

Accents



American Institute of Floral Designers • Southern Chapter • Summer 2010

Alabama • The Bahamas • The Caribbean Islands • Florida • Georgia • Kentucky
Louisiana • Maryland • Mississippi • North Carolina • Puerto Rico • South Carolina
Tennessee • The Virgin Islands • Virginia • Washington, D.C. • West Virginia

A Message from the President

What you think is important and we want to know! On the Southern Chapter web site you will see a tab marked "Tell Us What You Think." This is your chance to share your thoughts, ideas, issues, concepts and opinions with your leadership team. There will be monthly questions posted to gather your input on specific topics and at any time you can post whatever thoughts or questions are on your mind. All input is sent without sender information attached, so it will be delivered anonymously. However, if you would like us to contact you, leave your contact information and we will get back to you. I encourage you to use this most helpful tool. It is a great way for you and your leadership team to communicate with each other. The most important and valuable part of Southern Chapter is the members.

Raise your hands and let your southern hospitality show. We are seeking as many members as we can from each state to serve as Ambassadors. Who would like to help gather information on floral events or related experiences, personal or professional, to share with the members through our newsletter and other channels of communication? If you would like to be a part of



Wendy Childress AIFD, CFD

sharing and expanding our communication with AIFD, CFD and non-members, please contact: Kevin Coble AIFD at kcobleleflour@aol.com.

Our Southern logo Design Contest is still in progress. The simple guidelines and information can be found on page two of the newsletter. Showcase your talent and be part of Southern Region history, and win full registration to Southern Conference 2011. We are very excited to see all the great ideas out there.

Last but not least, we are sad to see our retiring board members leave from the Southern Board in July: Roger Dennis AIFD, CFD, KMF; Brita Edlbauer AIFD, CFD; and Jackie Lacey AIFD, CFD. Thank you so much for all you have done, your efforts and hard work. We will miss your shining faces at the board meetings, but don't think we are done finding things for you to do!

I would also like to welcome aboard our newly elected board members joining us in July: Robyn Arnold AIFD, CFD; John Hill AIFD, CFD; and Mandy Majerik AIFD, CFD. We are excited to have you joining the board and representing the members who elected you to be their voice. Welcome

Aboard!

It has been a great honor and adventure to serve this past year as your President. I would like to thank every one who has and continues to show their support to Southern and AIFD. You are the reason we continue to move forward. Once again, it has been awesome to be part of such a wonderful group of talented and outstanding individuals!

We, the leadership team, would like every member of our region to know that we are only an e-mail, text or phone call away. We need to hear from you, so we are able to do the very best job in serving you.

We are very excited to be officially welcoming aboard our newest members of AIFD this July in Boston. We will be there to cheer as you walk across the stage to receive your pins. Welcome to the AIFD family!

I am looking forward to seeing each and every one of our members in Boston. An event like this should not be missed! See you there!

Respectfully
Wendy Childress AIFD, CFD

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A Letter from the Editor

A special thank you goes out to Jay Borton AIFD, CFD and Roger Dennis AIFD, CFD, KMF, co-chairs of Southern Conference 2010, for the great job they did coordinating such a fun filled educational event!

In keeping with our mentoring program, Carol Inskeep AIFD, CFD and I will be co-editors of the ACCENTS newsletter. We welcome Carol as she brings new ideas and insight to the newsletter.

I look forward to seeing you in Boston!

Sincerely,
Franklin Brinner AIFD, CFD, KMF
Editor



July 3 - 8 • Boston, MA
AIFD Symposium 2010

See page 4 for deadline info.

Election Results



The Southern Chapter Board would like to welcome:

Robyn Arnold AIFD

John Hill AIFD

Mandy Majerik AIFD

to the Board as Directors for 2013.

Save the Date!



Botanical Art

Southern Conference 2011

March 25-27, 2011

Charlottesville, Virginia

Great line-up of designers
from around the world!
Programs and workshops by
Phil Rullado AIFD and
Sarah Horne AIFD
and many other surprises!!!

LOGO DESIGN CONTEST



In every business, image updates are important. That is why it is time for Southern to update our logo. Over the years, many of you have requested a change of the logo. In response to your requests, not only are we going to change the logo, but we are holding a design contest. Showcase your talents by designing the new logo for Southern Chapter AIFD. You can win a full registration to Southern Conference 2011 in Charlottesville, VA, a value of over \$350.

Contest Guidelines:

1. Logo must have the letters AIFD displayed.
2. All entries must be by Southern AIFD members.
3. All entries must be postmarked by September 1, 2010.

Mail/email entries to Sylvia Bird AIFD
sylviannebird@hotmail.com

Sylvia Bird AIFD
16974 Colony Lakes Blvd.
Fort Myers, FL 33908
Phone: 239-433-2278

Treasurer Report

Beginning Balance – February 1, 2010	\$17,513.27
Total Deposits	\$15,100.00
Total Expenses	\$16,057.88
Ending Balance – May 31, 2010	\$16,555.39

American Institute of Floral Design
Southern Chapter

Accents Newsletter

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AIFD Southern Regional Chapter Officers and Board of Directors

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Accents Editor

Franklin Brinner AIFD, CFD, KMF

2010 Southern Conference Chairs

Jay Borton AIFD
Roger Dennis AIFD

facebook

Southern Chapter is now on Facebook

2010 SOUTHERN CONFERENCE WRAP UP



By Jay Borton AIFD

Everyone who attended the 2010 Southern Conference in Chattanooga can testify that it was a spectacular weekend.

The Conference opened with a fun-filled tour of the Tennessee Aquarium, where we sampled Swiss pastries and listened to musician, Dan Landrum on dulcimer. One of our members even accepted a betrothal of marriage in the butterfly house!

Several of our Southern Designers showcased magnificent floral sculptures that set the mood for the unbelievable weekend that followed. Special thanks to Janet Frye CFD, Marlene MacDonald AIFD, Aisha Booker AIFD, Madeline Presler-McDonald AIFD, and Kevin Hinton CFD, for their spectacular contributions.

Early arrivals at the conference on Saturday morning were able to view the entries from the SAIFD Mississippi State student competition from the previous day. We all are so proud of these young designers who will soon grace our profession with their talents and artistry.

The first event on Saturday morning was the opening of the Trade Fair. Companies attending were Green Valley Farms, Accent Décor, Transflora, Smithers Oasis, Florigene Flower Shop Network, Bloomnet, Unlimited Containers Inc. and Western Pulp Co. In addition to their table displays, each company contributed a generous supply of product for the use of the featured designers in their stage programs. Other companies unable to attend, sent product: Syndicate Sales, Mayesh Wholesale Florist, EPI Containers, Mike's Finest Wholesale Flowers, Martonio Inc., Cut Flower Wholesale, Fitz Co., Amy's Orchids, Flowers Direct Inc, Rainbow Protea, and Ensign the Florist. We all owe these gracious compa-

nies a big thank you. Without their generous support, we would not have the educational opportunities we do at Southern Conferences.

Very special thanks is owed to Flowers Direct Inc., who not only sponsored a complete program, but contributed additional product, opened their warehouse to us, coordinated and accepted all of our deliveries and helped with the production. Thank you! Thank you!

The only disappointing moment of the whole conference was when we heard of the absence of Regina Berryman AIFD who could not attend and present her program because of a blocked kidney stone that forced her into the ICU. Regina was sadly missed, but her co-presenter, Linda Robinette AIFD, gave an outstanding solo-presentation of "PHI, the Golden Proportion."

Larry Kramer AIFD from Big Sky, Montana captivated the crowd with "Natural Botanicals." Larry dazzled us with his program of armatures of various styles and materials.

Kesami Holmes AIFD delighted us with her ikebana influence in the table displays at lunch in the Rotunda.

"Green IS the Color of Money" was presented by Greg Brown AIFD and Larry Hammack. Their expert advice on 'green' solutions in shop design and management was complemented by Greg's outstanding floral displays.

Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF gave us an entertaining and clever program entitled "Inspiring Steps to AIFD." With Roger Dennis blindfolded, Joyce guided him through a comedic exercise in "designing in the dark."

Carol Inskeep AIFD and David Powers AIFD gave us a teaser of what to expect at next year's conference in Charlottesville, Virginia. So all of us need to plan to attend next March 25-27.

Late Saturday afternoon, the silent auction was closed and many treasures changed ownership in the quest for funds for foundation scholarships.

The Presidential Black-Tie Dinner was very elegant with the green and white table setting by Russ Barley AIFD. The Gala honoring our Southern Chapter President, Wendy Childress AIFD, was an enchanted evening of conversation and dancing.

Sunday morning, we were greeted at breakfast by the fragrance of garden roses set in beautiful table presentations by John Hill AIFD.

Next was "Sharon the Joy," a delightful program by Sharon McGukin AIFD, CFD, AAF, PFCI and Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AZMF. Creative techniques, new products, and inspiration were featured in this double-duo program of bridal bouquets and body flowers.

At noon most of us parted company inspired and regenerated by the experience of Southern Conference. A few lucky people stayed for a very rewarding hands-on workshop. All agreed that the weekend was a wonderful experience.

Thanks to Mandy Maxwell of flower shopnetwork.com, we can all visit her blog and share in her pictures of all the activities at this year's conference by going to: <http://www.flowershopnetwork.com/blog/2010-aifd-southern-conference>

Continued on Page 4

CONFERENCE WRAP UP

Continued from Page 3

Make sure that you click on the bottom, where it says 'view all of our photo album from the trip on facebook.' Thanks, Mandy, You Rock! You can also visit www.aifd.org, where, if you click on Southern Chapter, you will find a slideshow of Southern Conference photos submitted by a member.

I would like to thank all the many friends that helped me in the execution of this conference over the past four years. Thanks to all my fellow board members that guided and encouraged me. Thanks to all the many volunteers and attendees, who, despite hard economic times, came to Chattanooga to share their talents and explore a *greener* perspective. A very big thanks goes out to my co-chair, Roger Dennis AIFD, who was my right hand and my sounding board. Thank you, Roger!

See you in Boston!



July 3 - 8 • Boston, MA
AIFD Symposium 2010

Get ready for a "Revolution!"

The nature of revolution revolves around a conscious awareness of transformational thinking.

Join AIFD as we take Boston by storm with a panel of world class floral artists who will inspire innovative design concepts and bring out the rebel in you... a floral revolutionary discovery like a "shot heard 'round the world!"

AIFD's 2010 National Symposium, "Revolution," will be held in Boston, July 3-8, at the Marriott Copley Place.

Advance registrations will close on **June 20** and must be received with proper payment in the AIFD office by that date. Registration, if available, will open again at 8 a.m. on Friday, July 2 at the Marriott Copley Place. No checks will be accepted for on-site registration; cash or approved credit card only.

A grand July 4th celebration bursts forth with fireworks and music by the Boston Pops. Go to www.july4th.org.

Visit www.aifd.org / Ph: (410) 752-3318.

Ikeabana Featured in MSU Artist in Residence Program



Jacqueline Headecker AIFD

Jacqueline Headecker AIFD was the spring semester Artist in Residence floral designer at Mississippi State University, April 6-8. Jackie taught four different courses during her visit on topics including Canadian floricultural products and distribution, floral design for interior plantscapers, and traditional and freestyle Ikebana.

A resident of Toronto, she has been involved with the floral industry in floral de-

sign, product development and education for 29 years. She is the recipient of eight awards for achievements from Flowers Canada, is a past president of Flowers Canada, Toronto Chapter and has taught floral design at the University of Guelph. Most notably, Headecker represented Canada twice at the Interflora World Cup Competition as a coach in 1985 and as a competitor in 1989.

The AIFD Artist in Residence program brings noteworthy AIFD members to higher education institutions with active SAIFD Chapters. The first AIFD-AIR was held at Mississippi State in 1987 and is a requirement for active chapter membership.

Contact:

Jim DelPrince
(662) 549-0521
jdelprince@pss.msstate.edu



MEMBERS IN THE NEWS

Greg Brown AIFD, Bill Lindeman AIFD, Jeff Lott AIFD, and Perry Walston AIFD worked together to create the entrance décor to the Southeastern Flower Show. Thanks to Cut Flower Wholesale, Atlanta Ga. for donating the flowers and thanks to Accent Décor, Roswell Ga. for donating the containers. Sponsored by Southeastern Horticultural Society.

Bill Lindeman AIFD and Jimmy Threath AIFD created a window display for North-Star by Premier of Jacksonville, Florida for the fourth floor at the Dallas Marker Center in January. The design won the award for Best Visual Display.

Good going guys!

