



# FLOWER PRESS



Volume 54

Issue 56

Publication of the North Carolina State Florists Association

February 2009

## *Sympathy Workshop "Extraordinary"*

Sunday January 25, 12 members of our floral family from across North Carolina learned some fantastic tips from a true professional, Reggie Walser, in his workshop "Sympathy Tributes from ordinary to extraordinary". The workshop was held in Raleigh at Cleveland Plant and Flower Company. As most of you know, Reggie is well versed in sympathy design tips and techniques. We were very fortunate that he gave his time and energy to teach others some of his skills. He showed 4 designs, a casket spray, funeral basket, wreath and cross. He demonstrated some great mechanics techniques that will save time and money and will allow the students to prepare items in advance. He took the time to show how to get started and readily answered all the questions the inquisitive class had. The class then had the opportunity to get their hands dirty and put together, first the wreath and second a cross. The wreath was a design on grapevine with birch branches and glorious white flowers. The emphasis was on balance from top to bottom. The cross was made on a traditional foam cage with additional foam at the focal area. The construction was birch branches in the shape of a cross with beautiful red roses cascading from upper left to lower right. All the students did well with each piece. By limiting the projects, Reggie intelligently allowed the class to understand the concepts and utilize them in their designs.

Thanks need to be extended to Kevin O'Malley and Danny Hinton from Cleveland Plant and Flower Company for the beautiful product and needed hard goods, but also for the use of their facility. Also, Reggie's helpers Jim Tysinger and Kevin Bostic, both worked with the students explaining techniques and answering questions. Education committee members Karl Hastings, Jr., Lona McKinney and Bill McPhail were on hand to assist and promote the NCCPF school coming in September.

After the class had finished their designs, Danny Hinton noted that the pieces could be donated for the memorial for NC State Basketball Coach Kay Yow who had passed away over the weekend. Most all of the pieces were left for that purpose. The designs were red

and white, the colors of the Wolfpack.

The students also had the opportunity to view albums of wedding photographs from Reggie and staff's autumn slate of weddings. Many questions abounded and so did the "ooh's and aah's" for the beautiful designs. Sounds like another workshop in the making for the talented Reggie Walser.



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## PRESIDENTS MESSAGE...

2009 has arrived and, as in any New Year, most of us are planning our strategies for changes, and new plans to make this year better than last. With the economy in a slow period right now, that challenge to our business life seems more daunting than ever.

I am always optimistic about the health of the floral industry. Florists are creative business people and we seem to persevere. There are many ways each of us can invigorate our business and our image to the public. Now is the time to work together in our shops to institute creative marketing and promotional projects to maintain our market share. Remember, as you see in the news, even the larger competitors, including the mass marketers and such are feeling the pinch. It may be time to recreate your image, or spruce up your store with new paint and new displays and to create in store promotions to keep your customers coming back and to bring in new ones!

NCSFA has launched a great line up of workshops this year to help develop your design skills and learn cutting edge techniques to help us stay ahead of the curve. Check them out in the Flower Press and on the website. [www.ncflorist.org](http://www.ncflorist.org)

Watch for upcoming changes to the website soon. We will have more information, links and features to keep you in touch with industry news and events.

It won't be long until we all meet in Greensboro at the Embassy Suites for our annual convention August 14-16. I invite everyone to plan on a fun filled, education packed weekend. We are lining up great designers and will be offering a business program this year that will benefit shop owners and designers as well so plan to bring your entire staff.

A Wizard of Oz theme this year, "Over the Rainbow, Bloom, Share, Grow" offers endless possibilities for creative competition and design. I am excited to hear about so many people who are already planning to share their interpretations of Munchkinland, The Emerald City, witches, ruby slippers and Lions and Tigers and Bears. Oh My! I can't wait to see all of the creativity!

So, as we progress into the new year, let us all stay on top of our game, keep learning, keep sharing and keep growing so that we may continue to Bloom prosperously.

Happy New Year and Best Wishes,  
Cindy Tole

## UPCOMING WORKSHOPS

### March 22, 2009

The first steps on the yellow brick road begin with Brian Hyde and Tammy Yow-Russell as they team teach a class on convention competition designs focusing on Friday night competitions of Mask, Headdress and Fashion Flowers. Learn tips to wow the judges and the audience. Workshop will be held at Lihmil-Mino's in Kernersville, NC.

### June 7, 2009

Learn new styles of wedding decor and trends in sympathy design at Cutfresh Flower Supply in Rocky Point, NC near Wilmington. Instructor(s) to be determined.

### August 14, 2009

Kick off the convention with an asian influence as Lonnie Taylor, AIFD instructs in basic Ikebana design. This class will be limited in size.

### August 16, 2009

Add pizzaz to party work, etc with interesting foliage birds. Janice Thompson instructs on creation of these unique conversation pieces. This class will be limited in size.

(Convention workshops are planned dependent upon time and space. The convention committee has final approval on these workshops. Look for updates in The Flower Press and online at [ncflorist.org](http://ncflorist.org).)

### September 13-20

NCCPF school at the Brookstown Inn in Winston-Salem featuring instructors Clark Goodin and Jim Johnson. Learn design basics and daily shop operations to get certified as a professional florist.

## **Board of Directors Meeting**



The Board of Directors of the North Carolina State Florists Association met on Sunday, January 18, 2009 at the Embassy Suites, Greensboro. The meeting was called to order at 9:35 AM. The following members were present:

Cindy Tole	Beulah Green	Cathy Curtis	Brian Hyde	Wayne Burchett
Michael Trogdon	Bill McPhail	Cherie Burchett	Carol Mills	Sherri Gurley
Don Holmes	Bud Cardwell	Lona McKinney	Edward Cogging	Karl Hastings

The anti-trust policy was re-affirmed.

The treasurer's reports were presented by Carol Mills. **Motion to accept by Bill McPhail, seconded by Lona McKinney, motion carried.**

### Administrative Reports:

Education committee report presented by Karl Hastings and Bill McPhail, a hands-on workshop is scheduled for January 25, 2009 at Cleveland Plant, Raleigh, NC. Hastings gave brief report on the 2009 NCCPF School.

Membership report presented by Lona McKinney and Brian Hyde. President Tole challenged all board members to work on increasing membership.

Rules and Policy: Cherie Burchett addressed some issues she was having and will report back at next board meeting.

Flower Press report presented by Brian Hyde and Bill McPhail stating the deadline of January 26, 2009. Elaine will place notice in all mailings that a hard copy of the Flower Press can be requested by contacting the NCSFA office. Cindy Tole discussed changing the home page of the website, making it more attractive and inviting. There was discussion with informative information. Will consider for further changes at next meeting.

By-Laws: No Report.

Public Relations: No Report.

Nominations: Chairman Michael Trogdon asks for any suggestions that Board Members might have.

Program Book: No report

Legislative: Michael Trogdon is planning to go to the Congressional Action Days in Washington, DC in March.

Convention Report: President Tole states that plans are coming together for the Design Programs and a Business Program. She also stated there would be items for sale. Lona McKinney also discussed additional items to sale.

Michael Trogdon presented a motion to seek membership in the Florist Federal Credit Union for owners and employees. Seconded by Edward Coggins, motion carried. There was a discussion if the Credit Union would allow a business membership. Trogdon will research and report back to the board.

### New Business:

President Tole and Michael Trogdon discussed the NAFA Meeting.

Bill McPhail announced the Sandhills Association had disbanded and that there was a group down east interested in forming a new association in their area.

Next Board meeting will be April 19, 2009, Embassy Suites, Greensboro, NC 9:30.

Meeting adjourned at 11:00 AM.

Respectfully submitted,  
Bud Cardwell, Secretary

**ALLIED NEWS...****Sandhills Florist Association**

Sandhills Florist Association disbanded in November by a vote of its membership.

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**Greensboro Triad Professional Florist Association**

GTPFA met for their January meeting at Culinary Visions in Greensboro, NC. The evening was hosted by Clark and his staff at Plants and Answers.

Our guest designer was Wil Noah of Price Davis Florist. Wil presented an enlightening program on incorporating feathers creatively into floral designs.

Upcoming events for GTPFA include our February meeting set for February 3, 2009 and the election of new officers in March.

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**Teleflora Program on March 1**

The event will be on March 1st at Hardins Wholesale in Liberty. Julie Poeltler will be presenting a show on, "So I just bought all this cool stuff at my wholesaler, what do I do with it now.?", a program designed to help florist know how to effectively use new products on the market and make money from them. Registration starts at 9am and the program begins at 10am. People can pre-register with Mary Matherly at Always and Forever Florist, (Madison,NC) Her phone number is 336-427-6086.

Thanks, Sherri Suttle

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**Northern Piedmont Florist Association**

The **NPFA** held their January 2009 meeting in Oxford, NC at the "House of Ribeye Steakhouse" on Monday, January 5th. The meeting was jointly produced and hosted by Nell's Flowers and Gifts and Ashley Jordan's Flowers and Gifts in Oxford.

All of the Oxford area florists were invited. The effort was to introduce and reintroduce the Florists to the Northern Piedmont Florist Association and to outline the benefits of being a part of a florist focused organization. An enthusiastic group of florists and funeral home directors attended to discuss the Sympathy Customer, and how both impact the retail florist business.

The Meeting began with a brief introduction of Nell Woods by Cheryl Hawkins who then introduced Gary O'Connor of Flowers by Gary, located in Northern Durham, NC. President of the Northern Piedmont Florist Association. Gary welcomed the group and thanked the Oxford Florists for their help for hosting the meeting in Oxford. Gary also made a brief welcoming statement and outlined the purpose of the Northern Piedmont Florist Association and urged membership.

The 27 attendees all rose to introduce themselves and their guests. Attending Florists from Oxford were Ashley Jordan's Flowers and Gifts, Celebrations, Fishing Creek Nursery and Florist, Nell's Flowers and Gifts, Morton's Nursery and Florist. Gil-Man's Florist of Creedmoor was also present as was Floral Dimensions of Durham, Purple Puddle of Chapel Hill and The Rose Petaler of Creedmoor, a Floral Wholesaler.

*Continued on Page 5*

**ALLIED NEWS...**

*Continued from Page 4*

The program followed a wonderful dinner and focused on the mutual relationship that exists between local Funeral Homes and Florists and how to improve the relationships and services to shared clients. The Funeral Homes were: Betts and Sons Funeral Home, Eakes Funeral Home and Gentry, Newell and Vaughn Funeral Home. Each gave a description of their business philosophy and responded to questions.

The discussions, led by Cheryl Hawkins of Ashley Jordan's Flowers, were lively and included the benefits of belonging to and participating in the Local and State Florist Associations. There was a helpful discussion on how Florists and Funeral Home owners could work together to better serve those who come to us in their time of emotional stress and grief. The Funeral Home owners discussed how they handled the "In Lieu of Flowers..." issue. Many attendees concluded that a good working relationship was important to both business communities and finally that the relationship benefits the customer. Several owners spoke to this important issue and to how business associations aided business knowledge and development.

The next meeting for NPFA is scheduled for Tuesday, March 17th at the Hilton Inn in Durham; beginning at 6:30 PM. Highlights of the meeting will include a presentation by Steven Custer, the NC State Florist Assn's 2009 Designer of the Year.

The Oxford meeting ended with attendees being thanked by Gary O'Connor, President of the Northern Piedmont Florist Association.

If you're a Florist, a floral designer or worker, you are welcome to attend.

Gary O'Conner, President NPFA

[gary@flowersbygary.com](mailto:gary@flowersbygary.com)

Cheryl Hawkins, Meeting Producer,

Maggy Sargent, Secretary, NPFA

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Jon Miller, Chairman NPFA

[JonMiller1@aol.com](mailto:JonMiller1@aol.com)

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### **Winston-Salem Florists Association**

The Winston-Salem Florists Association held it's first meeting of the year at The Benton Convention Center on Monday Jan 19<sup>th</sup>. The new slate of officers for 2009-2010 took the helm and thanked the membership for their confidence and support in electing them. The new officers are President Wil Noah of Price Davis Florist, Vice President Gene Harbaugh of Bo-Ty Florist and Secretary/Treasurer Janice Thompson of Country Club Florist.

Beverly Williams of Beverly's of Midway presented a design program on sympathy design, focusing on the changing trends of our sympathy business. She also presented a power point slide program showing past trends. It was fun to see and remember some of the designs that used to be standard fair for the floral business. Thanks you Beverly for an informative and entertaining program.

Karl Hastings, Jr., Chairman of the NCSFA Education Committee talked about the upcoming NCCPFSchool. It will be held Sept 13<sup>th</sup> - 20<sup>th</sup> at the Brookstown Inn in Winston-Salem. He reported that registrations forms are available on the NCSFA website [www.ncflorists.org](http://www.ncflorists.org). For more information about the school, contact Karl at Bo-Ty Florist, 336-765-7272. We encourage all members who have not attended the school to make plans to attend.

Mark your calendars. Our next meeting will be held at the Hawthorne Inn, Winston-Salem on Monday March 2<sup>nd</sup> beginning at 6:30.

Submitted by Gene Harbaugh

**Annual Convention - August 14-16, 2009, Embassy Suites, Greensboro, NC  
Convention Theme from the Wizard of Oz:  
Over the Rainbow-Bloom, Share and Grow**

**Are You Ready to Enter the Field of Competition???**

If you are planning to compete in the Designer of the Year or NC Jim Treadaway Cup Competition this year at our annual Convention please remember there are some important criteria you must meet to be eligible to compete. The first of importance is that the wholesale florist(s) or voting member shop(s) you are employed by has to be a member in good standing of NCSFA six months or more prior to convention. This year's convention will take place August 14-16, 2009. So in order to be able to compete this year your membership would need to be in effect by or before February 13, 2009.

Also remember you must work 20 hours a week in a voting member retail shop or wholesale florist to qualify as a contestant. The signature of your employer(s) is also required to verify that you have met this important criterion. There are additional rules to each of these competitions that will be provided by the chairman if you meet the above criteria. Rules are put in place to keep the competitions fair and level for each competitor.

So please make sure you meet all the important criteria to enter our prestigious competitions.

**Off To The Land of Oz**

We are off to the Land of Oz for our annual NCSFA Convention set for August 14-16, 2009 at the Embassy Suites in Greensboro, NC.

Our theme, Wizard of Oz, Over the Rainbow, Bloom, Share and Grow, is a fun, whimsical and colorful theme. It lends itself to many creative floral design options. So as you start coming up with design concepts for the competitions you choose to enter such as mask, headdress, fashion flowers, miniature or centerpiece, please remember to let your entries reflect the convention theme. Whether you get your inspiration from the Tinman, Dorothy, the Wicked Witch of the West or those cute little munchkins, let your design bring the theme to life, as we share a weekend in Oz following the yellow brick road.

*Submitted by Brian Hyde*

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*With International Designers*

*Ruben Consa Aifd of Puerto Rico and Yolanda Guzman, P.F.D of  
The Dominican Republic*

***Cost is \$25 per person and includes lunch!***

*Call Nancy L. Lawhern at 336-993-5104 to register*



**SUBMITTED CHRISTMAS 2008 ARRANGEMENTS**  
**From Always Flowers by Crenshaw in Fayetteville**

