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## PRESIDENT'S MESSAGE...

With the beginning of fall just around the corner, I know many of you are busy transitioning your shops to reflect the beauty of the autumn season.

International Art was a wonderful weekend of education, inspiration and fellowship. Many thanks to Jody McLeod and the many others, who worked hard to make this year's convention, an awesome experience.

I look forward to serving as your NCSFA President. A main focus in the coming year will be membership growth, building a bigger and stronger Association. We have a great Board of Directors, that will be working hard for the betterment of the NCSFA.

Please be sure to regularly visit our website [www.ncflorist.org](http://www.ncflorist.org) for upcoming educational workshops, events and to read the latest edition of the Flower Press. It's a great resource to keep up with what's going on with the NCSFA.

I wish all of you a busy and bountiful fall season. Please remember to save the date for next year's convention August 12-14, 2011 at the Embassy Suites in Greensboro. **Under the Sea, Life Beauty and Mysteries.**

Respectfully Yours,

Brian Hyde  
President, NCSFA

## NCSFA Convention 2011

*Under the Sea, Life Beauty and  
Mysteries*

August 12<sup>th</sup> -14<sup>th</sup>

Embassy Suites, Greensboro, NC

Visit us at [www.ncflorist.org](http://www.ncflorist.org)

## Board of Directors Meeting



North Carolina State Florists Association  
Board of Officers and Directors Meeting  
Embassy Suites, Greensboro, NC Friday, August 13, 2010

Present:

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

The meeting was called to order by President Jody McLeod at 2:00 PM.

President McLeod thanked the Board for their support and dedication to NCSFA during his term as president.

President McLeod announced the results of the mail-in ballots for wholesaler of the year and florist of the year. Terry Robinson, Curtis Flower Farm, Wholesaler of the Year and Jeff Freeman, Freeman's Florist, Florist of the Year.

No further business.

Meeting adjourned at 2:25 PM

Respectfully submitted, Bud Cardwell, Secretary

## Board of Directors Meeting

Monday, August 16, 2010

Present:

Brian Hyde	Carol Mills	Wayne Burchett	Bud Cardwell	Michael Trogdon
Jody McLeod	Clark Goodin	Joe Davoli	Lonnie Taylor	Sherri Suttle
Lona McKinney	Charlie Jordan	Gary O'Connor	Carol Dowd	Karl Hastings
Beulah Green	Cindy Tole	Kevin O'Malley	Mike Williams	Don Holmes
Elaine Christian				

President Brian Hyde 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 chairpersons, with all reports being that things went rather smoothly.

President Hyde said farewell to retiring Board Members and thanked them for their hard work and support of the NCSFA. Those Board Members retiring present were Don Holmes, Lona McKinney and Cindy Tole.

President Hyde stated the list of administrative committees would be presented at the next Board meeting.

President Hyde announced the 2011 convention will be held August 12-14, 2011 at the Embassy Suites in Greensboro, N.C. The theme being: Under the Sea, Life Beauty and Mysteries.

There was an open discussion on several topics for ways to improve our Association and increasing membership. President Hyde will appoint a committee to compile a list of these things and bring them to the next Board meeting for consideration and possible action.

Sherri Suttle made a **motion, second by Wayne Burchett that the Association set up a Facebook page.** Motion carried. Kevin O'Malley volunteered to take care of this for the Association.

The next Board meeting will be November 1, 2010 at the Embassy Suites, Greensboro, N.C. at 10:00 AM.

There being no other business.

Meeting adjourned at 9:50 AM.

Respectfully submitted, Bud Cardwell, Secretary

***2010 NCSFA "INTERNATIONAL ART"  
CONGRATULATIONS TO EVERYONE***

**DESIGNER OF THE YEAR**

- 1<sup>ST</sup>** JEFF FREEMAN, FREEMAN'S FLORIST, RANDLEMAN  
**2<sup>ND</sup>** KEVIN BOSTIC, REGGIE'S FLOWER SHOPPE, WELCOME  
**3<sup>RD</sup>** CLARK GOODIN, PLANTS & ANSWERS, GREENSBORO

**JIM TREADAWAY CUP**

NELSON SIMPSON, BOTANICA FLOWERS, GREENSBORO

**CENTERPIECE**

- 1<sup>ST</sup>** FRANCISCO GARCIA, FLORAL DIMENSIONS, DURHAM  
**2<sup>ND</sup>** MICHELLE DEFASSE, FLORAL DIMENSIONS, DURHAM

**HEADDRESS**

- 1<sup>ST</sup>** CAROL DOWD, BOTANICALS, SOUTHERN PINES  
**2<sup>ND</sup>** JEFF FREEMAN-FREEMAN'S FLORIST, RANDLEMAN

**BASIC HEADDRESS**

- 1<sup>ST</sup>** STEVEN CUSTER-PLANTS AND ANSWERS, GREENSBORO  
**2<sup>ND</sup>** JEFF FREEMAN-FREEMAN'S FLORIST, RANDLEMAN

**MASK**

- 1<sup>ST</sup>** GENE HARBAUGH, BO-TY FLORIST, WINSTON-SALEM  
**2<sup>ND</sup>** STEVEN CUSTER, PLANTS & ANSWERS, GREENSBORO

**MINIATURE**

- 1<sup>ST</sup>** TAMMY YOW-RUSSELL- RUSSELL'S MEADOWS FLORAL & NATURE FARM, LIBERTY  
**2<sup>ND</sup>** DON HOLMES-KNIGHTDALE FLORIST, KNIGHTDALE

**BASIC BODY FLOWERS**

- 1<sup>ST</sup>** JEFF FREEMAN, FREEMAN'S FLORIST, RANDLEMAN

**REGULAR BODY FLOWERS**

- 1<sup>ST</sup>** ROBERT HUFF, BO-TY FLORIST, WINSTON-SALEM  
**2<sup>ND</sup>** GENE HARBAUGH, BO-TY FLORIST, WINSTON-SALEM

**TALENT**

CAROL DOWD, BOTANICALS, SOUTHERN PINES

**DISTINGUISHED SERVICE**

REGGIE WALSER, REGGIE'S FLORAL SHOPPE, WELCOME

**FLORIST OF THE YEAR**

JEFF FREEMAN, FREEMAN'S FLORIST, RANDLEMAN

**WHOLESALE OF THE YEAR**

TERRY ROBINSON, CURTIS FLOWER FARM, GRAHAM



North Carolina's Designer of the Year **Jeff Freeman from Freeman's Florist in Randleman, NC** represented the NCSFA at the National Designer of the Year competition at the NAFA meeting October 2 - 4 in Columbus, Ohio. The designers competed in the hotel lobby and had 2 hours to complete 3 designs, surprise, funeral and bridal. Jeff received 2nd runner up. First runner up went to Jackie Bockwitz of Minnesota and the winner was Robbin Yelverton, AIFD, Michigan.

Jeff said " **It has been a great year - to be NCSFA DOY and honored as Florist of the Year is overwhelming - to represent the NCSFA at Southern Retail and NAFA is an honor**". Jeff also received 2nd runner up at Southern Retail and top score in centerpiece.

Jeff is a graduate of Randolph Community College with a degree in Floral Design and Commercial Horticulture. Pursuing a God given talent and life long dream, he opened his business in April of 1986 as a teenager and one of the youngest florist in the state. Freeman's Florist will be celebrating 25 years in business in April 2011.

He has been involved with the state for many years having served on the board, education, treasurer and president. He is also serving his second term as president of the Greensboro Triad Professional Florist Association. He serves on the board of the Southern Retail Florists' Association.

Locally, he is serving his second term as president of the Randleman Chamber of Commerce, serves on the Asheboro-Randolph County Chamber of Commerce board, entertainment chair of the NASCAR Day Festival (22 years) and the executive committee of the Richard Petty Randolph County Golf Classic among many, many others. Jeff said he believes in community involvement and he is true to his word.



The November 8, 2010 Winston Salem Floral Association meeting will host Jeff for their program. Programs for Northern Piedmont and Greensboro Triad will be in March. He will also have a featured program at the convention in August. Bookings can be made through the NCSFA or Jeff directly.

Congratulations to Jeff for a job well done!

*Pictures are courtesy of Jeff Freeman*