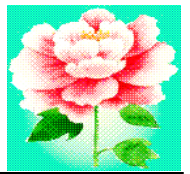




FLOWER PRESS



Volume 57

Issue 64

Publication of the North Carolina State Florists Association

March 2011

STATE OFFICERS

President
Brian Hyde
Trinity, NC

1st Vice President
Carol Mills
Madison, NC

2nd Vice President
Wayne Burchett
Kernersville

Secretary
Bud Cardwell
Madison, NC

Treasurer
Michael Trogdon
Asheboro, NC

Chairman of the Board
Jody McLeod
Clayton, NC

Directors
Joe Davoli
Reidsville, NC

Beulah Green
High Point, NC

Sherri Suttle
Bostic, NC

Clark Goodin
Greensboro, NC

Karl Hastings
Winston-Salem, NC

Gary O'Connor
Durham, NC

Kevin O'Malley
Raleigh, NC

Mike Williams
Graham, NC

Lonnie Taylor
Wilmington, NC

Charlie Jordan
Greensboro, NC

Carol Dowd
Southern Pines, NC

Flower Press Editor
Bill McPhail
Fayetteville, NC
Brian Hyde
Trinity, NC

Executive Secretary
Elaine Christian
919-876-0687

PRESIDENT'S MESSAGE...

New life is all around us, as the earth transitions from winter into spring bright yellow daffodils, forsythia, budding branches and robins are some of the first things to appear to let us know that a much awaited spring season is upon us.

Palm Sunday, Easter, Mother's Day, Proms and Graduations are all Holidays/Celebrations, that occur during the Spring Season. I know that some of the floral traditions once associated with these celebrations have changed over the years. These changes did affect our industry. Now it's time for the Professional Florist to bring back some of these flower giving traditions of years past.

I hope that all of the upcoming Holidays/Celebrations will be busy and profitable for everyone in the floral industry. Please remember to frequently check out the NCSFA website for news and upcoming events. The web address is www.ncflorist.org. Also, save the date August 12-14, 2011, so you can attend our Annual Convention. Under the Sea, Life, Beauty and Mysteries at Embassy Suites in Greensboro, NC.

Respectfully Yours,

Brian Hyde, AIFD, CFD, NCCPF
President, NCSFA

SAVE THE DATES

NCSFA CONVENTION 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 Florist 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.****FEBRUARY 28, 2011**

Directors Present:

Brian Hyde

Bud Cardwell

Charlie Jordan

Gary O'Connor

Mike Williams

Carol Mills

Joe Davoli

Jody McLeod

Michael Trogdon

Beulah Green

Wayne Burchett

Sherri Suttle

Karl Hastings

Clark Goodin

Carol Dowd

Directors Absent: Kevin O'Malley and Lonnie Taylor

President Brian Hyde called the meeting to order at 10:00 AM.

The Antitrust policy was re-affirmed.

Treasurer's report was presented by Michael Trogdon as a **motion, second by Joe Davoli, Motion Carried.****Old Business****Administrative Reports:**

Education Report was presented by Clark Goodin. On-line classes are available. There will be a hands-on workshop Sept. 30th – Oct. 2nd at Cleveland Plant & Flower Co. The on-line classes must be completed before attending the hands-on workshop.

Membership Report was presented by Clark Goodin. We have 3 new members so far for this year. Goodin stated that everyone needs to be involved with getting new members

Rules and Policy by Karl Hastings will have a report next month.

Flower Press Report was presented by Sherri Suttle. Flower Press will be going out in early March.

By Laws: No Report

Public Relations: No Report

Nominations: No Report

Program Book: No Report

Legislative: Michael Trogdon announced the upcoming congressional action days in Washington, DC.

Long range committee/Fund Raising Committee report was given by Michael Trogdon, discussing many ideas to raise revenue for the NCSFA:

1. Making videos of the Design Programs
2. Invite Virginia Florists and possibly other State Associations neighboring North Carolina.
3. Ask NC Allied Associations to have a bake sale with a 50/50 split with NCSFA or 100% of the proceeds if we provide a designer to them for a program.

Charlie Jordan **made a motion to discontinue our relationship with IC Systems, second by Jody McLeod. Motion carried.**

Charlie Jordan **made a motion to release our membership list to Floral Credit Union.** This was information they had requested from Elaine. **Motion second by Clark Goodin. Motion carried.**

Charlie Jordan **made a motion that we send the information to the Allied groups quickly,** requesting them to have their

Continued from page two,

fund-raiser before convention, **second by Joe Davoli. Motion carried.**

Bud Cardwell has requested the membership list and trade-fair list from Southern Retail. They will be sending it soon.

New Business

President Hyde reminded everyone of **convention dates of August 12-15, 2011** at the Embassy Suites in Greensboro.

Karl Hastings is the Design School Chairman and stated that Teleflora requested the Sunday morning slot. Hastings also stated that Teleflora has been confirmed for the Sunday morning slot during the Convention.

Charlie Jordan discussed sponsorships inside and outside the Floral Industry. President Hyde appointed a Sponsorship Committee of Clark Goodin, Michael Trogdon, Carol Mills and Carol Dowd.

President Hyde passed out the Convention Committee list.

Elaine Christian was asked to leave the room. Charlie Jordan **made a motion to extend Elaine's contract for 3 years at the same rate. Wayne Burchett second, motion carried.**

Jody McLeod **presented the date of September 17, 2011 for the NC Flower Show in Clayton. Carol Mills second. Motion carried.**

President Hyde announced next board meeting, **April 11, 2011.**No further business, Meeting adjourned at noon.

Respectfully submitted, Bud Cardwell, Secretary

...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

ALLIED NEWS

GREENSBORO TRIAD NEWS

The Greensboro Triad Professional Florists Association met Tuesday March 1st at 7:00 pm at the Lonestar Steakhouse in Greensboro. The meeting was hosted by **Burge Flower Shop in Asheboro**. The program was **NCSFA DOY Jeff Freeman of Freeman's Florist in Randleman**. The election of officers was also held. New officers are President - **Cheri Burchett of Asheboro Florist**, Vice President - **Tammy Eldridge of Garner Florist** in Greensboro, Secretary is **Mareen Ballsieper** of Greensboro and Treasurer - **Carol Mills of Always & Forever** in Madison, Chairman of the Board is **Jeff Freeman of Freeman's Florist**.

Clark Goodin of Plants & Answers in Greensboro made a motion to plan a fundraiser for the NCSFA. Look for future details on this event.

Plans were made for the June meeting as an outing to the Greensboro Grasshoppers game at Newbridge Bank Park on June 14th. This has become an annual fun outing for family and friends. The association meets the first Tuesday of each month except December and occasional changes due to holidays and ballgames.

Jeff Freeman, Freeman's Florist.

SOUTHERN FLORIST RETAIL ASSOCIATION

Thanks for the memories - Southern Retail !
Like a call received of a dear friend departed by a tragic accident - that summed up some of the thoughts of the recent decision to disband the 63+ year organization. Southern Retail Florist Association was founded to educate, provide fellowship and wholesale shopping for the floral trade. Consisting of florists from the entire Southeast it was one of the oldest regional associations in the nation.

The annual convention held in Charlotte, NC at the old coliseum for many, many years holds special memories for most florist. Whether it was the directors in red jackets, the beautiful organ music that rocked the building, the large red and white designs on white columns, the great contest like mantel, table, door, wedding, the super trade fair where you could find the newest and grandest products or the double tier design panel Southern Retail was the place to be. The design panel brought many famous designers to light and were enhanced by the world renowned commentators. The great bands that played and the hospitality won't be forgotten at the welcome parties. The inspiration and ideas that flowed were endless whether you were new to the industry or very

well experienced.

The move to the Merchandise Mart near by signaled changes in the trade and industry. Also changes in the local business community as well with the construction of the new coliseum. The separation of the panel and trade show didn't set well with many. However, the growth of the Dallas and Atlanta markets put stress on the Charlotte market as well as Southern Retail vendors. The move was made to the Charlotte Convention Center in downtown Charlotte. While space was never a problem the huge building was quite a workout for directors, designers and attendees.

The final move to the Embassy Suites Convention Center in Concord, NC was a good move many believed. It combined hotel rooms with meeting space in one convenient location just off I 85 and accessible to the airport. The warmth and fellowship rekindled. Although missing were the red jackets, organ music and columns - the talented designers were not. The industry had faced a decade of declining florists in the nation and local and national economic issues faced everyone. The economy and continued success of the Dallas and Atlanta markets were devastating to many of the trade fair vendors. The board had made many changes to deal with the ever changing business environment. While many agree with the decision - many also disagree with the decision. We all have to change and evolve with the changing business climate. (A good read - Floral Management from the Society of American Florist - January 2011 edition - deals with 2011 and the next 10 years of the floral industry).

Like a rosebud, formed and growing into a beautiful blossom as a child, when full blossom - petals opened and the inner-beauty exposed as a life well lived, unless preserved will wither and fade away - leaving the memories of a beautiful life well lived.

THANK YOU! to the founding members of SRFA for having the vision to see a need and fulfilling it. Bringing together a regional industry group - to educate, nurture, supply and fellowship with. The great designers, commentators and inspiration that you have given including your wisdom, time and talents will never be forgotten and will be passed on to generations to come.

WINSTON-SALEM FLORISTS ASSOCIATION

Winston-Salem Florists Association held a meeting Monday, March 7 at Northpoint Grill. We discussed our upcoming DOY contest and encouraged members to compete. Karl Hastings also talked about what's new with

Continued on page five

... Continued from page four

NCSFA, such as changes to be made at convention like the possibility of including a trade fair and other changes since Southern Retail has been discontinued. Our program for the evening was "New Trends in Funerals - Working for a Better Relationship with your Local Funeral Homes. Our Speaker was Stan Garrity from Hayworth Miller Funeral Home. He spoke to us about new trends they are seeing in the funeral

business, like cremations, etc. He also had a question and answer period that was very helpful to our members to help us understand things more from the funeral home side of things. It was a very informative presentation. Our next meeting will be on June 6. We will be holding our DOY contest at that meeting.

Gene Harbaugh, President WSFA

NEWS

AIFD WORKSHOP

There is an AIFD workshop scheduled extremely close to us. The Practical Floristry Hands On Workshop will be March 12 and 13 at Mayesh Wholesale in Charlotte. Make sure to take advantage of this opportunity. For more info on AIFD happenings and a full listing of all the classes they are offering visit www.aifd.org

NEW WHOLESALER ON THE SCENE

Affordable Wholesale of Charlotte is now open for business. Vicki Crook, a long time friend of the floral industry, is overseeing the operation. Affordable Wholesale has beautiful product and they will be glad to work with you on everyday orders as well as specialty work such as weddings. Vicki would love to hear from you. Drop by or give them a call.

Affordable Wholesale
2810 Interstate St
Charlotte, NC 28208
(704) 372-9120 affordablewholesaleflowers@gmail.com

GET READY FOR SPRING

Carolina Home and Garden Show- Hickory

When: Friday March 11 through Sunday March 13

Where: Hickory Metro Center

1960 13th Ave Dr. SE

Hickory, NC 28602

FLORIST MAKING HISTORY


Make sure to check out the March issue of Our State Magazine. There is a fascinating article about a Wilmington florist that opened in 1872. The Will Rehder Florist stayed in the Rehder family for 136 years until it was sold in 2006.

See how these Civil War era German immigrants became forerunners in the floral industry and created a successful business.

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

ACROSS THE STATE DOY ON THE MOVE

Our NCSFA Designer of the Year, Jeff Freeman from Freeman's Florist & Gifts in Randleman, NC has started off 2011 very busy representing the association. February 1, in Wilmington, NC he presented a stage show and hands on demonstration for the Lower Cape Fear Hospice Foundation to a sold out crowd of near 275. He was hosted by Fiore Fine Flowers in Wilmington.

March 1, he presented a program at the Greensboro Triad Professional Florist Association meeting held in Greensboro, NC hosted by Burge Flowers Shop of Asheboro, NC. He will be at the Northern Piedmont Florists Association meeting on March 15th in Durham, NC.

He will also present a stage show at the upcoming convention in August at the Embassy Suites in Greensboro.

Jeff did and Interactive Program Involving the Audience



Sold-out! Group Enjoys Floral Presentation



Cape Fear Hospice



CONGRATULATIONS TO...

Mary Matherly (Always and Forever Flowers of Madison), who recently received an award. Mary is currently serving as the NC Unit Teleflora president. While at the yearly presidents meeting in January, Mary was awarded the 110% award which recognizes presidents who go above and beyond the call of duty.

Thanks for making North Carolina proud Mary!

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.

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.