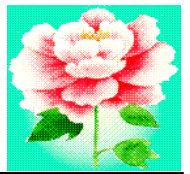




FLOWER PRESS



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PRESIDENT'S MESSAGE...

I hope all of you are enjoying the beautiful days of spring. Of the four seasons that we have in our State, spring is truly the most spectacular transformation of nature.

Spring is also the season for Proms, Weddings, Furniture Market and Mother's Day. All of these events keep us busy creating unique wrist corsages, boutonnieres, showroom designs, bouquets, and arrangements for our customers. As designers we enjoy helping others celebrate special events, that occur in their life by creating beautiful floral arrangements. Flowers have a special language of their own, that help people express the many emotions associated with everyday life.

As floral designers, we use flowers everyday to help people convey those emotions to special friends and family.

It will soon be time for our Annual Convention. This year's theme is Under the Sea, Life, Beauty and Mysteries. The 2011 convention will be held at the Embassy Suites in Greensboro, NC. I hope all of you are making plans to attend and participate in the many events offered at the convention.

It will be a great weekend full of educational design programs, competitions, fellowship and hands on workshops. I encourage all of you to compete in one or several of the many competitions that are offered at the convention. Also remember to bring someone new, so they can experience what the NCSFA has to offer to the professional retail florists. Your continual support and involvement of the North Carolina State Florists Association is greatly appreciated by all.

Respectfully yours,

Brian Hyde, AIFD, CFD, NCCPF
President NCSFA

SAVE THE DATES

NCSFA CONVENTION & TRADE SHOW 2011

UNDER THE SEA, LIFE, BEAUTY AND MYSTERIES

AUGUST 12TH - 14TH

EMBASSY SUITES, GREENSBORO, NC

NCCPF SCHOOL

The North Carolina Certified Professional Florist school provided by the North Carolina State Florists Association had fallen upon difficult times. In 2008, 2009 and 2010 no school was held due to a lack of students. In those years, discussion at board meetings provided information on online classes, but no action was taken. Not until 2011. Now the school has been completely revamped.

The Certified Daily Shop Operations program has been replaced by online classes. Those classes were developed by Texas State Florist Association, which provided the textbooks for the school's previous incarnation.

There are 9 classes offered online: Principles of Design; Concepts of the Care and Handling of Foliage and Flowering plants; Care and Handling of Cut Flowers and Foliage; Customer Relations; Delivery Made Simple; The Art of Effective visual Merchandising; Employee Relations; Advertising and Promotion; and Daily Business Procedures. **Each class costs \$75 for NCSFA members, \$100 for non-members.**

The Certified Floral Design program has been changed as well. Now it features three hands-on classes: Sympathy Design Styles & Techniques; Current Design Styles & Techniques and Wedding Design Styles and Techniques.

Continued on page 3

BOARD OF DIRECTORS MEETING
EMBASSY SUITES, GREENSBORO, N.C.
APRIL 11, 2011



President Brian Hyde called the meeting to order at 10:00 AM with the following in attendance

Directors Present:

Brian Hyde	Carol Mills	Bud Cardwell
Michael Trogdon	Joe Davoli	Sherri Suttle
Karl Hastings	Jody McLeod	Gary O'Connor
Beulah Green	Charlie Jordan	Carol Dowd
Elaine Christian		

Directors not in attendance:

Wayne Burchett	Mike Williams	Kevin O'Malley
Clark Goodin	Lonnie Taylor	

Guest: Lona McKinney

The Antitrust policy was re-affirmed.

Treasurer's report was presented by Michael Trogdon. Joe Davoli made a **motion to accept as presented, second by Gary O'Connor, Motion Carried.**

Administrative Reports:

Education Report was presented by Lona McKinney on NCCPF School Certification. The hands-on portion will be held at Cleveland Plant and Flower Company in Raleigh, NC, September 30 – October 2, 2011 with Jim Johnson as instructor. The cost for the three days will be \$300.00 for NCSFA members and \$450.00 for non-members. They are also planning to provide a hands-on workshop at the convention. Confirmation is pending. To achieve NCCPF Certification, a student must take all nine on-line classes, the three hands-on classes, and an examination testing proficiency in both areas.

Membership Report was presented by Lona McKinney, reporting that a list has been compiled of non-member shops.

Rules and Policy was presented by Karl Hastings. Hastings presented the following changes:

Section 9-Education

I. Criteria

F. Applicants can apply for assistance via the NCSFA Scholarship fund by meeting the requirements and accepting responsibility of the rules set by the North Carolina State Florists Association Scholarship Committee.

Change to: Strike letter F and its content (Delete paragraph)

II. Officers and Duties

A. There will be a Chairman, Vice-Chairman and 4 committee members.

Change to: There will be a Chairman, Vice-Chairman and **at least 4** committee members

III. Responsibilities of Chairman

D. The chairman of the Education Committee will also serve as the chairman of the Scholarship Committee.

Change to: Strike letter D and its content (Delete paragraph)

Section 10-Scholarship

Change to: Delete section 10 and re-number sections. Archive for future reference should a scholarship fund on the State level be re-established.

Continued from page two,

Section 13 – Guest Designers, Speakers, and Gratitudes

I. Criteria

F. If attending, complimentary registration will be given to the NC State President or acting President, Out-of-State Presidents or Vice President ~~and also President of the Southern Retail Florist Association.~~

Change to: Strike through the remainder of letter F, which reads: and also President of the Southern Retail Florist Association

Section 19: Designer of the Year

J. ~~The winner of the Designer of the Year Competition will represent the North Carolina State Florists Association at Southern Retail Competition. The North Carolina Designer of the Year will receive a check for two hundred fifty dollars (\$250.00) at least one week prior to the Southern Retail Convention. If for any reason the Designer of the Year does not attend and represent NCSFA at Southern Retail, he/she will refund the \$250.00 in full to the North Carolina State Florists Association. This money is provided to defray travel and lodging expenses.~~

Change to: Delete strikethrough items

Section 31: People's Choice Award

Change to: Expand the section's title to read "People's Choice Award for the Jim Treadaway Cup Competition"

Charlie Jordan made a **motion to accept the Rules and Policy changes as presented. Second by Gary O'Connor. Motion Carried**

Flower Press Report was presented by Sherri Suttle stating the date of April 18, 2011 as the deadline.

...Continued from page 1

NCCPF SCHOOL

Each of these classes costs \$100 NCSFA members and \$150 for non-members. Students must sign up for ALL THREE classes being \$300 for members and \$450 for non-members. Once all 12 classes have been taken and passed, a final examination will be given for \$50.00. Successful completion in the final examination will result in North Carolina Professional Florist certification and a pin is awarded.

The benefits of the changes are many, but time is the most noticeable benefit. In the past, the school was held for 7 consecutive days, in recent years at a hotel. This mean't being away from work, paying for the school and for hotel accommodations, travel expenses and food. Now, once registered the student may take any of the online courses when it is most convenient. So, for example, you can take it on your Wednesday afternoon off, or at 3am when you can't sleep and are off the next day. The hands-on classes will now take place on a 3-day weekend.

This year's schedule is Friday September 30, Saturday October 1 and Sunday October 2, 2011.

All hands-on classes will be held at Cleveland Plant and Flower Company in Raleigh. James L. Johnson, AAF, AIFD, TMFA will continue to be the instructor. He is a Distinguished Lecturer from the Department of Horticultural Sciences at Texas A&M University and has been with the school since its beginning. One of the best benefits for NCSFA members is the cost. In the past, the cost of the school was approximately \$1000 and NCSFA members saved about \$200 over non-members. Now the cost for members is approximately \$1025, but the savings over non-members is \$375!! Now more than ever membership has its privileges. To register for classes go to ncflorist.org.

The hands-on classes will have a limited class size of 15 students maximum with 10 minimum to hold the classes.

Register EARLY to ENSURE your space!

Visit us at www.ncflorist.org and click on the Schools/Events tab to download the registration forms for the School & the descriptions of the online classes

Continued from page three,

By Laws: No Report

Public Relations: No Report

Nominations Report was presented by Jody McLeod. The committee is working on a slate of officers and directors.

Program Book: No Report

Legislative: No Report

Long-range committee/Fund Raising Committee report was given by Michael Trogdon. Charlie Jordan suggested different types of events as fundraisers by the Allied groups, such as dinners, wine tasting, cocktail parties, home tours, raffles, etc. After much discussion, Charlie Jordan **made a motion to have an event person to coordinate and keep an on-going schedule of events, second by Jody McLeod. Motion carried.** Brian Hyde, Carol Mills, and Charlie Jordan will serve on the committee.

Charlie Jordan suggested using new students of the NCCPF in these fundraiser events.

President Hyde announced the convention date as August 12-15, 2011 at the Embassy Suites in Greensboro. Everything is coming together well. Design school chairman Karl Hastings stated that the program line-up was falling in place.

New Business

Next board meeting will be June 13, 2011 at the Embassy Suites.

Meeting adjourned at 11:15 A.M.

Respectfully submitted, Bud Cardwell, Secretary.

ALLIED NEWS

GREENSBORO TRIAD NEWS

The Greensboro Triad Professional Florists Association met April 5th at Cafe Pasta in Greensboro hosted by Hardins Wholesale. A great program was given on prom flowers which featured various designers from several shops. A reminder of our June 14th meeting at the Grasshoppers game in Greensboro was given. This is a great time for family and friends so remember to RSVP early to Jeff Freeman. The May meeting will be at Lone Star Steakhouse on High Point Road in Greensboro hosted by Asheboro Florist.

Visit us at www.ncflorist.org

More information about the Convention & Trade Show in Greensboro, will be posted soon...

NEWS

2011 COLOR TRENDS

Pantone, LLC, which is the “global authority on color and provider of professional color standards for the design industries, has announced the “color” of the summer. And the winner is... Honeysuckle, a shade of dark mauve. Pantone also predicts coral to be extremely popular this summer as well. The top ten colors of the summer are as follows:

1. Honeysuckle (dark mauve)
2. Russet (milk chocolate)
3. Coral rose (bright coral/orange)
4. Regatta (ocean blue)
5. Peapod (light jade)
6. Blue Curacao (bright turquoise)
7. Beeswax (golden with a hint of orange)
8. Lavender (light periwinkle)
9. Silver Peony (very pale pink)
10. Silver cloud (light gray)

Check out the full article and see the actual colors at www.trendsetter.com

THE CARNATION

Many people, especially brides, have the misconception that carnations are cheap or a “funeral flower” and they don’t want anything to do with them. I just wanted to share a few facts with you that might change their mind and let them see the carnation in a whole new light. “The carnation has been cultivated for over 2000 years in Asia and Europe and its name derives from “coronation” or “corone” for the floral garlands that were fashioned for ancient Greek ceremonial events. The Greek botanist Theophrastus gave it the botanical name dianthus, which means flower of the “gods”. The carnation has been used since the 17th century to make the French liqueur Chartreuse. Its petals are also used as decoration on cakes and garnishment of salads. Leonardo da Vinci painted Mary, the Mother of Jesus, holding a carnation in his painted titled “The Madonna with the Carnation”. The carnation was also chosen as the official flower of Mother’s Day by Anna Marie Jarvis. Her request was accepted by President Woodrow Wilson in 1914, when Mother’s Day became an official holiday. So, when people talk about the cheap, common carnation, please be sure to share its rich history with them and give it the credit it deserves.

DON'T MISS A GREAT SHOW!

June 26 there will be a Teleflora program at Cleveland Plant and Flower in Raleigh. The featured designer will be Jim Ganger, AIFD. For more details contact Bill McPhail at Always Flowers by Crenshaw


DESIGN TIP

To color glass vases, spray your vase with Tack2000, let it get sticky, and then use your desired color of Design Master paint to coat the vase. The Tack2000 ensures your paint won’t come off in the cooler or scratch off.

THE FLORIST CREDIT UNION: A NEW BENEFIT FOR THE NCSFA MEMBERS



The Florist Federal Credit Union is the only credit union that directly serves the **Florist Industry**, both the business owners (loans for business purposes), and their employees (consumer lending). Historically, credit unions have been part of the “package of benefits” that strengthens employer / employee relationships. Credit Unions are member owned financial cooperatives. **All net operating proceeds are put back into capital reserves (not paid to stockholders like banks do).** These reserves strengthen the Credit Union and allow reduced loan rates and higher savings rates.

Simply put, this means that our incentive is to help our members in all areas of savings and lending. And, we are the only financial institution that was built by retail and wholesale florists to serve the floral industry. Our mission to serve you is stamped into our DNA. 

Contact us now to see how easy it is to include The Florist Federal Credit Union in your package of employee benefits and to see why distance should not be a barrier to your participation.

Contact: **Kenneth Bell**, Manager / CEO
404 N Kentucky Roswell NM 88201 1-800-322-0811
Kenn.bell@thefloristfcu.org / www.thefloristfcu.org

CONGRATULATIONS TO...

Michael Trogdon, the owner of Burge Flower Shop recently selected as one of the five Randolph County residents who received a 2010 Governor's Award for Volunteer Service.

Michael is a people person. It's a primary reason he enjoys the floral business, coupled, of course, with the fact that he loves flowers and making beautiful arrangements using them. It's also why he takes on a variety of duties at First United Methodist Church in Asheboro.

He is a Sunday school teacher for a class of young adults. He lent his design expertise as head of a building committee tasked with planning a sanctuary renovation. He's on rotating schedule of

church members who deliver Meals on Wheels, and he is a Stephen Minister, a lay volunteer trained to provide Christian care to people facing challenges and crisis. He also serves as a volunteer with the Salvation Army.

Though he now owns Burge Flower Shop and employs other people, Trogdon still makes deliveries himself sometimes. And sometimes, a Meals on Wheels recipient on his route might receive a flower with their hot lunch. "Sometimes that little thing of giving somebody a flower in a tube of water the way a fire lights up in their eyes with a flower, it's sort of a serendipity", Trogdon said in an article published in the March 7, 2011 issue of the Courier-Tribune from Asheboro, NC.



2011 CONVENTION PROGRAM BOOK

It's Convention time again, and time to place your ad in our Convention Program. Visit our website www.ncflorist.org to find the advertising form posted under the news block. Just Remember that the final day to submit your Ad will be **June 16, 2011**.

The Convention Program book it's a useful reference all year long.

MAKE A LIST OF THINGS YOU'LL WANT TO SEE & DO:

- ◇ Listen to world-renowned designer Kevin Ylvisaker, AIFD, PFCI, who has more than 37 years experience as a retailer, wholesaler and educator. He has assisted in developing educational workshops, has commented, presented design programs and taught hands-on workshops throughout the country
- ◇ Jim Treadaway Competition
- ◇ Designer of the Year Competition
- ◇ NC State Florists Designer of the Year 2010 Design Show
- ◇ Local North Carolina Designers
- ◇ Annual Business Meeting with Elections
- ◇ Friday Night Fun Competitions, Headdress, Mask, Body & more...
- ◇ Full agenda and other Designers will be coming soon.

SAVE THE DATES

NCSFA 2011 CONVENTION & TRADE SHOW

***UNDER THE SEA, LIFE, BEAUTY AND
MYSTERIES***

AUGUST 12TH -14TH

**EMBASSY SUITES
GREENSBORO, NC**

**MAKE YOUR HOTEL RESERVATIONS
BEFORE JULY 22, 2011
(336) 668-4535**

HAVE SOMETHING TO SHARE?

All NCSFA members are welcome to send any information that would be of interest to other members or news about past or coming events. Please send us what you want to share to elaine@execman.net.