



Accents

a newsletter for regional
southern chapter



Fall
2019

INSIDE THIS ISSUE

Letter from our
President

Page 2

FSFA Annual
Convention 2019

Page 3

Educational
Opportunities

Page 5

Save the Date

Page 6

Southern News

Page 7

New Members

Page 8

Southern Board
2019-2020

Page 9



Sherene Tan AIFD, EMC from Silver Spring, MD was one of the featured designers in the opening program for AIFD's National Symposium in Las Vegas. "Wabi Sabi" was a revolutionary program that featured floral art designed to capture the imperfection in nature.

Letter from our President



It is an honor and privilege to serve as President for Southern Chapter. I want to thank past Southern Chapter Presidents **Carol Inskeep AIFD, Kevin Hinton AIFD, Randy Wooten AIFD, David Shover AIFD** and past National President **Sharon McGukin AIFD** for all their guidance as I transition into this new role.

For 2019-2020, your Southern Chapter board is busy planning activities in 2 areas of focus: Education and Consumer Awareness.

Over the past few years, the board has been grappling with how to meet our goal of providing floral education without competing against, and duplicating what our Education Partners, State Associations and Teleflora already offer. We are trying to work out how the chapter can support those educational endeavors while simultaneously finding and filling any gaps. This is an ongoing, long-term process, but for the interim, the board has focused on support for our SAIFD students, our PFDE candidates and our FFA students. As we move forward, we will expand our offerings to these students while we continue to explore ways to fulfill unmet educational needs within the region. Please let us know if you would like the board to bring educational events to your area.

The other area Southern has been developing is Consumer Awareness. Now that we have created a nice rhythm for Art in Bloom at the NC Museum of Art, we are ready to take on more Public Awareness activities. If you have any ideas for how to draw attention to AIFD work or if you know of a venue that may be open to hosting a public display of our work, please let me know.

Last, but not least, the chapter is creating a way to take care of ourselves. This coming March, we are planning a retreat experience for Southern Chapter members to get away, enjoy nature and each other's company, and to play with flowers in the woods. We are hoping to make this an annual event. Please keep your eye out for information on FlowerWood 2020.

Be sure to follow us on our social media platforms for up-to-date information on Southern events. We are on both Facebook and Instagram as AIFD Southern Chapter.

Till next time . . .

Terry Godfrey AIFD

"Awaken your Design Success" Featuring Jody McLeod AIFD, CFD



AIFD Southern Chapter's very own Jody McLeod AIFD CFD NCCPF, delivered a great program on the Principles and Elements of design to the PFDE candidates at Symposium in Las Vegas.



He spoke and designed on how you use the Principles and Elements to yield higher scores when testing or competing.



Jody also expressed to the audience, the value of being more connected with our successes and what we are good at, and less on failure and what we are not good at.

Jody was sponsored by the AIFD Education Committee!!!



AIFD Southern Chapter Members Meeting Symposium 2019, Las Vegas



2019-2020 AIFD Southern Board

From left to right: Donny Johnson AIFD, Miguel Figueroa AIFD, Randy Wooten AIFD, Angelyn Tipton AIFD, David Powers AIFD and Ellen Seagraves AIFD

Seated: Aisha Crivens AIFD, Michael Whaley AIFD, Terry Godfrey AIFD and Carol Inskeep AIFD

Absent: Jody McLeod AIFD, Sue Bain AIFD, Sylvia Bird AIFD, Robin Weir AIFD and Marcela López-Vallejo AIFD



2019 Inductees where pinned by Past President, Carol Inskeep AIFD



Installation of Officers, by Past National President, Sharon McGukin AIFD



FSFA Annual Convention 2019 Bliss – The Art of the Event



The Florida State Florists' Association held their Annual Convention June 7-9, 2019 at Mission Inn Resort and Club in Howey-in-the-Hills, FL. The attendees were treated royally at this incredible hide-away resort. The views were spectacular, the service top notch and the food was delicious!

Day one of the all wedding themed convention focused on hands-on classes. Students learned to make armature bridal bouquets taught by Jackie Johns AIFD, European hand wired bouquets taught by Christi Lopez AIFD EMC and wire wedding jewelry taught by Varito Vasquez AIFD FSMD. The Hands-on Classes were underwritten through a grant awarded by the AIFD Foundation with funding made possible from the Florida Florist Fund.



In addition to the classes, attendees were able to watch the Sunshine Cup Competition unfold



before their eyes. Contestants were asked to create an entry piece for a wedding to be placed on top of a high-top table and a bridal bouquet using only greenery to adorn a pre-made armature. The tabletop table competition was sponsored by Teleflora offering a \$1000 prize; the bridal bouquet competition was sponsored by Fern Trust and offered a \$500 prize. The winners in both categories were: Alejandro Figueira AIFD – 1st place, Varito Vasquez AIFD FSMD – 2nd place and Susana Ortega

AIFD – 3rd place. The overall winner of the Sunshine Cup was Alejandro Figureira AIFD.

In a separate competition, the 2nd Annual Ian Prosser Bridal Bouquet Competition, designers were asked to bring in an “Over the Top” bouquet. The winner was Varito Vasquez AIFD. The prize included a traveling trophy and a \$500 prize.

The remaining days of the convention were non-stop with back to back stage presentations by the best wedding floral artist from around the country. Attendees were treated to programs by Sharon McGukin AAF AIFD PFCI, Tom Bowling AIFD PFCI, Jackie Lacey AAF AIFD PFCI, Kevin Ylvisaker AIFD CAFA, and Keith White AIFD. The programs presented covered everything from over the top cake and dessert tables to fabulous bouquets and even a “Trends” program that included a fashion show! Additionally, Mark Anderson of Floristware and Shannon Tarrant of Weducation presented business programs on the main stage that were insightful and captivating.



On Saturday night, FSFA presented industry awards during the 98th Annual President’s Awards Dinner and Gala. The recipients were: Wholesaler of the Year – Orlando Wholesale, Salesman of the Year – Sean Sciortino, Importer of the Year – Fern Trust, Hall of Fame State – William Bobulinski, Hall of Fame National – Kelly Mace, and the Harry J. Killian Award – Robert Tucker. For the first time ever, The FSFA Humanitarian Award was presented to Ann Martin for establishing the Florida Florist Fund.



At the conclusion of the convention, members assembled in the design room to make up hand-tied bouquets that would later be given to the Pulse Foundation to be added to the memorial wall for the Pulse Three Year Remembrance Ceremony. These were made to honor those angels who passed to show they are still loved. There was an estimated 2000 people in attendance of that ceremony.

The weekend turned out to be a weekend of fun, education, networking and of course...Bliss!





Florida State Florist Association

<http://www.floridastatefloristsassociation.com>

Kennicott Brothers - Tampa Holiday Open House, Fall and Christmas
October 27, 2019

Mid Season Summit - Momentum
Ft. Walton Beach, FL
January 25-26, 2020



Floriology Institute

<https://floriologyinstitute.com/register-for-courses/>

Speak Up
October 06-08, 2019 with Sharon McGukin, AIFD, AAF, PFCI and Jackie Lacey, AIFD, CFD, PFCI

Elements & Principles
January 12-16, 2020 with Sandy Schroeck, AIFD, CFD, PFCI

Wedding Bliss/Special Events

April 05-09, 2020 with Stacey Carlton, AIFD, CFD

Certification & Competition

June 07-09, 2020 with Jackie Lacey, AIFD, CFD, PFCI

Yola Guz School of Floral Design

<http://yolaguz.com>

Floral design 1, 2, 3, and 4

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

Anne Arundel Community College, Arnold, MD

<https://www.aacc.edu/programs-and-courses/job-training/floral-designer/>

Foundations of Floral Design 2 10/2 to 11/6

Principles of Design 11/10 & 24

Asian Inspired Floral Design 10/05

Foundations of Floral Design 10/08 to 11/05

Start your own Floral Business 11/04 to 12/06

Flower Identification 11/17

Fresh Flowers Church Flowers 12/07

Advanced Floral Design Evaluation 12/07

Introduction to Floral Design 01/28 to 2/04

Washington Flower School

<https://www.washingtonflowerschool.com>

Basic Course #4 (Fall), October 1

IFDA Design Program, October 8

Fruity Flowers Workshop, October 9

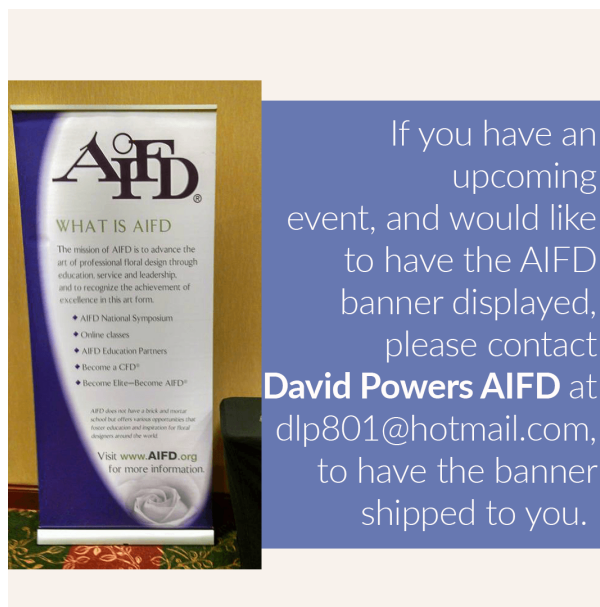
Wedding workshop, October 22-23

Woodland Box Workshop, December 4



Join us for the first annual FlowerWood! The beautiful retreat ThorpeWood is opening their grounds for us on Friday, March 27-Sunday, March 29, 2020!

If you've always wanted to add an outdoor installation to your portfolio, or if you just need a break and want to play with flowers in the woods, this is the AIFD event for you. Registration opening soon!



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.



If you are interested in participating, please contact Terry Godfrey AIFD.



South Florida's premier flower festival comes back bigger and better than ever, showcasing the best in floral design and floral art talent. This year's theme, "Miami In Bloom" is sure to inspire and amaze art and flower lovers alike.

Feel the excitement in the air as artists compete in nine different floral design categories to take home the coveted Best In Show award.

Added to this year's programming are floral-inspired workshops.



and ran it as a full-service flower shop until 2007, when he transitioned to an events-only business.

Amazon Smile

When you shop on Amazon, you can support the AIFD Foundation at the same time at no additional cost to you. AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as [amazon.com](https://www.amazon.com). AIFD Foundation will receive 0.5% of your eligible purchases there.

Tommy Bright Award for Ian Prosser, AAF, AIFD, PFCI, NDSF

The Tommy Bright Award is presented by Professional Floral Communicators-International – the industry's official speakers' bureau, certified by SAF – to members who have gone above and beyond in educating and inspiring their colleagues. It is named after Ethel "Tommy" Bright.

Prosser, is an AIFD Southern Chapter Member and owner of Botanica International in Tampa, Florida. His resume includes work for celebrities, tony fashion companies and the British royal family, along with high-profile functions, such as the 2012 Republican National Convention and the inaugurations of Presidents Bill Clinton and George W. Bush.

He also serves on the FTD Education Team, collaborates with Accent Decor in styling its catalog, appears regularly on The Flower Podcast, speaks at industry events all around the country and embellishes SAF conventions as a member of the association's design team.

Originally from Scotland, Prosser emigrated in 1989 to Florida, where he opened Botanica



New Members



Congratulations 2020 Inductees!

Magdalena Perlowin CFD
Parkland, FL

James Ross Railey CFD
Bay Minette, AL

Congratulations new CFD's!

Ursula Gunther CFD
Washington, DC

Keith Stanley CFD
Washington, DC

Madison Truluck CFD
Jacksonville, FL

Grace King CFD
Plantation, FL

Jamie Hayre CFD
Lexington, KY

Coleman Etheredge CFD
Mississippi State, MS

Meghan Mannon CFD
Charlotte, NC

Theresa Hardaway CFD
Stafford, VA

Jennifer Lindauer CFD
Norfolk, VA

Follow us on Instagram
@AIFDsouthernchapter



Accents, our Southern newsletter, would like to list educational opportunities in our region. 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@marcelafloral.com

Follow our Facebook group:
AIFD Southern Chapter





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