



65
YEARS

PASSION. POWER. PERSISTENCE.

Doing what we do, influencing others through flowers, withstanding the test of time.

1947 ~ 2012

GEORGIA STATE FLORISTS' ASSOCIATION
2012 CONVENTION



2012 GSFA Convention

March 9-11, 2012

Macon Marriott City
Center

240 Coliseum Drive

Macon, GA

478-621-5300





Friday 5pm
**Wedding
Workshop**

“Let’s Get this
Party Started”
Jackie Lacey, AIFD

What bouquet compliments this look and how do I sell it? How do we cost this out and where do we come up with the concepts? What are the new trends and how do we stay on top of the change?

Don’t miss this rare opportunity to spend an educational afternoon with the designer to go over these questions and more that will not be discussed during the evening program. Instead of just seeing the finished compositions as they are shown on stage, learn the behind the scenes mechanics and ask Jackie those questions that will better allow you to take this information back to your shop and help your staff. The how to and know how that you can only get behind the scenes.

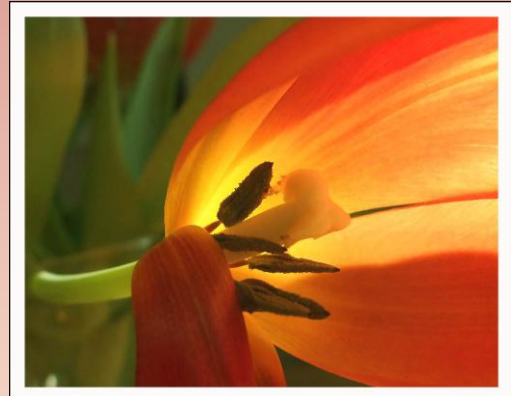
Make plans to be here early, this is one workshop that you don’t want to miss!

FRIDAY 6:30m -8pm

**Celebrating Our
Partners**

Located in the
Trade Fair

Showcasing our
Partners



MAIN STAGE PROGRAM



Let's Get This Party Started Right

Jackie Lacey, AIFD

Friday 8pm

Sponsored by Bloomnet

Just as with your designs, half the battle is “Where do I even begin?” A good foundation is much easier to build on and creates a good outline for the finished composition. The consultation for your reception or special event is just as important. You must get the “Dream” out of your clients mind and into yours to create. Then add in the challenge of diverse budgets and financial restrictions and your task is even more daunting. Let's explore how to turn your client that is shopping for their reception or special event, into your client that has hired you to fulfill their dream and provide your talent. Consultation to set up – the business of selling weddings and special event centerpieces and how to build on a dream. Turn “I Do” into “I Did and it was beautiful.”

Jackie Lacey has over thirty years of experience in the retail floral market and ownership of shops in Tennessee, Texas and South Carolina. He has an extensive background in the retail floral market and design industry as a retail Vice-President and Wedding & Event specialist. Jackie now utilizes his experience to provide education and instructional design programs, market showroom set up, private retail consulting, product development as well as design and event planning. His current position as Education Specialist for Floriology Institute, Design Team and Product Development Team for BloomNet and Napco, Fitz Design Team and ongoing contributor for Floriology Magazine keep him on top of market trends, current design trends, industry education and retail marketing.

Award winner in numerous competitive floral design competitions in both multi state, national and local floral associations. Published articles have appeared on both his expertise and floral experience and have been seen in Floriology Magazine, SAF, “Flowers &”, “Modern Bride” and “Inside Weddings.” National Television exposure includes designing and participation for WE TV programs “Platinum Weddings” and the upcoming “I Do Over” as a Celebrations.Com Floral Expert . Previous work for celebrities such as Drew Barrymore, Sandra Bullock, Meryl Streep, Diane Lane, Cheryl Ladd, Cindy Crawford and Richard Gere, Matthew McConaughey and Leonardo DiCaprio have come easily through participation with floral design on several major motion pictures.

Jackie's strong desire to share this acquired floral knowledge and competition experience has only fueled the demand to promote the continued growth of the floral industry and continuing education through numerous stage presentations for multi State Associations and national industry leaders such as Virgin Farms Direct, Smithers-Oasis, BloomNet, FTD, Fitz Design Team and John Henry Company. Experience in floral design for the Tournament of Roses Parade floats, product development team for the largest Import/Export show in the world and set up and design for Gift Market showrooms only adds to the vast floral experience he can call on for every event.

He has served as a leader in numerous industry associations to include current position as AIFD National Membership Committee Vice Chairman, CFD Committee, Consumer Awareness Committee and past Southern AIFD Board of Directors. Design experience for national industry leaders, corporations and collaboration in the development of both pictorial and written publications enhance Jackie's level of knowledge. His extensive travels across the country, Hong Kong, China and Europe afford many opportunities for him to interact with designers of all levels and share this extensive background and experience to florists everywhere. numerous stage presentations for multi State Associations and national industry leaders such as Virgin Farms Direct, Smithers-Oasis, BloomNet, FTD, Fitz Design Team and John Henry Company. Experience in floral design for the Tournament of Roses Parade floats, product development team for the largest Import/Export show in the world and set up and design for Gift Market showrooms only adds to the vast floral experience he can call on for every event.

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Saturday 8am
Hands-On
Workshop

“Look Who’s Talking?!”

Ann Jordan, AAF, AIFD, CFD, mmfd

Profitable companies believe image to be their number one asset. These days, floral product is everywhere, from street corners to the internet. As professional florists, we have one thing that will always be our own, that’s our image. This intangible personality is our finger print; it is our reputation. Why is it so important? Self-branding creates customer loyalty. In this hands-on workshop, Ann will show you how to create designs that reflect your own unique brand that will have customers talking about you.

Saturday

8 am

Trade

Fair

Opens

MAIN STAGE PROGRAM



SuperSalesSkills

Tim Huckabee, AIFSE

Saturday 10 am

Sponsored by 1-800-Flowers/Bloomnet

SuperSalesSkills- An Introduction to the FloralStrategies Methodology

Tim Huckabee AIFSE, President of FloralStrategies, will teach elements of his training program that helps a shop staff to become more productive, efficient and to sell better. Expect to learn exciting new techniques which you can put into practice immediately and watch your average sale value rise!

Tim Huckabee was born, raised and educated in Connecticut and moved to New York City in 1990 where he started working at a high-end flower shop called Surroundings. Tim learned every aspect of the flower business while working there, handling telephone sales and customer service issues and dealing with walk-in customers. In his frequent conversations with florists he realized that there was a dire lack of sales and service education in the industry. That fact motivated Tim in 1997 to start his company, FloralStrategies, to literally bring training to florists. To date, he has visited florists of all sizes around the world to teach them how to give better service and to increase their sales. Tim writes a column, CSI: Flower Shop, in *Floral Management* magazine and is a frequent speaker at state and national floral conventions. In 2011 FloralStrategies launched SuperSalesSkills, the first monthly training webinar series in the floral industry.



LUNCH
Saturday
11:45 AM –
12:45 PM

LUNCH PROGRAM

“What’ll You
Have?”

Presented by
Metro Atlanta
District VII Players



Saturday
1pm
**Business
Workshop**

“SuperSalesSkills”
Tim Huckabee, AIFSE

In this workshop, Tim Huckabee AIFSE, President of FloralStrategies, will go more in depth teaching elements of his training program that helps a shop staff to become more productive, efficient and to sell better. This interactive Workshop will also cover phone sales and pricing. Expect to learn exciting new techniques which you can put into practice immediately and watch your average sale value rise!

MAIN STAGE PROGRAM



Designing Out of the Corsage Box

Brook Raulerson, AIFD, FSMD

Saturday 3pm

Sponsored by FlowerShop Network

Body flowers that will bring us closer to the new generation consumer and their parents. Prom, weddings and other formal and casual events should have guests that wear flowers. Are we becoming a casual society or are we not appealing to the new generation of flower buyers? Discover casual body flowers for the flip flop wedding and the art inspired prom dresses.

Brooke began her floral design career in 1996 as she assisted her mother with the family business at the age of 15. She soon realized she had a passion for design and an abundance of energy to offer the floral industry. Brooke purchased the family business, Artistic Florist, located in beautiful Amelia Island, Florida in 2005. She is an accredited Florida State Master Designer and was inducted into the American Institute of Floral Designers in 2009. Brooke's floral designs and bouquets have been shown on David Tutera's show, "My Fair Weddings", Jacksonville Luxury Living Magazine and featured in Water's Edge publications. Brooke also belongs to a highly coveted design team led and selected by creative director and world renowned designer Hitomi Gilliam, AIFD. The team designs for elite clients and across the nation in a collective effort to share knowledge, educate, inspire and to grow floral design awareness within the industry and to the public. In 2010, Brooke won "Designer of the Year" for the Florida State Florist Association. In addition to her floral art expertise, she has assisted home builders with designing interiors and has many years of experience in visual merchandising with Corporate retailers such as Dillards and Steinmart. Brooke enjoys freelancing for floral and supply companies such as Accent Decor of Atlanta, Georgia and Greenpoint Nursery of Hilo, Hawaii. In 2011, Accent décor received the honor of being awarded "Best Display" for their Atlanta showroom in which she was the guest designer/ visual merchandiser. She is also an educator and presenter for garden clubs and florist events. Brooke was amongst 4 of her design peers presenting at the American Institute of Floral Designers 2011 national symposium "Imagine" In San Francisco. Brooke's industry mission is to keep the passion alive in the floral industry and to promote retail florists.



Saturday
4 pm
Hands-On
Workshop

“Designing Out of The Corsage Box”

Brook Raulerson, AIFD, FSMD

This Workshop will cover Body flowers that will bring us closer to the new generation consumer and their parents. Prom, weddings and other formal and casual events should have guests that wear flowers. Are we becoming a casual society or are we not appealing to the new generation of flower buyers? Discover casual body flowers for the flip flop wedding and the art inspired prom dresses.

SATURDAY

5:30 PM

Corsage Bar
Opens

7:00 PM

Cocktail
Reception

7:30 PM

President's
Masquerade
Ball and Awards
Dinner

Sunday 8 am
Hands-On Workshop

“Collaboration:
Floral Techniques”

Guest Designers

Have you always wanted to learn how create a bird out of Hala? Or learn how to weave a Palm leaf? What about learning the technique of the ZIG ZAG design? These are a couple of the technique to be covered in this workshop. These techniques will give you the edge in your designs and in your market.

Sunday

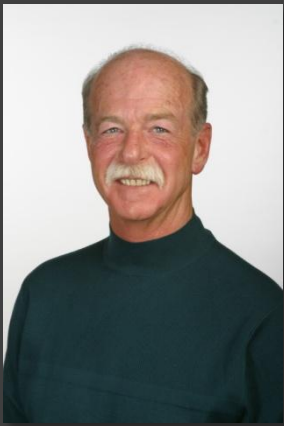
8 am

Trade

Fair

Opens

MAIN STAGE PROGRAM



To Be Announced

Bert Ford, AIFD, PFCI

Sunday 10 am

Sponsored by **teleflora**

Bert Ford AIFD, PFCI is one of New England's leading floral design professionals. He was inducted into the American Institute of Floral Designers (AIFD) in 2001 and into the Professional Floral Communicators International (PFCI) in 2010. A graduate of the University of New Hampshire with a degree in Plant Science, he is the owner of Ford Flower Company in Salem, New Hampshire. His current facility, which he moved to in 1999, was partially financed through his Teleflora rebates, proving that creative design and creative finance can go hand-in-hand.

Bert delights in creating different and unique designs, incorporating nature, art and today's trends into his designs. He has extensive and broad-based experience in the floral industry, blending strengths in design, buying and selling techniques, and floral shop operation and management to present the full spectrum of floral design. His work has been featured in numerous publications in the United States, including several covers and feature articles in Flowers & magazine.

Bert has served as president of Teleflora's New Hampshire-Vermont Unit and is a member of Teleflora's prestigious team of Education Specialists.

LUNCH

Sunday

12:00 PM –

1:30 PM

Sunday

1:30 PM

Business

Meetings

Sunday

1:30 PM

Trade Fair Opens

MAIN STAGE PROGRAM

The Smart Designer



Ann Jordan, AAF, AIFD, CFD, mmfd

FTD Designer Instructor

Sunday 2pm

Sponsored by FTD

Our industry is changing and with that come the challenges in the design room. Today's flower shops need high performance people who work passionately, quickly and with profit in mind. In this workshop, Ann will show you how to create designs that are trendy and innovative while streamlining productivity

Ann Jordan has over 25 years of retail floral experience and has studied floral design with some of the greatest designers in the world. Enthusiastic and knowledgeable, Ann is very active in the floral industry and has instructed design classes and hands-on workshops throughout the United States and Canada. She is currently featured in the FTD University video library at www.ftduniversity.com.

The floral industry has been impacted by Ann's work in many significant ways. Her designs were most recently featured in the November & December 2010 issues of Florists' Review, and she has participated in many AIFD programs including the AIFD booth at the famed Philadelphia Flower Show. Ann has served as the Procurement Chair for the AIFD National Symposium in 2003, 2004, 2006 & 2009. Her most recent accomplishments include her presentation entitled River Run on the Main Stage at the 2008 AIFD National Symposium, as well as being the AIFD Symposium Coordinator for the 2010 AIFD National Symposium. Prior to being elected AIFD Vice President in 2010, Ann served as AIFD Secretary.

Not only is Ann recognized in the floral industry for her creative skills, but she is also known in her community as a business leader and prominent floral designer. She was nominated the New England Business Woman of the Year in 1998 and the Maine Small Business of the Year in 2004. At the world renowned New York Botanical Gardens, Ann teaches all aspects of floristry to floral design students.

A few of Ann's other career accomplishments include being recognized by FTD in 2000 with the John A. Valentine Award, as well as placing third in the AIFD Holland Cup Competition in 2004. Ann was also on the design team for President George W. Bush's Inauguration in 2005.

SCHEDULE

2012 GSFA Convention Schedule

Thursday, March 8th -

Convention Preparation and Setup

Friday, March 9th -

8:00 am - Designer of the Year Competition

9:00 am - Workroom- Design Teams Meet and Begin Work

12:00 pm - Trade Fair Setup

- Registration Opens

- GMF Design Evaluation Exam

2:00 pm - Burton Cup Competition

5:00 pm - *Workshop-*

"Let's Get This Party Started" Jackie Lacey, AIFD, PFCI, CFD

6:30 pm - Celebrating Our Partners – In Trade Fair

8:00 pm - MAIN STAGE-

"LET'S GET THIS PARTY STARTED" Jackie Lacey, AIFD, PFCI, CFD

Wedding Reception to Follow in Trade Fair

Saturday, March 10th -

8:00 am - *Workshop-*

"Look Who's Talking?!" Ann Jordan, AIFD

- Trade Fair Opens

10:00 am - MAIN STAGE-

"SUPERSALESKILLS" Tim Huckabee, AIFSE

11:45 am - Lunch

Program- *"What'll You Have?" Metro Atlanta District VII Players*

1:00 pm - *Workshop-*

"SuperSalesSkills" Tim Huckabee, AIFSE

- Trade Fair Hours

3:00 pm -MAIN STAGE-

"DESIGNING OUT OF THE CORSAGE BOX" Brooke Raulerson, AIFD, CFD

4:00 pm -*Workshop-*

"Designing Out of the Corsage Box" Brooke Raulerson, AIFD, CFD

- 5:30 pm - Corsage Bar Opens
- 7:00 pm - Cocktail Reception
- 7:30 pm - President's Masquerade Ball and Awards Dinner

Sunday, March 11TH-

- 8:00 am - Trade Fair Opens
 - *Workshop-*
 - "Collaboration: Floral Techniques" Guest Designers*
- 9:00 am - Trade Fair Opens
- 10:00 am - MAIN STAGE –
 - "TO BE ANNOUNCED" Bert Ford, AIFD, PFCI*
- 12:00 pm - Lunch with NAPCO
- 1:30 pm - Business Meeting
 - Trade Fair Opens
- 2:00 pm - MAIN STAGE-
 - "THE SMART DESIGNER" Ann Jordan, AIFD, PFCI*
- 3:30 pm - Silent Auction
- 4:30 pm - Clean Up

Burton Cup 2012

Interpretive Design Competition

“My PASSION Within”

Take your interpretive imagination and create a design inspired by what's your true passion within your soul. What makes you wake up each and every day to live life and follow your passion?

So, here is your challenge this year; Interpret into a design “Your Passion Within”. Could be a color, hobby, family and loved ones, art, dreams, etc, etc.. all in floral design. Whatever it is... Showcase your passion!

Below are the rules and qualifications for this competition. Make sure that you explain to us your true passion in the framed explanation and then demonstrate that feeling in design.

Qualifications and Rules

- All designers must be current with dues for GSFA and their local district, employed in the floral industry and must have a full convention registration.
- Each designer will be provided with a 4'x4' area of floor space; the height of the display may not exceed 8 feet. (Yes, props are expected.)
- Entries must be self contained and well supported.
- All competitors must work on their designs alone. Help may be only employed in bringing in supplies to the work site initially.
- A free standing framed explanation must accompany the design and may be placed outside the 4'x4' area.
- Only fresh and dried materials are allowed, no silk or artificial product. Competitors are responsible for all materials needed to complete their design, including all props.
- Competition is scheduled for Friday Afternoon. Should this time change, all competitors will be notified by phone ASAP.
- Judging will take place the same day. All designs are to be left intact until Sunday. Official time for take down will be announced on site.
- All fresh design work must be done on site during the allotted time limit, even on props.

- Your props may be done ahead of the allotted time, minus any fresh items.
- There will be cash prizes awarded. First place -\$250.00, Second place - \$150.00, and Third place -\$50.00.
- The First place winner receives the Burton Cup to keep for one year and then will be replace with a plaque.
- There will also be a “Peoples Choice” award for which a plaque will be given.
- Judging will be on the following criteria:
 - Aesthetic use of Materials..... 20 points
 - Color..... 15 points
 - Harmony..... 15 points
 - Interpretation..... 30 points
 - Mechanics..... 20 points

To enter this competition contact:

Jeff E. Lott AIFD, CFD, GMF

The Garden Gate Florist

770-267-5061

jeff@thegardengateflorist.com



Georgia State Florist Association

Vendor Booth Form

2012 Convention March 9th -11th Macon Marriott City Center Macon, Georgia

Each Booth space includes pipe and drape, a 6ft skirted table, 2 chairs, waste basket and one registration.

(Registration includes all main stage programs, 2 lunches and one ticket to the President's Masquerade Ball)

All vendors must obtain a booth space inside the trade fair all in an effort to keep the traffic inside the trade fair in order to benefit all the vendors.

Single Booth Space: \$275.00-----> _____

Additional Booth Space

2nd Booth Space \$200 -----> _____

3rd Booth Space \$200-----> _____

Additional Options:

Additional Registration \$70 ea x _____ = _____

Additional Ticket to President's Ball \$50 ea x _____ = _____

Grand Total: _____

Company Name: _____

Address: _____

Phone: _____ Email: _____

Names of Attendees: _____

Remit Form and Check to Jenna Naylor 831 Main St Stone Mountain, Ga 30083 or you can register your space on line at www.georgiastateflorist.com (Make checks payable to GSFA)

[Type a quote from the document or the summary of an interesting point. You can position the text box anywhere in the document. Use the Text Box Tools tab to change the formatting of the pull quote text box.]

Passion Power Perseverance

Celebrating 65 Years

Georgia State Florists' Association 2012 State Convention

Program Ad Rates:

Business Card: \$60 B/W \$85 Color
¼ of page: \$90 B/W \$140 Color
½ of page: \$125 B/W \$190 color
Full Page Interior (8x10) \$299 B/W \$390 Color
Inside Back Cover Full page \$695 B/W \$795 Color
Outside Back Cover Full page \$750 B/W \$850 Color

Company Name: _____

Company Address: _____

Contact: _____

Contact Phone: _____ Contact Cell: _____

- **Payment must be paid in full before Publication.**
- **Copy must be received by Feb 1, 2012 to guarantee print.**
- **Placement request considered but not guaranteed.**
- ** Camera ready copy preferred but we will design for you.**

Payment can be made online at www.georgiastateflorist.com OR

Enclosed is \$ _____ Check # : _____

Please charge to my Credit Card
__ Amex __ Visa __ MC __ Disc Card# _____
Exp. _____ CCV# _____

Must Have---Name Listed on Card: _____
Billing address for card: _____
City: _____ State: _____ Zip: _____
Signature _____

Email ad copy to wooten2594@windstream.net
Mail payments to Jenna Naylor GSFA Treasurer
831 Main St, Stone Mountain, GA 30083

GSFA 65th Annual Convention

March 9th, 2012 through March 11th, 2012

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone Number: _____
 Email Address: _____

Registration Includes:
 - 5 Main Stage Programs
 - Body Flower Workshop
 - 2 Plated Lunches
 - 1 Ticket to President's Ball

*****SAVINGS ALERT*****

Platinum Registration

Includes All the Benefits of Regular Registration

Plus Registration to All Hands On Classes and Workshops. And you save \$30.00!

Registration on or before February 25th, 2012:

GSFA Member	\$109.00	<input type="checkbox"/>
GSFA Member Platinum	\$209.00	<input type="checkbox"/>
Non-Member	\$159.00	<input type="checkbox"/>
Non-Member Platinum	\$259.00	<input type="checkbox"/>

Registration after February 25th, 2012:

GSFA Member	\$159.00	<input type="checkbox"/>
GSFA Member Platinum	\$259.00	<input type="checkbox"/>
Non-Member	\$209.00	<input type="checkbox"/>
Non-Member Platinum	\$309.00	<input type="checkbox"/>

Business Workshops:

Making Weddings Profitable (Jackie Lacey, AIFD, PFCI,CFD)	\$25.00	<input type="checkbox"/>
Pricing And Sales (Tim Huckabee, AIFSE)	\$25.00	<input type="checkbox"/>

Hands-On Workshops:

Look Who's Talking (Ann Jordan, AIFD, PFCI, CFD)	\$40.00	<input type="checkbox"/>
Techniques Collaboration (Special Guests)	\$40.00	<input type="checkbox"/>

Additional Dinner Tickets to President's Ball	\$50.00	<input type="checkbox"/> x _____
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TOTAL DUE- \$ _____

MAKE CHECKS PAYABLE TO: Georgia State Florists Association

MAIL TO:

Jenna Naylor

GSFA Treasurer

831 Main Street

Stone Mountain, Georgia 30083

OR REGISTER ONLINE AT WWW.GEORGIASTATEFLORIST.COM