



FLOWER PRESS



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919-876-0687

North Carolina Certified Professional Florist School

The North Carolina Certified Professional Florist School will take place September 19-26, 2010 at the Brookstown Inn in Winston-Salem. Applicants should begin the process now, as the preliminary deadline for down payment is in June.

The school features great instructors. Clark Goodin, NCCPF teaches the Certified Daily Shop Operations School. Clark is a graduate of Appalachian State University, the NCCPF School and is owner of Plants & Answers Florist in Greensboro. Jim Johnson, AIFD, TMF instructs the Certified Floral Design School. Jim instructs at the Benz School of Floral Design, Horticulture Dept at Texas A&M University. Both instructors have been involved with the NCCPF school for many years.

The school recently was certified as a Pathway Provider for AIFD's Certified Floral Designer. "To enroll as a candidate in AIFD's Certified Floral Design program, a designer must first successfully complete one of five education-based pathways aimed at assuring the designer has a fundamental grasp of the elements and principles of the art of floral design as well as design techniques and concepts" (source AIFD website). Our local program is the first step a designer can take to begin the process of obtaining Certified Floral Designer status with the ultimate goal of accredited member of the American Institute of Floral Design. Recent North Carolina inductees Jody McLeod, Brian Hyde, and Karl Hastings, Jr., are all NCCPF graduates as well. These same designers have all also won Designer of the Year and NC/Jim Treadaway Cup competitions during annual convention.

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MAY 23, 2010: A HANDS-ON WORKSHOP

NCSFA Education Presents

Creative Every Day Designs A Hands-On Workshop with Carol Dowd, AIFD

When: Sunday May 23, 2010

Where: Cleveland Plant & Flower Company
4200 Atlantic Avenue, suite 166
Raleigh, NC 27604
919-876-0824

- Morning Workshop: 9:30 am - 12:00 pm
- Lunch (on your own): 12:00 pm - 1:00 pm
- Afternoon Workshop: 1:00 pm - 3:00pm

Cost: NCSFA Member Fee: \$24.95

Non-Member Fee: \$34.95

For more information and registration form go to www.ncflorist.org or contact the NCSFA office at 919-876-0687



Save the Date...

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

For a copy of the entire Newsletter, please visit www.ncflorist.org

Board of Directors Meeting

North Carolina State Florists Association
 Board of Officers and Directors Meeting
 Embassy Suites, Greensboro, NC
 Sunday, April 18, 2010

Present:

Jody McLeod	Cindy Tole	Carol Dowd
Brian Hyde	Bud Cardwell	Gary O'Connor
Sherri Suttle	Don Holmes	Lona McKinney
Karl Hastings	Bill McPhail	Beulah Green
Mike Williams	Kevin O'Malley	Elaine Christian

Absent: Carol Mills, Michael Trogdon, Joe Davoli and Clark Goodin

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

The treasurer's report as of 3-31-10 was presented. Kevin O'Malley **made a motion to accept as presented, second by Lona McKinney. Motion carried.**

Old Business:

Education committee report was given by Bill McPhail. The 2010 NCCPF School will be held at Brookstown Inn in Winston-Salem, September 19-26. He also discussed the certification information. There will be a hands-on May 23, 2010 at Cleveland Plant and Flower with Carol Dowd as the instructor on Everyday Designs.

Membership report was given by Lona McKinney. McKinney stated that the Committee will be contacting all florists in the state.

Rules & Policy report was given by Brian Hyde. As a motion from the Committee the following changes were approved:

Headdress Competition-(SECTION 21)

II. Contest Rules

B. Each Entrant must submit a written list at the convention of fresh-flowers used, total wholesale cost of which must not exceed \$125.00 (changed from \$100.00). There is no limit on accessories.

H. Headdress height must not exceed more than 5 feet (changed from 4 feet) above the model's head and the diameter of the headdress must not exceed 5 feet (change from 4 feet). Dimensions stay the same unless changed by the headdress committee chairman

Basic Headdress Competition

1. Total wholesale cost of material must not exceed \$75.00 (changed from \$50.00)

Body Flowers Competition-(SECTION 22)

II. Contest Rules

K. Wholesale cost limit is \$75.00 (changed from \$50.00) (This does not include accessories, such as shoes, hats, purses, earrings, etc.). Contestants must submit a written list at the convention of all floral materials used and their wholesale cost.

Basic Body Flowers Competition

Wholesale cost of materials must not exceed \$50.00 (changed from \$25.00).

NC Jim Treadaway Cup Competition-(SECTION 20)

II. NC Cup Competition Rules

G. Contestants will provide an itemized, wholesale price list for fresh and/or dried floral products used. This shall include flowers and foliage only. These items may not exceed a wholesale value of \$650.00 (changed from \$500.00). Chairperson and judges will make the final decision on the appropriate value. There will be no monetary limitations on props, mechanics or accessories.

The motion presented was seconded by Beulah Green, motion carried.

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Board of Directors Meeting

Flower press report by Bill McPhail. Deadline is April 25. There was much discussion on distribution of the flower press to create more interest in the NCCPF Association.

Bylaws - No Report

Public Relations – No Report

Program Book – No Report

Nominating – No Report

President McLeod gave an update of the March Flower show held at the Clayton Center in Clayton, NC. After discussion, the consensus of the board was that we try to do this on an annual basis and asked the President to appoint a “NC Flower Show” committee.

New Business – No Report

Next Board meeting will be June 13, 2010 at the Embassy Suites, Greensboro, NC
Meeting adjourned at 11:10AM

Respectfully submitted
Bud Cardwell
Secretary

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If you aspire to AIFD credentials then NCCPF school can be the starting point for you. Attending not only prepares the student for AIFD credentials, it also allows NCSFA to continue to provide the school and benefits the state of North Carolina with revenue that "keeps it local". Remember the deadline for down payment is fast approaching. For more information contact the office at 919-876-0687 or Bill McPhail, Education Committee Chairman at Always Flowers by Crenshaw in Fayetteville, 910-867-2900. Visit ncflorist.org to view and download our brochure.

ALLIED NEWS...

Greensboro Triad News

The Greensboro Triad Professional Florist Association met on April 13th at the Painted Plate in Greensboro hosted by Send Your Love Florist in Greensboro. Incoming president Jeff Freeman of **Freeman's Florist** in Randleman thanked outgoing president Clark Goodin of **Plants and Answers** in Greensboro for a fine job. Cheri Burchett, our vice president, of Asheboro Florist gave a wonderful program on prom corsages. The May meeting will be held June 1st hosted by Freeman's Florist of Randleman at the New Bridge Bank Park home of the Greensboro Grasshoppers. Cookout at 6:00 pm followed by the game at 7:00. A great night for family and friends. RSVP's a must - tickets have to be purchased in advance - RSVP to Jeff at 336-498-7661 - ASAP. The GTPFA DOY competition will be held in July. Don't be bashful - plan on entering - cash prizes - whooo ho!!!

*Submitted by Jeff Freeman, President GTPFA
Freeman's Florist & Gifts - Randleman, NC*

Southern Retail Florist Association

The Southern Retail Florist Association convention will be held **August 27-29, 2010** at the Embassy Suites in Concord, North Carolina. The theme of this year's meeting will be "**Reviving & Surviving**"-SRFA 2010. Informative hands on workshops, business seminars, design shows and a super trade fair await attendees. And if you have a competitive spirit, many design contests await including the famed Harwood Cup! So come share with fellow florists from all over the Southeastern - United States in Concord, NC.

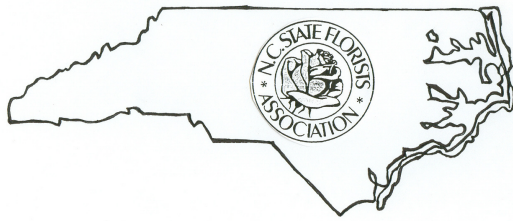
Looking to enhance your local and state association memberships? Plan on joining Southern Retail - as we work together to learn, share and grow in the floral industry - "Reviving & Surviving". For more information on Southern Florists go to www.southernretail.org

*Submitted by,
Jerry Freeman, SRFA Board Member
Freeman's Florist & Gifts - Randleman, NC*

IN MEMORIAM

The NCSFA is saddened by the loss of the father of our President Jody McLeod. Mr. Tom McLeod, 79 passed away on April 23, 2010. He is survived by his wife, Mavorine Faircloth McLeod, sons, Linwood Brent McLeod and wife, Julie, Don Lewis McLeod and Bonnie, Jody Lynn McLeod & wife, Amelia, grandchildren, Ashley Brooke McLeod, Linwood Troy McLeod, John Nathan

McLeod, Kristin Kelley McLeod, Mary Alexis McLeod, Amber Nichole Debnam, Andrew Clellon Debnam, sister, Frances McLeod Barefoot and numerous nieces and nephews. Our thoughts and prayers go out to Jody and all his family.



North Carolina State Florists Association

Proudly presents:

A Hands-On Workshop featuring Carol Dowd, AIFD

“Creative Everyday Designs”

Sunday, May 23, 2010

Cleveland Plant & Flower Co. •4200 Atlantic Ave. Ste 166• Raleigh, NC 27604

- 9:30 am - 12:00 pm Design workshop
- 12:00 pm - 1:00 pm Lunch (on your own)
- 1:30 pm - 3:00 pm Design Workshop

This workshop will be focusing on everyday designs. You will learn tips that can save you time and make you money while emphasizing your creative flair for the upcoming summer months.

Deadline: May 19, 2010

How to Register:

Return form & check to NCSFA, P. O. Box 41368, Raleigh, NC 27629

For more information, call (919) 876-0687

Make checks payable to North Carolina State Florists Association.

NCSFA members: \$24.95

Non-members: \$34.95

Not a member of NCSFA? Go to ncflorist.org to download an application.

Date: _____

Student Name: _____

Shop Name: _____

Phone Number: _____

Are you a NCSFA Member? Yes No Amount Enclosed _____

A minimum of 10 students required for the workshop to take place. Maximum of 20 students. All flowers and hard goods will be furnished. Students need to bring tools: wire, stem tape, oasis glue, knife, wire cutters, and scissors.

The North Carolina State Florists Association

Presents

Art International

Embassy Suites, Greensboro, NC

August 13-15, 2010

It's convention time again, and time to place your ad in our convention program book. The program book contains the convention agenda and committees, association officers and directors, resumes of our featured designers, a complete 2010 membership list including addresses and telephone numbers, the Constitution and By-laws, as well as a few surprises. It is a useful reference all year long.

Please indicate below the size ad you prefer and return your commitment with payment and copy as soon as possible. **An early return will save you money.** We sincerely appreciate your patronage. If you advertised in our book last year, we have enclosed a copy of your ad.

Bud Cardwell,
Yearbook Chairman
336-427-0676

DEADLINE IS JUNE 16

FINAL DEADLINE IS JUNE 16, 2010 - BE SURE TO GET YOUR AD IN EARLY - AND SAVE
(10% discount may be deducted on ads, when information and payment in full is received by May 15)

BACK PAGE OUTSIDE	\$150.00*
BACK PAGE INSIDE	\$150.00*
FRONT PAGE INSIDE	\$150.00*
*ONLY ONE AVAILABLE – FIRST COME BASIS	
FULL PAGE 5" X 8"	\$110.00
ONE HALF PAGE (APPROX. 5" X 4")	\$ 75.00
ONE-FOURTH PAGE (APPROX. 2-1/2" X 4")	\$ 50.00
BUSINESS CARD AD	\$ 30.00

FIRM NAME _____

ADDRESS _____

AUTHORIZED SIGNATURE _____ TELEPHONE _____

REMARKS _____

- ▶ I HAVE ENCLOSED A COPY AND LAYOUT OF MY AD.
- ▶ I HAVE ENCLOSED A COPY OF MY AD AND WISH YOU TO LAY IT OUT.
- ▶ I HAVE ENCLOSED MY BUSINESS CARD FOR A BUSINESS CARD AD.
- ▶ PLEASE USE LAST YEAR'S AD.

PLEASE NOTE: CHECK ALL SPELLING AND MAKE SURE ALL CORRECTIONS ARE MADE IN YOUR COPY BEFORE MAILING.

*****Dues must be current for your company to be listed in book*****

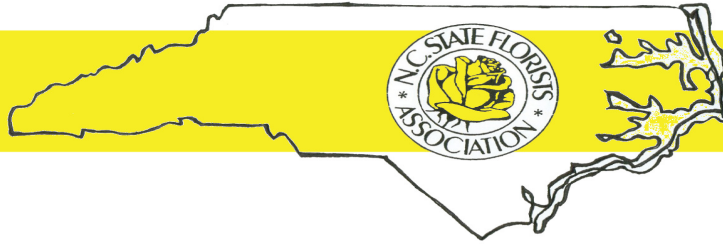
NCSFA NOW TAKES CREDIT CARDS! FOR EVERY \$100 YOU SPEND PLEASE INCLUDE \$5 PROCESSING FEE (EX. \$1-\$100 INCLUDE AN EXTRA \$5, \$101 - \$200 INCLUDE AN EXTRA \$10 ETC.) (PROCESSING FEE APPLIES TO CREDIT CARD PAYMENTS ONLY)

MasterCard VISA American Express Signature _____

Credit Card # _____ Security Code _____ Expiration _____

CREDIT CARDS ACCEPTED OR CHECKS PAYABLE TO: NCSFA | P.O. Box 41368 | Raleigh, NC 27629

NCCPF September 19-26, 2010
 Brookstown Inn - Winston-Salem, NC



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