Michael Whaley AIFD.

Also to Bill Mills for gorgeous photography, to Elk Run Vineyards, Knob Hall Winery and Dr. Joe Fiola from University of MD's viticulture program for bringing locally grown wines and for talking about wines in our region.







Once a year the Tropical Plant wholesalers gather at the Convention Center in Ft Lauderdale. This year many of our Southern Chapter members participated in this fabulous event. The mission of our AIFD designers was to demonstrate how to up sell plants and containers with innovative floral artistry. We have been participating in this event for about ten years and have gained many plant vendors that donate to our symposiums. Janet Black AIFD CFD PFCI coordinated designers and vendors.

Structures to include plants was the theme for our lobby area, pushing creativity. Alejandro Figueira AIFD CFD constructed a plexiglass maze called "Fusion." Dangling yellow Vanda and Phalaenopsis Orchid organic roots glistened through the glass. Bind wire wrapped single blooms as they came to life with the addition of the natural elements. Eileen Cheng AIFD CFD made a display of connected wire towers painted black using Design Master paint. Eileen's design, "Black Splash" emerging from the floor. Air plants, tillandsias, ghost wood and small fern added to the textural surprise.

Deila Chen AIFD CFD FSMD created drama with a mannequin draped in white fabric, "The Temperance." A head dress of dangling coral yarn accented lots of small plants that represented her Asian heritage. The floor was enhanced with moss and paved plants that balanced the green textures and colors.

Brittany Madon AIFD CFD formed an orb of organic drift wood, moss, tillandsias, air plants and echeveria. Interesting negative space within the design added interest. Natural willow balls added consistency to the asymmetrical design that floated on the



table top. Janet Black AIFD CFD PFCI installed a Moon Gate Arch in the lobby area filled with lush plants, orchids, tillandsias and air plants. Oasis wire made a terrific grid for the plants nestled with bind wire and moss for design accent and stability.

The Create Theater featured Jacob McCall AIFD CFD AAF FSMD stage presentation with the trend theme "Fanta sea," Navy to aqua colors made the plant material pop. Accents of oyster shells and textural containers and a touch of glitter, added new dimension and imagination.

Alejandro Figueira AIFD CFD (four days after having his appendix removed) was designing and on stage! "Native Arts" was his presentation theme. Alejandro wrapped



yarn to make a chandelier adding orchids to the natural organic display. Patterned baskets, birch sticks, cactus and rabbit foot fern took on a new personality. Michael Whaley AIFD CFD designed with lots of color. Michael used Design Master Color Tool spray to make vibrant designs. "Poptomistic Color" made the plants dance across the stage.

Tina Coker AIFD CFD PFCI showed the attendees, crisp clean lines of "Modern Deco" can make a statement in any décor.

The stage presentations wrapped up with a "Designer Challenge" of sorts. Left over plants from the previous programs were reintroduced. Eileen Cheng AIFD CFD, Delia Cheng AIFD CFD FDMD, Michael Whaley AIFD CFD and

Alejandro Figueira AIFD CFD demonstrated their floral artistry, individual design skills and techniques with commentary by Janet Black AIFD CFD PFCI.

Pilar Gonzalez AIFD CFD designed presentation bouquets with flowers donated by our Industry Partner Elite Flowers. Pilar worked with the Black Oasis foam to make a stunning two-tier display for the AIFD booth featuring an Accent Décor container.

Please considering attending, designing and helping next year January 22-24, 2020 at the Convention Center, Ft Lauderdale. Contact Janet Black AIFD CFD PFCI janetblackaifd@gmail.com



AIFD
WHAT IS AIFD
The mission of AIFD is to advance the art of professional floral design through education, service and leadership, and to recognize the achievement of excellence in the art form.

- AIFD National Symposiums
- Online classes
- AIFD Education Partners
- Become a CFD®
- Become Elite-Become AIFD®

AIFD does not have a direct affiliation with any other entity or organization that may claim affiliation with AIFD or its programs or products.

Visit www.AIFD.org for more information.

If you have an upcoming event, and would like to have the AIFD banner displayed, please contact **David Powers AIFD** at dlp801@hotmail.com, to have the banner shipped to you.

Refocusing your Floral Vision: A Floral Retreat Celebrating Art in Nature



Here is a sneak preview of plans in the works for your **Southern Experience 2020**.

Always start with why. Why host a retreat? Because now and then, we all need an opportunity to go play in the woods... I'm only kind of joking here! But seriously, at the core, the retreat is fulfilling the mission of AIFD by promoting floral art through education, leadership and service to our community.

Who is invited? Hearty, passionate, flower-lovers and nature-freaks, not afraid of a little cold weather. Does this sound like you? We will gather together an intimate collection of designers of all skill levels; team players, who are excited for the opportunity to gain hands-on experience and create beautiful floral art to be enjoyed by the Frederick community.



What will we do? Retreat participants will install an outdoor, interactive, path of floral art that is open for the public to enjoy.

Where? We will take over a unique estate named ThorpeWood. Check out www.thorpewood.org the property is gorgeous! They describe themselves best, so straight from the website: "ThorpeWood is a 155-acre mountain retreat hidden off a quiet mountain road, set into a forested hillside overlooking a native trout stream, and nestled 1,500 feet high in the Catoctin Mountains near Thurmont, MD—the natural resource for non-profits." You will be only 30 minutes from Historic Frederick, Maryland, but you feel a world away.

When? I know it is still over a year away, but go ahead and save the last weekend in March 2020 for your mental health. The perfect antidote to Valentine's Day burnout, the retreat will start Friday, March 27th with the finished, public show the afternoon of Sunday, March 29th. Rain or shine or snow (yikes!).

How? The retreat will only succeed with the help of many hands and the dedication of many hearts. If you are excited by the idea of creating an art show in the beautifully stark early spring landscape, and you want to get involved and leave your mark on the first of many workshops like this, Lori Himes AIFD and I want you to be part of our leadership team. Please email angela.darrah@gmail.com.



I look forward working with all of you,

Sincerely,

Angela Darrah AIFD, CFD
Alexandria, VA

New Members



Welcome to our new Southern Chapter AIFD members!

2018 Inductees

Alejandro Figueira AIFD
Andreia Muller AIFD
Annie Taylor AIFD
Christina Lopez AIFD
Ellen Seagraves AIFD
Klair McDermott AIFD
Kristina Metcalf AIFD
Laura Smith AIFD
Lisa Lewis AIFD
Olga Ramírez AIFD
Pilar González AIFD
Ralph Giordano AIFD
Rodrigo Vásquez AIFD
Sherene Tan AIFD
Susana Ortega AIFD
Tammy Yow-Russell AIFD
Veronique Touboul Chicherte AIFD
Andrew Stinson AIFD
Zais Cortez Frenmayor AIFD

New CFD's

Matthew Phillips CFD
Calvin Collis CFD
Kenda Layne CFD
Jaclyn Gough CFD
Heather Cooper CFD
Mary Thomas CFD
Rebeca Valencia CFD

2019 Inductees

Betty Ann Galway CFD
Anahit Hakobyan CFD
Victoria Harris CFD
Antionette Jones CFD
Joyce Petty CFD
Randall Powell CFD
April Ridge CFD
Eunjung Seok CFD
Hanna Souther CFD
Michael Trogdon CFD
Kenneth Whittle CFD
Tracey Wood CFD





President - Carol Inskeep AIFD
cinskeepaifd@hotmail.com
 540-907-0606

President Elect - Terry Godfrey AIFD
terrygodfreyaifd@gmail.com
 301-332-9338

Vice President - Michael Whaley AIFD
mymike65@gmail.com
 919-810-1241

Secretary - Chris Branham AIFD
chrisbranhamaid@hotmail.com
 606-248-6003

Treasure - Aisha Crivens AIFD
amcrivens@gmail.com
 901-683-4313

Past President - Kevin Hinton AIFD
kevinahinton@comcast.net
 662-255-6530

National Rep. - Randy Wooten AIFD
wooten2594@windstream.net
 912-383-6223

2019
 Marcela López-Vallejo AIFD
marcela@marcelafloral.com
 540-808-7984

Sue Bain AIFD
shbain1225@gmail.com
 239-634-0168

Robin Weir AIFD
robinweiraifd@icloud.com
 910-363-5032

2020

Sylvia Byrd AIFD
sylviaannebird@hotmail.com
 329-297-1928

Sherry Moon AIFD
amoonoverbuckhead@gmail.com
 404-233-4446

David Powers AIFD
dlp801@hotmail.com
 540-860-1974

2021

Jody McLeod AIFD
mayor@townofclaytonnc.org
 919-291-5662

Jackie Smith Johns AIFD
jflorist@otelco.net
 205-438-1898

Angelyn Tipton AIFD
angelyntipton@gmail.com
 706-577-9418

