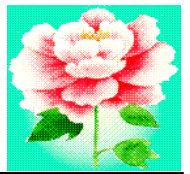




FLOWER PRESS



Volume 57

Issue 66

Publication of the North Carolina State Florists Association

June 2011

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PRESIDENT'S MESSAGE...

Vibrant shades of orange, red and yellow are the colors, that make me think of summer. The summer season brings about June weddings, vacations and the N.C. State Florists Association Annual Convention.

I hope all of you are making plans to attend this year's convention. It will be a great weekend of education, competitions fun and fellowship. So, mark your calendars for August 12,13, & 14 and look for your convention packet to arrive soon.

I encourage each and everyone of you to participate at convention this year. Assist a designer in the workroom, enter a competition or chair a committee. Getting involved is a great way to learn and make new friends in the floral industry. I look forward to seeing all of you in August at Embassy Suites in Greensboro, NC for Under The Sea...Life, Beauty and Mysteries.

It will be an exciting time that you will not want to miss. You will leave convention truly inspired, full of creative design ideas and knowledgeable of the latest floral trends. Please be sure to visit the web site for more information and updates at www.ncflorist.org

Respectfully Yours,
Brian Hyde, AIFD, CFD, NCCPF
NCSFA President

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The Certified Daily Shop Operations program has been replaced by online classes.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.

BOARD OF DIRECTORS MEETING**EMBASSY SUITES, GREENSBORO, N.C.****JUNE 13, 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

Gary O'Connor

Karl Hastings

Clark Goodin

Wayne Burchett

Michael Trogdon

Jody McLeod

Mike Williams

Beulah Green

Carol Dowd

Elaine Christian

Directors not in attendance:

Joe Davoli, Sherri Suttle, Charlie Jordan, Lonnie Taylor, Kevin O'Malley

Guest: Jeff Freeman

President Brian Hyde called the meeting to order at 10:07 AM.

The Antitrust policy was re-affirmed.

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

Administrative Reports:

Membership Report was presented by Clark Goodin, stating that he plans to contact the people that have not renewed their membership.

Rules and Policy was presented by Karl Hastings stating that the revisions have been made and have been emailed to the board.

Flower Press – Elaine Christian stated that the deadline for the flower press is Monday, June 20.

By Laws: No Report

Public Relations report was presented by Jeff Freeman announcing that he has TV coverage for the convention and that he is also working with additional media seeking other coverage also.

Nominations Report was presented by Jody McLeod: 1st Vice President – Wayne Burchett; 2nd Vice President – Gary O'Connor; Director – Cherie Burchett. He stated he still working on securing additional candidates.

Program Book was presented by Bud Cardwell stating that ads are coming in slow.

Legislative: No Report

Long-range committee/Fund Raising Committee report was given by Michael Trogdon stating that Allied Groups are scheduling local events. Carol Dowd presented the possibility for a show in March at the Weymouth House in Southern Pines. After much discussion, Jody McLeod **made a motion, second by Gary O'Connor that Carol Dowd put the proposal together, present to the facility, and bring it back to the Board at the next meeting.** Motion carried.

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Convention report – Karl Hastings presented a list of the design shows for the convention. Clark Goodin made a motion, second by Gary O'Connor that the fee for the Hands-On Workshop on Friday afternoon be \$35 and with a minimum of 10 participants and a maximum of 15. Motion carried. The title of the Hands On will be **“Pretty and Profitable”**.

Jody McLeod announced that the Flower Show in Clayton is scheduled for September 17, 2011 with 3 shows scheduled - 10, 12 and 2.

New Business

Next board meeting will be August 12, 2011 at the Embassy Suites at 2:00 PM.

Meeting adjourned at 11:15 A.M.

Respectfully submitted,
Bud Cardwell, Secretary

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NCCPF SCHOOL

The cost for each class is \$100 for NCSFA members and \$150 for non-members. Students must sign up for ALL THREE classes at a cost of \$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, 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 \$1,025, 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.

DOES THINGS CHANGE?

A quick look at business. Usually shopping centers or grocery stores are built and vacated in a number of years. Within 20 - 25 years they have either relocated, sold or closed. Whether they build a more modern or bigger store we can learn from big business. Why is it that some of these stores leave such great vacancies? Remaining an eye sore in many communities and making great opportunities for others. Is it that they have expounded their customer base? Aged out? Is it that the demographics have changed in that area? Think about it. A lot can happen in 20 - 25 years. A child can be born, grow up and go to college and marry in that time span. Many can die and just like the big businesses small ones face the same challenges.

In some small communities - one of which I know well - a grocery store had been bought out, relocated twice and then closed. The first location became home to numerous restaurants, the second location set vacant until manufacturing took over and now is an auction house and part time consignment store. The other stores closed after the grocery had moved to a bigger & better location. The second housed many shops including a chain drug store, video store, restaurant, salon among others. During this 15 - 20 year period the chain drug store moved, video closed and the grocery closed leaving a huge void. Bad economy or just pure economics? The soul survivors are a restaurant, salon and specialty business in that huge shopping center whose future is in limbo.

This also happens in the larger cities as well. For example, in Greensboro on Randleman Road, it was home to one of the first McDonalds, a K-Mart shopping center etc. For several years that was the place to be even spurring another shopping center across the street. In about 15 -20 years - yes the center was vacated and the demise of the second one across the street. After sitting for a while it became an antique center among others and is now vacant. Why is this?

We as florists need to pay attention. Demographics change, economies change, styles change and we need to change with it or we too will see the demise of an industry. Has it already begun? Sometimes "new" wears off - we have to keep reinventing ourselves. What worked 30 years ago might not fit the bill today. Look at video stores. They were the hottest, latest item. Rent a movie and return it for a few dollars. You had huge selections to choose from. Then came DVDs - same option business was good - so what happened? Online through the mail and the invention of the Red Box/Blue Box by Netflix and Blockbuster. Self serving machines that rent a movie for a dollar and of course they limit your choices to about 100 movies but one dollar. Located in the 24 hour mega stores and grocery stores there was not a need for the video store any longer. Only a few exist today. Could this happen to the floral industry? We already have self serve machines in hospitals and airports. Floral departments in mega stores and grocery stores - so what is next ?

*Submitted by Jeff Freeman
Freeman's Florist & Gifts*

ALLIED NEWS**GREENSBORO TRIAD PROFESSIONAL FLORIST ASSOCIATION**

The Greensboro Triad Professional Florist Association meet Tuesday June 14th at the Newbridge Bank Park home of the Greensboro Grasshoppers for dinner and the games. Great food, friends, games and weather was had by all. Hosted by **Freeman's Florist & Gifts** in Randleman. The July meeting will be held at **Always and Forever** in Madison. This will be our DOY competition. A fund raiser for the NCSFA is to be held in August location TBA.

Hurry! NCCPF SCHOOL REGISTRATION DEADLINE HAS BEEN EXTENDED.

Only a few spaces remain for this year's hands-on classes.

Register now to avoid waiting until next year.

You MUST register by **August 1** with a \$150.00 deposit and the balance due by August 15.

QUESTIONS TO ASK YOURSELF AS A FLORIST

In order to be successful today in the floral industry we must ask ourselves a few questions. The answer to these questions will tell the story of your business and its future. Years ago, floral design was a key factor to owning a florist - now business is the key. It takes more than loving flowers, loving design it takes a knowledge of the market, products, branding, public relations, profit & loss, dynamics, internet and strategy.

There is a **market for flowers** with \$19 billion being spent last year alone. You have to create and build a market for flowers - create excitement of flowers. You cannot depend on people just walking in any longer. The last several decades wire services have promoted florist by pouring millions into national advertising. Florist today must become their own marketing engines. It is suggested in today's market to spend between 5 % and 10 % of annual sales on advertising. In order to do this **you must know your market area** - demographics. Age, salaries, education are all important to the success of your shop. This information is free through your local chamber, economic development office or US Census. **Are your products right for your market area?** You have to know your customers likes and cater to them no matter what your personal tastes are.

What are you selling? Flowers - wrong - you are selling a vehicle to express emotion. We help people ex-

press their feelings. That is why we must market the right message to consumers. Look at Mother's Day - it's not about flowers but the love kids have for their mothers. When vacation cruise lines market trips - it is about fun, family, closeness not the number of rooms or tonnage of the ship. Think about this - flowers are a luxury item so is jewelry - how many ads do you see promoting jewelry? **Marketing, promotion, advertising is what florist should be doing.** Where and how can be the difference between success and failure. Will print newspapers be here 10 years from now? Print phone books maybe gone in 5 years. Where are people seeing ads - TV, cable, web, phone, radio, direct mail? Internet has changed our way of life for ever. We must adapt or get left behind. Websites and social media have changed the way we do business and must be well maintained. Advertising is crucial and **we must know our competition.** Who is our competition? Anyone who sells alternatives to flowers - dinner, jewelry, music etc.


Who's buying? Know your consumer. Some will group businesses others look at top of mind. You need to know what consumers think of you. When your TV goes out where do you go? Sears, Best Buy, HH Gregg? Top of mind - are you there in the consumers eye? Some shops have stated they rely on word of mouth.

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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

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That can be OK but should not be a substitute for advertising because that controls what you are saying. Look at your design work. Does it offer value? A designer can take \$50 and cram it in a vase to appear like \$25 or they can create space and energy that looks like \$75.

Hard core information we don't like to hear. In running your business you must **pay your bills** before you pay yourself. If there isn't any left then you need to look at your profitability problem. Keep your bills paid on time locally and with wholesalers. Business relationships are key to your success. **Seek financial advise** and help when you need it. Don't be afraid to ask. Know your profit and loss. **Meet with your CPA.** Watch your buying habits. Buy for profit - that improves your bottom line. Consider group or bulk buying. With full use of the Internet and smart phones consumers are going direct to the source. Wire services are evolving into direct to consumer sales, financial services and floral products. This means you have an increased burden to market your shop directly to the consumer. Wire ins and outs will decline in the next 5 to 10 years. If you base your business plan on high wire business you need to take another look and reinvent yourself or prepare to fail. If your walk in traffic is slim you may need to renovate & innovate. **Make your shop a destination** shop

where people come, a do not miss place where the first thing they do when they come through the door is say WOW! Even though the economy has been bad, it has weeded out competition and if you play your cards right you can benefit from the recession. Pay attention to your branding and image your shop gives. Many have not updated in years and that makes a statement. Shop owners, managers and employees must come out from the work room and become involved in the communities that they serve. Civic clubs, chambers, special events - you must make yourself known. So ask yourself "**how am I doing as a florist**"? Only you can answer that question.

The future? Because florist didn't want licensing, any one can sell flowers. It will be survival of the fittest. More freelance designers and fewer shops in the future a continuation of the last 12 years of decline. You cannot change the past it is history but you can change today for a better tomorrow. Florist need to realize they are linked and need to work cooperatively. The **importance of the NCSFA's efforts** in education, marketing and design should be taken advantage of by all florist. Keep the state association strong - you'll need it as pressures mount on florist in the coming years.

*Submitted by
Jeff Freeman - Freeman's Florist & Gifts*

DID YOU KNOW?

JUST WHAT THE DOCTOR DIDN'T ORDER

Many everyday flowers that we use have long been renowned not only for their beauty, but also for their medicinal uses. For centuries the Chinese and other cultures have used flowers and herbs to cure everyday ailments that we often visit the doctor or pharmacy for. Below are a few flowers that we all know and how they can aid us in felling better.

Chrysanthemum- Used to cure colds and fevers, headaches and blurred vision.

How to use: Rinse dried mum and drain. Put ½ oz. of mum in 2 cups of water and bring to a rolling boil for 20 to 30 minutes. Near the end of the boil, add 2 tsp. of sugar. Remove from heat and cool. Pour the tea thru a strainer, discard the flower. Let cool and serve over ice.

Honeysuckle- Used to take away sore throat

How to use: Combine honeysuckle blossoms, mullein leaves and 2 cups of honey in a saucepan. Bring to a boil stirring frequently. After this starts to boil, turn the mixture down and simmer for 20 minutes. Strain the mix removing the flowers and leaves. Take 1 tsp. as needed.

Yarrow- Used for indigestion, heartburn, fever

How to use: Steep 1-2 tsp. dried yarrow in 1 cup of boiling water. Strain the mixture, cool, and drink 3 times daily.

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Viola “Johnny Jump Ups”- to reduce varicose veins

How to use: Add 2-3 tablespoons of fresh viola to a salad once a day.

Begonia - Used to help burns, pains and toxic sores.

How to Use: Rub the juice from the begonia plant on affected area.

SHOW STOPPER

“Jiuhbao Sweetie”, a phalaenopsis orchid from Transflora/DVFG, took best of show at SAF’s outstanding varieties competition in Orlando. This orchid stood out among the 238 cut flowers and foliage entries there were. The prize winner is acclaimed to have “enormous blooms, flawless color, and a vase life of more than 20 days.” Check out ‘Jiuhbao Sweetie’ and learn more about what won it first place at www.safnow.org.



MAKE A LIST OF THINGS YOU’LL WANT TO SEE & DO AT THIS YEAR’S CONVENTION

- ◇ 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
- ◇ Friday Hands-On Workshop
- ◇ 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...

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 25, 2011**.

The Convention Program book is a useful reference all year long.

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.

N. C. STATE FLORISTS ASSOCIATION 2011 CONVENTION

“Under the Sea, Life, Beauty and Mysteries”

August 12-14, 2011

Embassy Suites, Greensboro, NC

FRIDAY AUGUST 12, 2011

2:00 PM Trade Show
 2:00PM Board Meeting (Consulate)
 3:00PM - 7:00PM Registration Desk Open
 3:00PM - 5:00PM **Hands on Workshop: “Pretty and Profitable”**
 Featuring Price Davis, AIFD
 7:00PM -11:00PM Welcome Reception & Competitions

Entertainment - Barbour & Hinton
 (Entertainment sponsored by Carol Mills & Michael Trogdon)

SATURDAY, AUGUST 13, 2011

8:00AM - 5:00PM Registration Desk Open
 8:00AM - 1:00PM **Golf Tournament**
 8:00AM - 8:30AM DOY Briefing (Pre-function Area)
 9:00AM - 12 Noon DOY Contest
 10:00AM - 11:30AM **Design I - “Under the Sea - Parties with a Splash”**
 Featuring NCSFA 2010 Designer of the Year
 Jeff Freeman
Sponsored by, Lihmil Wholesale

12:30 PM Miniature Contest
 1:00PM Miniature Contest Judging

1:00PM - 3:00PM Visit with Vendors trade show area
 2:00PM - 6:00PM Silent Auction
 3:00PM - 6:00PM Designer of Year Entries Displayed
 3:00 PM - 4:30PM **Design II - “Making Sales Bloom with Social Media Marketing**
 Featuring Kristen Daukas & Scott Dickson

4:30PM - 5:00PM **Centerpiece Contest**
Sponsored by Always and Forever
 5:00 PM Centerpiece Judging
 6:30PM - 8:00PM **Dinner and Awards Presentation**
 8:00 PM **Design III - “Saying I Do in Style, Destination Weddings”**
 Featuring Lyn Graves, Nelson Simpson, NCCPF, CFD
 & Reggie Walser
Sponsored by Lihmil Wholesale

SUNDAY, AUGUST 14, 2011

NC Jim Treadaway Cup Briefing
 NC Jim Treadaway Cup Contest
 NC Jim Treadaway Cup Judging
 Registration Desk Open

10:00AM -11:30AM **Design IV - “Full Steam Ahead”**
 Featuring Kevin Yivisaker, AIFD, PFCI
Sponsored by Teleflora
 Members Meeting Luncheon

11:30AM -1:30PM **Polls Open-VOTE!**
 Registration Desk Open
 View Cup Entries/Vote for Peoples Choice Award

2:30PM - 3:30PM **Design V - “Exploring the Oceans of Emotions with themed Sympathy Designs”**
 Featuring Robert Huff, NCCPF , Lona McKinney NCCPF
 & Gene Harbaugh
 Sponsored by, The Cleveland Plant and Flower Company

3:00PM Removal of DOY Entries
 4:00PM **Corsage Bar Open**
 4:00PM - 5:30PM Election Run-Off if Necessary
 6:00PM Past Presidents Function
 7:00PM **Members Banquet**
 Awards, Recognitions, Installation of Officers
 Sponsored by Curtis Flower Farm
New President Welcome - Hospitality Suite
Sponsored by Carol Mills

10:00PM Removal of NC/Jim Treadaway Cup

MONDAY, AUGUST 15, 2011

8:00AM Clean Up
 9:00AM Board Meeting (consulate)