

AIFD SOUTHERN CONFERENCE 2010
“The Attraction’s Only Natural”

Thursday, March 11

6pm	SAIFD Meeting	West Room
7pm	Southern Board of Directors	Signal Mountain Room

Friday, March 12

8pm/noon	Student Competition	West Room
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Sponsored by Syndicate Sales and United Container International

3pm-7pm	Registration opens	Mezzanine
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Dinner on your own- *Check packet for recommendations*

7pm	Opening remarks	Ballrooms A
7:20pm	Shuttles leave for Aquarium	Lobby (rear exit)

7:30-9:30pm	Tennessee Aquarium Reception & Tour	
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Floral designs by our new Southern AIFD and CFD inductees.
*Touch base with friends at the cocktail bar...enjoy the flora... the Penguins...
Bountiful Sea life... the Butterflies... as you wander through the newest facility
of the Tennessee Aquarium---“The Ocean Journey”*

Saturday, March 13

8am-5pm	Registration	Mezzanine
8:30am	Trade Fair opens	Ballroom A
8:30am	Silent auction opens	Mezzanine

9-10am	<u>PHI “the golden Proportion”</u>	Ballroom A
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Regina Berryman AIFD, CFD and Linda Robinette AIFD, CFD
*Determine balance, dictate rhythm, and produce harmony in your designs by
exploring our primordial attraction to proportion through the Fibonacci theory*
Fully Sponsored by Flowershop.net

10:30-11:30am	<u>“Natural Botanicals”</u>	Ballroom A
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Larry Kramer AIFD, CFD
*“Armatures often serve as a ‘mechanic’ in a traditional sense, but
they can also be a form of art that can actually ‘be’ the design.”*
*...Explore the different types of armatures, different materials, and unique
construction techniques used to implement armatures into inspiring glass vase designs.*
Sponsored by: Florigene Flowers * Bloomnet.com
Mayesh Wholesale Florist Inc. * United Container International

- 11:45 **Awards luncheon** Rotunda
Ikebana Floral Designs by Kesami Holmes AIFD, CFD
Sponsored by: Ensign the Florist and EPI Containers
- 1-2pm **“Green IS the Color of Money”** Ballroom A
Greg Brown AIFD, CFD and Larry Hammack
*No one ever said going ‘green’ was easy or cheap – however, in the long run,
Green can be profitable...in daily operations, design and philosophy.
Kermit might pick up a tip or two!*
**Sponsored by: * Transflora * Accent Décor * SmithersOasis
Cut Flower Wholesale * Martonio Inc * Rainbow Protea**
- 2:30-3:30pm **“Inspiring Step to AIFD”** Ballroom A
Joyce Mason-Monheim AIFD, CFD, AAF, PFCI
Flowers, beautiful flowers! Nature at its best!
*Take this wonderful journey with the American Institute of Floral Designers.
AIFD is the floral industry’s leading non-profit organization committed to
establishing and maintaining higher standards in professional floral design.
Watch beauty come to life with design applications incorporating the latest trends.
... Become inspired with state of the art floral products used in
techniques that define the elements and principles of design...*
*Then engage in the evaluation process for testing for membership into this acclaimed organization.
With this form of art you will be overwhelmed and entertained with the creative process
involving flowers as the medium.*
Sponsored by AIFD National Membership Committee
- 3:30 pm **2011 conference teaser** Ballroom A
Presented by Carol Inskeep AIFD, CFD and David Powers AIFD, CFD
- 4:00pm **Silent Auction Closes** Mezzanine
4:00pm **Corsage Bar Opens** Mezzanine
Sponsored by Mississippi State Students
Proceeds contributed to the Mississippi State Floral Program
Purchase some blooms to wear at the Presidents’ Ball
and compete for Cash Prizes in the floral body art competition.
- 6-7pm **Cocktail Reception** Rotunda
**A Floral Body Art Competition and Scholarship Fund Raiser.
Everyone is a contestant- Sport your own floral body art creation.
...vote for your favorites with Dollars for Scholarship!!!*
- 7:15-11pm **Presidential Dinner and Gala**
–**Tennessee River Room & Terrace** (first floor by elevators)
*A festive Black-tie evening of dinner and dancing honoring
Southern Chapter President Wendy Childress, AIFD, CFD*

Sunday, March 14

9am Sharp! A Seated Breakfast Tennessee River Room
Florals by John Hill AIFD, CFD
Sponsored by: Green Valley Floral Inc. and United Container International

9-10pm Registration re-opens Mezzanine

10-12pm **Bouquets and Bouts: "Sharon the Joy"...** Ballroom A
Sharon McGukin AIFD, CFD, PFCI and
Joyce Mason-Monheim AIFD, CFD, AAF, PFCI
*Walk down the aisle with two of the country's leading floral artists,
'Sharon their joy' of the current wedding flower trends for bridal bouquets and lapel art.
Entice your brides with the hottest palettes, the newest flower varieties,
creative techniques and products, and inspire your inner "Picasso" to
design your 2010 weddings in HD!*
Sponsored by:
Smithers Oasis * Flowers Direct Wholesale * Fitz Co.

Noon Farewells

1:30-4pm **Optional Hands-On Seminar & Workshop** Ballroom C
Sharon Mc Gukin AIFD, CFD, PFCI
Joyce Mason-Monheim AIFD, CFD, AAF, PFCI
Before the experience fades, Capture your inspiration & dive into your creative juices.
Create your own wedding Bouquet and lapel designs in this incredible workshop.
Practice clever tricks and learn unique techniques under the personal supervision of
these two world renowned Floral Artists.
ALL Materials provided...Bring a knife, wire cutters and scissors.

Information and Southern Conference Registration

At: www.aifd.org

