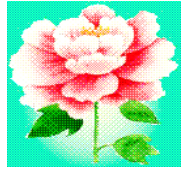




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PRESIDENT'S MESSAGE...

What an AWESOME convention we had in Greensboro! Everyone had such an enjoyable time learning from great educational programs, exciting competitions, and opportunities to connect with old and new members. Thanks to Cindy Tole and her friends and family network for a most memorable weekend!!

I am so excited to be the president of NCSFA. My mission is to increase membership and work to secure the financial status of our association.

We are fortunate to have such a progressive board of directors and I am sure we will create some amazing and tangible results for you!

Start preparing for next year as we explore "ART INTERNATIONAL". We will be traveling and gaining floral culture in many countries. There may be a program entitled "Art and Attitude" and a new competition... "Design by Definition"!!!!

Get ready to play and remember:

The more we know
The more we grow.
The more we learn,
The more we earn!!!!

Proudly serving you,

Jody McLeod

2009 Designer of the Year and NC/Jim Treadaway Cup Winners

Another convention has brought us two new winners of our most prestigious competitions, Designer of the Year and the NC/Jim Treadaway Cup. Our two winners this year are Kristina Reese, Floral Dimension, Durham, for Designer of the Year and Nelson Simpson, Botanica Flowers & Gifts, Greensboro for NC/Jim Treadaway Cup. Each was asked their feelings upon winning their respective competitions. Below are the responses.

Kristina Reese, Designer of the Year 2009.

" I thought the convention this year was fabulous. Cindy worked so hard the whole year and it truly showed by having a weekend full of great shows and designs. Winning DOY this year was an unbelievable experience. All of the other designers were all so extremely talented that it was probably difficult for the judges. Stephanie, Jody and Danny made us feel really comfortable during the competition so it felt like we were all a team. We were there to learn, grow and create. I met a lot of wonderful people at the convention, designers that I could learn from in the future. I am so glad to be part of an industry that is so special and so full of talented people!"

Nelson Simpson, winner NC/Jim Treadaway Cup 2009

Happy yet sad. Happy knowing that my mom and friends were here to share this moment. (By the way, thanks for all the Kudzu vine Mom--LOL) Proud of my knowledge of principles and elements of floriculture and of growing each time I enter the ring of competitive floral art.

In honor of my "Dad" who was always supportive in my profession. I say, "Thanks Dad, you'll always be with me."

Never forget where one comes from. Along the journey, be humble, be proud, stay grounded, work hard, always be yourself and have fun! And remember, "There is no place like home."

Board of Directors Meeting



Board of Officers and Directors Meeting

Friday, August 14, 2009, Embassy Suites, Greensboro, NC

Directors Present:

Cindy Tole	Michael Trogdon	Carol Mills
Bud Cardwell	Cathy Curtis	Sherri Suttle
Beulah Green	Cherie Burchett	Wayne Burchett
Edward Coggins	Brian Hyde	Don Holmes
Joe Davoli	Lona McKinney	Jody McLeod
Bill McPhail	Elaine Christian	

President Cindy Tole called the meeting to order at 2:05 PM.

President Tole thanked the Board of Directors for all their help and dedication during the past year.

President Tole announced the results of the mail-in nominations for Florist of the Year with Lona McKinney being declared the recipient for 2009.

President Tole announced the results of the mail-in nominations for Wholesaler of the Year with Danny Hinton being declared the recipient for 2009.

There being no further business, the meeting adjourned at 2:15 PM.

Respectfully Submitted
Bud Cardwell, Secretary

Board of Officers and Directors Meeting

Monday, August 17, 2009, Embassy Suites, Greensboro, NC

Directors Present:

Jody McLeod	Brian Hyde	Carol Mills
Bud Cardwell	Sherri Suttle	Gary O'Connor
Kevin O'Malley	Karl Hastings	Don Holmes
Beulah Green	Joe Davoli	Lona McKinney
Carol Dowd	Cindy Tole	Cathy Curtis
Cherie Burchett	Wayne Burchett	Bill McPhail
Elaine Christian		

Directors Absent:

Clark Goodin

President Jody McLeod called the meeting to order at 9:00 AM.

The anti-trust policy was re-affirmed.

Old Business:

Convention reports were given by convention committee chairmen, with all reports being that things went rather smoothly.

President McLeod said farewell to the retiring board members and thanked them for their hard work and support of the Association. Those board members retiring present for the meeting were Wayne Burchett, Cherie Burchett, Bill McPhail and Cathy Curtis.

President McLeod announced that the 2010 Convention will be August 13-15, 2010 at the Embassy Suites, Greensboro, NC.

President McLeod announced that the next board meeting will be October 25, 2009 at 10:00AM in Clayton, NC.

There being no further business, the meeting adjourned at 9:15 AM.

Respectfully Submitted
Bud Cardwell, Secretary

New Elected Board Members Bring Experience and Enthusiasm

Elections were held at the 89th convention of the North Carolina State Florists Association on Sunday August 16, 2009. Six positions were available, four for Retail Director and two for Wholesale Director. These positions are quite important as these individuals shape the future of NCSFA. Below is a chance to meet the new Board members and find out some of what they have in store for their terms.

Retail Directors

Gary O'Connor, NCCPF

Gary O'Connor co-owns a florist business, "Flowers by Gary" with his partner Michael Corsi in Durham. Gary has been in the floral industry for over 25 years. From 1991-1993 he served on the Teleflora Board of Directors. In 1993, he completed the NCSFA school to become a North Carolina Certified Professional Florist. From 1993-1995 and again from 2009 to the present, he served as North Piedmont Florist Association President. He previously served as NCSFA Retail Director from 1993-1996 and from 1992-1994 he served on the NCSFA Education Committee. "Supporting positive change will help our industry and organization continue to grow," says Gary.

Clark Goodin, NCCPF, co-owner Plants & Answers, Greensboro.

Clark Goodin has been an active member of NCSFA since 1986. In 1987 he began his quest for NCCPF certification and completed that in 1989. He has served locally as President of Greensboro/Triad Florist Association in 1990, 2002 and currently holds the office. In 1991 he was elected Director of NCSFA and served on various committees. He served as Education Chairman in 1995-1996 and NCSFA Treasurer in 1996-1997. He was elected President of NCSFA in 2000 and was named Florist of the Year in 2005. His continued involvement also includes being an instructor for the Certified Daily Shop Operations portion of NCCPF certification. Clark says, "NCSFA has been such an important part of my life, I hope I can help sustain it through membership growth and education. I am so honored to be chosen by my peers."

Karl Hastings Jr. AIFD, NCCPF

Karl Hastings Jr. has been involved in the floral industry in North Carolina since 1996 when he began working for Bo-Ty Florist. He has participated in design shows and competitions, winning DOY in 2004. He also won the NC/Jim Treadaway Cup competition in 2008. Karl has served as Chairman of the Education Committee for the past two years. In 2008 he received his accreditation in AIFD and received his pin in 2009. Karl states, "I come to the Board of Directors position with some fear and trepidation because I'm sure that I don't have a clue about what will be expected of me. I also come to the Board with anticipation and eagerness to, in some way, be a part of strengthening NCSFA and increasing its numbers."

Carol Dowd, AIFD, owner Botanicals, Southern Pines

Carol Dowd has 12 years experience in the industry, beginning in her home and opening her shop in 2005. She has an Associate Degree in Art and Interior Design and is the fourth generation in her family to work in the nursery business in some form. She is innovative and loves learning about flowers and new design techniques. She received her accreditation for AIFD in 2008. Carol wants to bring enthusiasm to the Board. She wants everyone to be excited about flowers. She also hopes to encourage new members in the Sand Hills area of the state.

Wholesale Directors

Kevin O'Malley, Cleveland Plant & Flower, Raleigh

Kevin started his career in flowers as a bucket truck driver in 1998. In 2000 he moved to the main branch in Cleveland, OH as inside sales. The company moved to its new building in Parma, OH in 2003. Kevin took over buying, after his good friend and mentor, Terry Colley, succumbed to lung cancer. He married his lovely wife Khristyn in May of 2005 and moved to Raleigh as assistant manager in July of that year. He took over as manager in September 2006. He has been very supportive of NCSFA helping with product/hardgoods procurement and offering the space at Cleveland for use in workshops. Kevin says, "I feel education, both in design and marketing, is important for all florists. It fuels your passion and helps keep you focused on your business."

Mike Williams, Curtis Flower Farm, Graham

Mike Williams has been with Curtis Flower Farm as a route driver for 3.5 years. He loves his job and is inspired by others who love flowers. He learned from a previous employer in the furniture business that you must have a passion for what you do. That's what helps you get going each day. His passion has become flowers. He hopes to encourage growth in NCSFA membership and to share knowledge and pass it along to his customers. He values the role NCSFA plays in providing educational programs for florists and wishes to encourage everyone he encounters to become better at what they love to do through education.

ALLIED NEWS...**Northern Piedmont Florists Association**

The Northern Piedmont Florist Association is off and running with another exciting year of programs planned. The Program Planning committee met over the summer and planned the upcoming programs for the year. Among the programs planned are Design shows from the NCSFA DOY and the NPFA DOY. Other programs cover an overall yearly theme of Keeping Our Business Thriving During These Hard Economic Times. Again this year, meetings will be held in Durham as well as in Oxford and Roxboro, reaching out to its membership to foster interest and participation in NPFA.

Submitted by Michael Corsi of Flowers by Gary of Durham

The Winston-Salem Florists Association

The Winston-Salem Florists Association will hold our next meeting on September 14 at the Hawthorne Inn in Winston-Salem. Brad Draper for Draper's Flowers and Gifts in Bassett, VA will present a program on fall and winter door and Mantle decorations. Our Secretary/Treasurer, Janice Thompson will be sending more detailed information to members soon. We hope to see everybody there!!

Submitted by Gene Harbaugh, VP WSFA

Wake County News

WCFA had our DOY contest this year at Cleveland Plant and Flower on July 20, 2009. We had 9 contestants this year. A Banquet followed the next day at Briar Creek Country Club, where last year's runner up, Brandi Dennison NCCPF, was awarded DOY. At the Banquet we had a small memorial service for our past fellow WCFA member, Brooks Lowery of Raleigh Florist. Plans for the next meeting were set. September 15, we will have our State fair member's drive. Brandi Dennison will give a presentation on award winning designs to help you take home the blue ribbon. WCFA is open to anyone in or relating to the floral industry, For more information please see Danny at Cleveland Plant 919-876-0825 and Flower or Brandi at Rose Garden 919-340-2217.



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