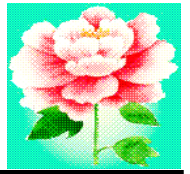




FLOWER PRESS



Volume 57

Issue 5

Publication of the North Carolina State Florists Association

November 2011

STATE OFFICERS

President

Carol Mills
Madison, NC

1st Vice President

Wayne Burchett
Liberty, NC

2nd Vice President

Gary O'Connor
Durham, NC

Secretary

Michael Trogdon
Asheboro, NC

Treasurer

Bud Cardwell
Mayodan, NC

Chairman of the Board

Brian Hyde
Trinity, NC

Directors

Clark Goodin
Greensboro, NC

Karl Hastings
Winston-Salem, NC

Kevin O'Malley
Raleigh, NC

Lona McKinney
Clemmons, NC

Mike Williams
Graham, NC

Charlie Jordan
Greensboro, NC

Carol Dowd
Southern Pines, NC

Tamela Garner-Eldridge
Greensboro, NC

Don Holmes
Knightdale, NC

Cherie Burchett
Asheboro, NC

Maxcine Matier
Raleigh, NC

Flower Press Editor

Bill McPhail
Fayetteville, NC
Sherri Suttle
Bostic, NC

Executive Secretary

Elaine Christian
919-876-0687

PRESIDENT'S MESSAGE...

A great big "Thank you" to Bill McPhail, Lona McKinney, and all the helpers for our school this September. It was a great success. Team work does prevail.

By now we are all thinking of the holidays. Holidays have a way of sneaking up on you. Yesterday was convention and the warm days of summer. How can Thanksgiving be so near? It's time for apple cider and turkey. With the season comes so many days and ways to celebrate. Everyone should be planning Christmas Open Houses.

Open Houses are a lot of work, but some of your customers only come into your shop on this occasion. They look forward to this event every year. This is a time to show off your talents and creativity. Step out of the box, do the wild thing, create the talk. Keep it simple or pull out all the stops.

Take time from the fast pace and high stress to reflect on the true meaning of Christmas.

Don't forget the Convention dates: August 10,11, and 12th 2012. Convention title Fantasies, "Dream, Imagine, and Create". Sign up a new member and bring them to the convention. Join together to make our association grow.

Happy and Prosperous Holidays,

Carol Mills
NCSFA President

EDUCATION UPDATE

The NCCPF Design School was held September 30-October 2 at Cleveland Plant and Flower Company in Raleigh. The wonderful Jim Johnson, AIFD from Texas A&M University was the instructor, a job he has had since the very beginning of the NCCPF program. Sixteen students with experience levels from 0-40 years attended. The backgrounds of the students varied also with some from flower shops, but others who were event planners and floral designers working for catering companies. The classes were lively. Some of the better portions were when the students created designs and had to present to the class, creating a story to go with them. And as always in a classroom setting, the designs which were graded received special care, some anxiety and timing down to the wire! Many of those attending have expressed interest in continuing with the online program, which will enable them to become certified as North Carolina Certified Professional Florists.

staff at Cleveland Plant & Flower Company for providing the space and all the great flowers and supplies; to Clark Goodin and Sarah Callahan who helped with all the flower processing and separating on Thursday; to Lona Mckinney who helped with the classes Friday, Saturday and Sunday; to Don and Hilda Holmes for assisting on Saturday afternoon; to Stephanie Garrett, Pat Murray and Jody McLeod who attended Sunday, providing much needed words of wisdom to the students; to Carol Mills, NCSFA President and Board Members Wayne Burchett, Cherie Burchett, Tamela Garner-Eldridge, Maxcine Matier and Clark Goodin for their presence at the school on Sunday. It meant so much for all of you to help and support the school.

Plans are in the works for the 2012 Design School to be held at Hardin's Wholesale in Liberty, NC, to be held in September 2012.

Updates will be available in the Flower Press and at www.ncflorist.org.

Special thanks to all those who helped make the school possible: To Kevin O'Malley and his great

BOARD OF DIRECTORS MEETING**EMBASSY SUITES, GREENSBORO, N.C.****OCTOBER 23, 2011**

President Carol Mills called the meeting to order at 9:30 AM with the following in attendance:

Brian Hyde	Carol Mills	Wayne Burchett
Bud Cardwell	Michael Trogdon	Bill McPhail
Gary O'Connor	Carol Dowd	Karl Hastings
Kevin O'Malley	Mike Williams	Tamela Garner-Eldridge
Cherie Burchett	Don Holmes	Maxcine Matier
Ben Jones	Elaine Christian	

Directors absent: Clark Goodin, Charlie Jordan

The anti-trust policy was re-affirmed.

Treasurer's report as of 9-30-11 was presented by Bud Cardwell. Wayne Burchett **made a motion, second by Gary O'Connor to accept as presented. Motion carried.**

Bud Cardwell presented a proposed budget for 2011-2012. Gary O'Connor **made a motion, second by Wayne Burchett to accept proposed budget as presented. Motion carried.**

Old Business:**Education Committee:**

Bill McPhail presented a report on the NCCPF School held at Cleveland Plant in September

Membership: No report

Rules and Policy: No report

Flower Press: No report

By Laws: No report

Public Relations: No report

Nominations:

Carol Mills appointed Lona McKinney to fill a one year term on Board of Directors, filling the seat held by Gary O'Connor. Gary O'Connor **made a motion, second by Bud Cardwell to appoint Lona McKinney to this position. Motion carried.**

Program Book: No report

Legislation: No report

New Business:

Carol Dowd reported on a proposed Spring Flower Show in Pinehurst. **Cherie Burchett made a motion second by Kevin O'Malley to participate in the Spring Flower Show at the Weymouth House in Southern Pines in the Spring of 2012. Motion carried.**

Carol Mills appointed the following people to serve on a committee for the Spring Flower Show: Carol Dowd, Gary O'Connor, Cherie Burchett and Karl Hastings. Carol Mills appointed Wayne Burchett to form a committee to investigate an Advanced DOY competition for future conventions.

Kevin O'Malley **made a motion, second by Gary O'Connor, that Elaine Christian and James "Bud" Cardwell be designated co-signers for the Association's checking account. Motion carried.**

There being no other business, meeting adjourned at 11:00 AM.

Respectfully submitted,
Michael Trogdon,
Secretary

JUDGING CERTIFICATION WORKSHOP

The Education Committee is planning a Judging Certification Workshop to be held prior to this year's convention. Pat Murray has agreed to be the instructor for this very important workshop. The workshop will provide information needed to act as a judge for competitions to be held at convention. More information will be available in January 2012.

DESIGNER OF THE YEAR WORKSHOP

The Education Committee is also planning to offer a Designer of the Year Workshop with Stephanie Garrett as the instructor. This workshop will provide tips for those designers interested in participating in the Designer of the Year Competition at the convention. More information will be available in January 2012.

ALLIED NEWS**GREENSBORO TRIAD PROFESSIONAL FLORISTS ASSOCIATION**

The Greensboro Triad Professional Florists Association met in October for its annual auction at the home of Charlie and Larry from **Jordan House Flowers** in Greensboro. A wonderful meal was had by all and lots of money raised for the association.

NCSFA Designer of the Year **Cheri Burchett from Asheboro Florist** in Asheboro, NC. There will be no meeting in December. Best wishes for a great holiday season ! Sell ! Sell ! Sell !

The November meeting will be held on November 8th in High Point hosted by **Asheboro Florist** and the program by

Submitted by Jeff Freeman
Freeman's Florist & Gifts
Randleman, NC

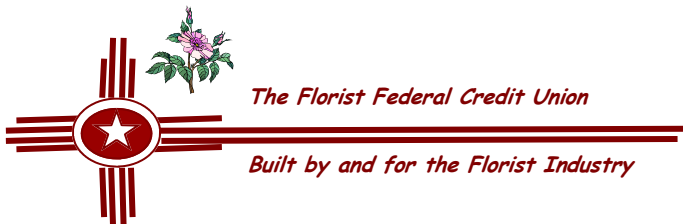
NORTHERN PIEDMONT FLORISTS ASSOCIATION

The Northern Piedmont Florists Association will have its **Dinner Meeting/Design Show & NCSFA Fundraiser on Tuesday, November 15, 2011 at 6:30 PM.**

The entrance fee is \$25 (payable to NPFA). You can RSVP by November 11, 2011 to President Gary Corsi O'Connor at 919-471-1566.

The event will take place at :
Umstead Pines at Willowhaven Country Club.
253 Country Club Drive
Durham, NC 27712
919-383-5511

Come and enjoy a Design Program by Bryan Hyde, AIFD and NCSFA Past President

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

WHAT YOU NEED TO KNOW...

HOW IS YOUR WATER?

Water is such a vital ingredient to florist and to making our arrangements beautiful. Flowers & Magazine had an interesting article this month titled "Is Your Water Killing Your Flowers?" The article recommends having your water tested. According to the article, Floralife will test your water free of charge.

☆ All you have to do is "Rinse out a quart bottle several times with your tap water" and "Fill it and send it, tightly

sealed and wrapped to :

Floralife, Inc., Attn:Laboratory

751 Thunderbolt Drive

Walterboro, SC 29488

Send your information, shop name, phone number, address, fax number and email so they will be able to send your results)

FREE IS GOOD!!

Check out page 63 in the July issue of Flowers & Magazine. Did you notice the FREE bookmarks with your shop info on them? Everlasting flowers, a company that offers a flower preservation service for wedding or funeral flowers, has offered this gift to the floral industry. The bookmark has a sample of pressed flowers on them with your shop name and number.

To receive these free bookmarks, call 978-346-8931 or go to www.everlastingflowers.com

DON'T MISS THE SOUTHERN CHRISTMAS SHOW!!!

The Southern Christmas Show will be from November 10th-November 20th at the Charlotte Merchandise Mart (2500 E. Independence Blvd.) This is an excellent show with lots of great ideas; you have to see it for yourself! Admission is \$9.00 for adults, (There is also a \$6.00 per car parking fee)

Below is a schedule of times the show will be open.

Monday: 10am-6 pm	Tuesday: 10am-6pm
Wednesday: 10am-9pm	Thursday:-10am-9pm
Friday: 10am-9pm	Saturday:10am-9pm
Sunday: 10am-6pm	

CONVENTION DVDS

They are ready and available for purchase. They are \$20.00 each, and there also are copies of 2009 and 2010 conventions if anyone would like to have one of those.

If you would like to place an order, you can call Russell Meadows Floral & Nature Farm at 336-685-0321. Cash, check, Visa, MC or Discover payments are accepted, and they will be happy to mail them or deliver them! They really are a nice keepsake!

Submitted by
Tammy Yow-Russell

SAVE THE DATES

**PLAN AHEAD TO ATTEND THE NCSFA
CONVENTION & TRADE SHOW NEXT YEAR**

FANTASIES, "DREAM, IMAGINE AND CREATE"

**AUGUST 10-12, 2012
EMBASSY SUITES,
GREENSBORO, NC**

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