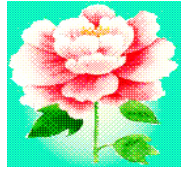




FLOWER PRESS



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Publication of the North Carolina State Florists Association

March 2010

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919-876-0687

PRESIDENT'S MESSAGE...

Springtime is finally here and the outdoors has returned to life! We are all excited about this year's spring as we observe nature maturing right before our eyes. There are a lot of phases in the botanical process and each one is a perfect piece of art. Remember each phase as you begin to think of artistic approaches to this year's convention "International Art"!

The North Carolina Flower Show was a great success and raised much needed funding for our association. This show has a lot of possibilities for promoting and funding our association. We hope more of our membership will join in for all the fun and enjoyment next year.

Special thanks to all of our board of directors that contributed to making the show possible for the public!

Springing forward is a blast!!

Jody McLeod AIFD
President



Save the Date...

2010 NCSFA Convention
August 13-15
"International Art"
Embassy Suites—Greensboro, NC

New Year Brings Focus on Education

Education Committee Update

The Education Committee of NCSFA has been working diligently to promote the NCCPF school this year. The school will take place **September 19-26**. We are still trying to choose a location that offers the best value and an announcement on the location will come soon.

The committee has come up with a brochure in PDF that can be downloaded from our website, ncflorist.org. The brochure explains details of the school, including history, curriculum, instructors and cost. A registration form is also available to download.

Education is also working on becoming certified as a pathway to CFD/AIFD credentials. Information has been sent to AIFD and we will know soon about what more is needed to complete the process. By becoming certified the NCCPF school would be a starting point for those designers with goals of CFD/AIFD.

The committee is also determined to provide educational workshops throughout the year. As a result of our first planned workshop in January being cancelled, we have reassessed our goals. However, we do plan to continue providing educational workshops to the florists of North Carolina. Our next planned workshop is for Sunday, May 23, 2010 to be held in Raleigh at Cleveland Plant and Flower Company. More info regarding this educational opportunity will be available in upcoming mailings, issues of the Flower Press and on our website, ncflorist.org.

Bill McPhail
Flower Press Editor

Board of Directors Meeting

Clayton Center – Clayton, NC Sunday, February 28, 2010



Present:

Jody Mcleod	Brian Hyde	Carol Mills
Michael Trogdon	Bud Cardwell	Gary O'Connor
Sherrri Suttle	Don Holmes	Lona McKinney
Karl Hastings	Bill McPhail	Carol Dowd
Mike Williams	Kevin O'Malley	Cindy Tole
Beulah Green	Elaine Christian	Joe Davoli

Absent: Clark Goodin

President Jody McLeod called the meeting to order at 10:00 AM. The Anti-Trust Policy was re-affirmed.

Michael Trogdon presented the treasurer's report as of 12-31-09. Carol Mills **made a motion to accept as presented, second by Joe Davoli. Motion carried.**

Elaine Christian advised the board of the number of companies that have not renewed their membership dues in accordance with the bylaws. Joe Davoli **made a motion to extend the deadline for dues to be paid to March 15, 2010, seconded by Carol Mills. Motion carried.**

Old Business:

Education committee report was given by Bill McPhail. The program scheduled in Charlotte was cancelled due to lack of interest. McPhail announced that the 2010 NCCPF School will be held September 19-26 with location to be announced at a later date.

Membership report was given by Lona McKinney. McKinney presented a letter from the membership committee to be included in the next mailing. Lona McKinney **made a motion to mail to the membership, second by Gary O'Connor. Motion carried.**

Rules & Policy report was given by Brian Hyde. Hyde discussed the amounts allowed as cost of goods for competition pieces at convention and also advised the board of a request to move the Treadaway competition from Sunday to Friday or Saturday. The committee will bring recommendations to the next Board Meeting.

Bill McPhail advised the board that the deadline for the next Flower Press is March 8.

Bylaws - No Report
Public Relations – No Report
Program Book – No Report
Nominating – No Report

New Business

President McLeod presented the North Carolina State Florists Association Flower Show, March 13, 2010 at the Clayton Center, Clayton, NC. The show will be from 2:00-4:00 PM. Board members will be assisting in different duties for the show.

The 2010 NCSFA Convention will take place August 13-15, 2010 at the Embassy Suites –Greensboro, NC. The theme will be International Art.

Next Board meeting will be April 18, 2010 at the Embassy Suites, Greensboro, NC

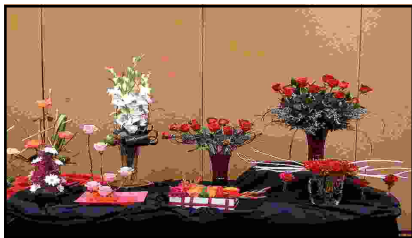
There was an open discussion on various topics with no action taken.

Meeting adjourned at 11:45 AM Respectfully submitted
Bud Cardwell, Secretary

ALLIED NEWS...

Northern Piedmont Florists Association

Roses, Roses, Roses! The best seller – roses with leather leaf fern and gypsophila will be the standard this Valentine's Day. BUT you certainly do NOT need to stop there. "Think – Unique" and creative – Valentine's Day with PANACHE!

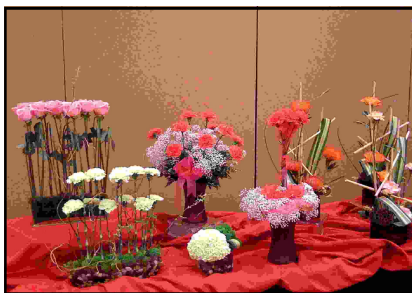


Presentation 1

Quick, easy and creative was the 2010 Southern Retail Floral Association Designer of the Year and 2010 North Carolina State Florist Association Designer of the Year Kristina Reese's theme for the design program she presented at the joint January Dinner Meeting of the Northern Piedmont Florist Association and the Wake County Florist Association.



Presentation 2



Presentation 3

Thirty six designers, shop owners and wholesalers from the Wake and Northern Piedmont Associations filled the ballroom at the Durham Hilton in Durham on January 19th to be creatively energized by Kristina's presentation.

Also on the same day designers competed in the 2010 Northern Piedmont Florist Association DOY competition. Immediately following Kristina's program, The Northern Piedmont 2010 Designer of the Year was announced. Second runner up was Brandi Dennison of Brandi's Botanicals of Youngsville, NC; First runner up was Alicia Springfield of Floral Expressions, Chapel Hill, NC and the 2010 Northern Piedmont Designer of the Year was Sarah Callahan of Floral Dimensions, Durham, NC.



Sarah Callahan and Kristina Reese

Submitted by Gary O'Connor of Flowers by Gary of Durham

Winston-Salem Florist Association

Winston-Salem Florist Association held a meeting on Monday, March 01, 2010 at the Northpoint Grill. Deborah Barnes presented a design program on sustainability and recycling. It was a very interesting and informative program. Our next meeting will be on Monday, June 3, 2010 at the Northpoint Grill. Our current Designer of the Year, Gene Harbaugh will present the design program. We will also hold our DOY Contest before the meeting at the same location.

Submitted by Gene Harbaugh
Bo-Ty Florist, Inc., of Winston-Salem
Vice-President WSFA

Greensboro Triad News

The **Greensboro Triad Professional Florist Association** met in January with an informative meeting from the Greensboro Beautiful Organization about the new Gateway Gardens currently under construction. The GTPFA is considering a named gift to the garden. The meeting was hosted by Plants & Answers at the Painted Plate in Greensboro. The association did not meet in February due to the bad weather. The March meeting was hosted by Botanica Flowers & Gifts at the Painted Plate in Greensboro. An informative design program by the GTPFA DOY Hugh Gregson was presented. Officers for the new year are President - Jeff Freeman, Vice President - Cherie Burchett and Maurine retains her position as secretary and Jackie retains her position as treasurer. We were also reminded of the upcoming NCSFA program in Clayton.

Submitted by Jeff Freeman
President GTPFA

NCSFA Convention August 13-15, 2010 at the Embassy Suites, Greensboro, NC

2009 Florist Of The Year Lona McKinney, NCCPF

Each year at our annual convention, we honor a deserving individual with the prestigious Florist of the Year award. The 2009 recipient was Lona McKinney, NCCPF of Company's Coming Florist in Winston-Salem, NC.

Lona took over the reins of Company's Coming Florist eighteen years ago after buying it from her sister-in-law. Her love for flowers and floral design began while working there part-time on the weekends. So, when the opportunity to buy it arose, she pursued her dream in the floral industry.

As a new business owner, she became a member of the Winston-Salem Florist Association. After attending her first meeting she was hooked and became very involved with her local florist association. Lona has served as Secretary/Treasurer, Vice-President and President of the WSFA. In 2005 she was the WSFA Designer of the Year. She is truly grateful to her local association for the valuable knowledge gained and their continuing support of the industry.

Through her involvement with the WSFA, she was encouraged to become a member of the North Carolina State Florists Association. After some persuasion from fellow florists, Lona decided to attend her first State Convention with some of her floral friends. She was very impressed with all that NCSFA had to offer to the retail florists in our state. Her first convention left her inspired, enthused and yearning to be involved with the State Florist Association.

Lona's involvement in the North Carolina State Florist Association became more prevalent in the years to come. She has served on several convention committees, such as prize patrol, corsage bar, workroom cleanup/recycle and many others. She currently serves on the Board of Directors, Education Committee, and the Membership Committee.

Motivated and focused, Lona continually strives to promote education to fellow florists and the well-being of the professional floral industry in the state of North Carolina. She is a firm believer, in that education is essential to be a better designer, business owner and survive in the floral industry today.

The NCSFA is grateful to have Lona as a member and congratulates her on being honored as the 2009 Florist of the Year



"Parties that Pop"

Featuring Teleflora Education Specialist Lynne Moss

The NC Unit of Teleflora provides educational programs across North Carolina. Teleflora has an outstanding team of educators from across the country who demonstrate great ideas for the benefit of all floral professionals.

The NC Unit officers and board members are folks most will know through their associations with NCSFA as well. President for 2010-2012 is Mary Matherly from Always and Forever Florist; Vice President is Bill McPhail of Always Flowers by Crenshaw; Secretary is Sarah Lombardo of Botanica Flowers and Gifts and Treasurer is Michael Trogdon of Burge Flower Shop. Past President is Sherri Suttle of Bostic Florist.

The first education program will be held Sunday March 21, 2010 at Hardin's Wholesale Florist Supply in Liberty, North Carolina. The program will be "Parties that Pop". To reserve space, contact Mary Matherly Always and Forever Florist 888-633-3312. These programs are open to ALL florists.



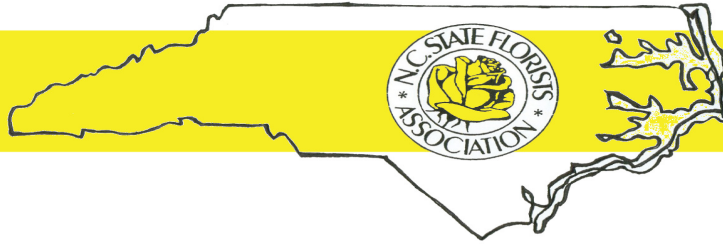
Bouquet by Bill McPhail from Always Flowers by Crenshaw, Fayetteville, NC featured on the cover of the "Sunday Life" section of the Fayetteville Observer on February 14, 2010 and also in an article about wedding trends.



Pictures submitted from the Northern Piedmont Florist Association 2010 DOY event, showing work from Kristina Reese NCSFA DOY 2009



NCCPF September 19-26, 2010
Location To Be Announced



NCCPF SCHOOL REGISTRATION

Name _____ Male _____ Female _____
Home Address _____
City _____ State _____ Zip Code _____
Home Phone # (____) _____

Name of Shop (if applicable) _____
Address _____
City _____ State _____ Zip Code _____
Phone # (____) _____ Fax # (____) _____
Email Address _____
Signature of Shop Owner/Student _____

Do you prefer mail sent to _____ Home Address or _____ Shop Address

Certified Daily Shop Operations School	Certified Floral Design School
Member Price: \$499.00 (Non-Member Price: \$599.00)	Member Price: \$499.00 (Non-Member Price: \$599.00)
Instructor: Clark Goodin NCCPF	Instructor: Jim Johnson AAF, AIFD, TMF
<i>The following subjects will be covered during this class:</i> Daily Business Procedures, Advertising and Promotions, The Art of Effective Visual Merchandising, Customer Relations, Delivery Made Simple, Employee Relations	<i>The following subjects will be covered during this class:</i> Principles of Design, Care/Handling of Cut Flowers and Foliages, Current Design Styles and Techniques, Sympathy Design Styles and Techniques, Wedding Design Styles and Techniques, Concepts of the Care and Handling of Foliage and Flowering Plants

*Cost includes registration, textbooks and instructor.

NCSFA Member Yes _____ No _____ Please mail me an NCSFA Membership Application _____

I WISH TO ENROLL IN:

Floral Design and Shop Operations _____ Floral Design ONLY _____ Shop Operations ONLY _____

A deposit of \$250.00 is required by June 1, and the balance due by August 1. (There will be no refunds after June 15)
Please make checks or money orders payable to **NCSFA**. Send to **NCSFA P.O. Box 41368, Raleigh, NC 27629**.
NCSFA now takes credit cards! For every \$100 you spend please include \$5 processing fee (ex. \$1-100, include an extra \$5; \$101-200, include an extra \$10; etc.) Processing fee applies to credit card payments only.

Mastercard _____ VISA _____ American Express _____ Signature _____
Credit Card # _____ Expiration _____
Amount enclosed \$ _____

***** There will be a minimum requirement of 10 students. *****

If we do not have 10 students apply, your money will be refunded. There will not be another class scheduled this year.
For further information, contact NCSFA @ 919-876-0687.

Visit Us at www.ncflorist.org for NCCPF Brochure and more information