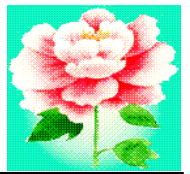




FLOWER PRESS



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PRESIDENT'S MESSAGE...

Wow!! Under the Sea, Life, Beauty, and Mysteries was a wonderful convention. As usual a lot of hard work and amazing designs were involved. It was great to see all of our old friends that sometimes we only see once a year. We also had new members to share all of our designers talent and ideas. Convention gives everyone a new burst of designing energy.

As my year of being your NCSFA President begins, I hope to visit as many N.C. Florists as possible. I am looking forward to meeting you and discussing what we need to do to keep our industry thriving. Recently, I was traveling through some smaller towns. I noticed since the week of July 4th, both towns had closed their florists. One said closed and the other said "For Sale." It is so sad to see our fellow florists going under. We all know we provide a service, sometimes we even give hugs and witness to our customers. Walmart doesn't do this. Stay strong, stick together, we will survive!!

NCSFA sponsors the Flower Press, educational workshops, fundraisers, and flower shows all over the state. Our allied news, articles about our members, will be accepted to share with our other members. We have so many wonderful resources. It's time we get a boost of energy and join together to make our association grow. Check out our state officers and board of directors. They are here to serve you. Just give anyone of them a call with any suggestions or questions you might have.

Keep August 10, 11, and 12th, 2012 open for all your fantasies. Next year's convention is: **Fantasies, "Dream, Imagine, and Create."** It will be a convention you don't want to miss. Looking forward to seeing you all.

Carol Mills
NCSFA President

NCCPF ONLINE CLASSES USER FRIENDLY & ECONOMICAL

Did you know that the NCSFA now offers part of its NCCPF certification process online?? As a matter of fact, the Board of Directors adopted the change to online classes in the fall of 2010. Nine of the classes required for certification are offered online.

The process is quite simple. All you do is go to www.ncflorist.org to register. Choose the class or classes you wish to take; there is no required sequence. Once you have signed up and paid the required fees, you'll receive login information. Students directly log in to the website, download the class and test right online. The test is automatically graded.

The best part is that you can take the class when it is most convenient for you. Makes it real easy to work and go to school! Better yet, you become professionally certified in the career you already

have chosen. And the classes are only \$75 each for NCSFA members and \$100 each for nonmembers. By comparison to N.C. Community College fees, this is very economical. I checked the online class fees at Fayetteville Technical Community College, and its classes in the medical field are \$175 per class taken. I have been informed that some schools charge fees based upon the credit hours earned.

So, for example, if a class is valued at 3 credit hours and the fee is \$110 per credit hour, you are actually paying \$330 for one class. You could take four of our classes for the same amount. And remember, you are also supporting your LOCAL North Carolina Florists by supporting NCSFA and the school.

This helps promote all aspects of our association and allows it to continue bringing the great convention we have each year. So, if you have aspirations to further your education in your chosen profession, all you have to do is go to ncflorist.org and click on online classes. It's just that simple!

BOARD OF DIRECTORS MEETING
EMBASSY SUITES, GREENSBORO, N.C.
AUGUST 12, 2011



President Carol Mills called the meeting to order at 9:00 AM with the following in attendance:

Brian Hyde	Carol Mills	Wayne Burchett
Bud Cardwell	Michael Trogdon	Jody McLeod
Clark Goodin	Joe Davoli	Bill McPhail
Charlie Jordan	Gary O'Connor	Carol Dowd
Karl Hastings	Kevin O'Malley	Mike Williams
Beulah Green	Tamela Garner-Eldridge	Cherie Burchett
Don Holmes	Maxcine Matier	Elaine Christian

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 Mills said farewell to retiring Board Members and thanked them for their hard work and support of the NCSFA. Those Board Members retiring present were Jody McLeod, Joe Davoli and Beulah Green.

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

Mills appointed Michael Trogdon to serve as Secretary and Bud Cardwell to serve as Treasurer.

President Mills announced the 2012 convention will be held August 10-12, 2012 at the Embassy Suites in Greensboro, N.C. The theme for 2012 will be: Fantasies: Dream, Imagine and Create.

Clark Goodin advised the board that one of our member wholesalers has volunteered to advertise our association website and/or Facebook information on their delivery trucks. After discussion, it was decided that this should be offered to all wholesalers through a letter with wording that we would like on the vehicles. Mills asked Goodin and Kevin O'Malley to draft language and present to the board in October.

Bill McPhail gave an update of the 2011 NCCPF School being held in Raleigh at Cleveland Plant and Flower and invited the board to come by and talk with the students.

The following dates have been scheduled for board meetings;

Sunday, October 23; and Sunday, January 29 at 9:30 at the Embassy Suites in Greensboro

There being no other business, meeting adjourned at 9:30 AM.

Respectfully submitted,
 Michael Trogdon, Secretary

PRESIDENT'S TRIP TO ECUADOR

Carol Mills, President of NCSFA and Mary Matherly, President of the NC Teleflora Unit flew to Quito, Ecuador for a tour of Esmeralda Flower Farms and Lihmil Rose Farms.

Hugo Mino of Lihmil Wholesale was our host for this trip. It was an amazing eye opener and appreciation of growers that we all take for granted. There is so much experimenting to make our flowers last longer and endure different ways to test their longevity. We were amazed as to the way lillies were harvested. They are put in cloths and hung on racks so they wouldn't bruise. They are then taken to a holding area and dipped and cleaned in a large tub of detergent. They are then placed in papers and boxed as you see when we receive them. Esmeralda has rows and rows of green houses with all kinds of flowers. They have hundreds and hundreds of rose bushes and spray roses.

Lihmil roses are grown on the side of a mountain in Lava Ashe. The roses are grown in elevated rows going up the mountain. Some of the rose bushes are at least 8 to 10 feet tall. There are many different roses, all colors and all perfect. We saw the red rose bushes that will be ready for Valentines Day.

This was a very educational trip for me and Mary. To be able to tour a third-world country and learn what we did was a once in a lifetime trip. If anyone would like a program on this tour, we will be more than happy to oblige; just let us know.


Respectfully submitted,
Carol Mills

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

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.

2011 CONVENTION WINNERS

CONGRATULATIONS TO EVERYONE

DESIGNER OF THE YEAR

WINNER - CHERIE BURCHETT, ASHEBORO FLORIST & INTERIORS, ASHEBORO
2ND KEVIN BOSTIC, REGGIE'S FLOWER SHOPPE, WELCOME

NC JIM TREADAWAY CUP

WINNER - STEPHANIE GARRETT, NINTH STREET FLOWERS, DURHAM
2ND TAMMY YOW-RUSSELL, RUSSELL MEADOWS FLORAL & NATURE FARM, LIBERTY

JIM TREADAWAY CUP PEOPLE'S CHOICE WINNER

WINNER - TAMMY YOW-RUSSELL, RUSSELL MEADOWS FLORAL & NATURE FARM, LIBERTY

CENTERPIECE CONTEST

WINNER - CHERIE BURCHETT, ASHEBORO FLORIST & INTERIORS, ASHEBORO
2ND BILL MCPHAIL, ALWAYS FLOWERS BY CRENSHAW, FAYETTEVILLE

HEADDRESS

WINNER - TAMMY YOW-RUSSELL, RUSSELL MEADOWS FLORAL & NATURE FARM, LIBERTY
2ND CHERIE BURCHETT, ASHEBORO FLORIST & INTERIORS, ASHEBORO

BASIC HEADDRESS

WINNER - ALICIA SPRINGFIELD, FLORAL EXPRESSIONS & GIFTS, CHAPEL HILL
2ND VENETIA GENTZLER, VENETIAN GARDENS, RALEIGH

MASK

WINNER - ROBERT HUFF, BO-TY FLORIST, WINSTON-SALEM
2ND ALICIA SPRINGFIELD, FLORAL EXPRESSIONS, CHAPEL HILL

MINIATURE

WINNER - TAMMY YOW-RUSSELL, RUSSELL MEADOWS FLORAL & NATURE FARM, LIBERTY
1ST ALISON TURNER, PLANTS & ANSWERS, GREENSBORO

BASIC BODY FLOWERS

WINNER - RACHEL BARGER, SEND YOUR LOVE FLORIST, GREENSBORO
2ND BRANDI DENNISON, NORTH RALEIGH FLORIST, RALEIGH

REGULAR BODY FLOWERS

WINNER - SAM BELL, ASHEBORO FLORIST, ASHEBORO
2ND CHERIE BURCHETT, ASHEBORO FLORIST & INTERIORS, ASHEBORO

DISTINGUISHED SERVICE

DON AND HILDA HOLMES, KNIGHTDALE FLORIST, KNIGHTDALE

FLORIST OF THE YEAR

MICHAEL TROGDON, BURGE FLOWER SHOP, ASHEBORO

WHOLESALE OF THE YEAR

ROLAND CHEEK, HARDIN'S WHOLESAL, LIBERTY

HONORARY LIFE

BUD CARDWELL, CARDWELL & YARBROUGH, INC., MAYODAN
NANCY LAWHERN, ALL FLORAL EVENTS, WINSTON-SALEM

2011 NCSFA CONVENTION**TO OUR EXHIBITORS & SPONSORS**

IN ADDITION OF THEIR FINANCIAL SUPPORT TO THIS YEAR'S CONVENTION, OUR EXHIBITORS AND SPONSORS CREATED AN EXCELLENT ATMOSPHERE FOR OUR MEMBERS TO DISCOVER NEW PRODUCTS AND SERVICES TO ENHANCE THE FLORAL INDUSTRY.

OUR EXHIBITORS

- ◆ BLOOMNET, CARLE PLACE, NY
- ◆ DIGNITY MEMORIAL, GREENSBORO, NC
- ◆ HARDIN'S WHOLESALE FLORIST, LIBERTY, NC
- ◆ HORTICA INSURANCE & EMPLOYEE BENEFITS, EDWARDSVILLE, IL
- ◆ LIHMIL FLOWERS & SUPPLIES, KERNERSVILLE, NC
- ◆ RELIANT RIBBON, CORP., PATERSON, NJ
- ◆ TELEFLORA, LOS ANGELES, CA

OUR SPONSORS

- ◆ ALWAYS AND FOREVER FLORIST, CAROL MILLS, MADISON, NC
- ◆ BURGE FLOWER SHOP, MICHAEL TROGDON, ASHEBORO, NC
- ◆ WINSTON-SALEM FLORISTS ASSOCIATION, WINSTON-SALEM, NC
- ◆ GREENSBORO TRIAD PROFESSIONAL FLORIST ASSOCIATION, GREENSBORO, NC

Visit us at www.neflorist.org

ALLIED NEWS

WINSTON-SALEM FLORISTS ASSOCIATION

WSFA held a meeting at the Northpoint Grill on Monday, September 12. Our members will once again be competing in the Professional Florist Design Contest at the Dixie Classic Fair in October. The Fair's theme this year is "Everyone's A Hero." Our competition will relate to that theme.

There are six different categories. The Della Stephens – An interpretive design with this year's theme being "Old Glory". Contestants will create a design with the American Flag as their inspiration. "Hot Stuff" – A gourmet basket to include gourmet items and plants. "Tribute To A Fallen Hero" – A standing spray. "In Appreciation" – Body flowers for your favorite Teacher. "Hero Of The Future" – A baby arrangement. "She's My Girl" – A bridal bouquet for the bride of your favorite super hero.

It should be a fun competition and we are looking forward to what our members come up with.

In November we will, once again, be decorating a Christmas Tree for the Brenner's Children's Hospitals annual Tree Festival. Different organizations decorate trees that are then auctioned off with proceeds benefiting the hospital.

Our next meeting will be held on Monday, November 7th. Our program that evening will be presented by this year's NCSFA Designer of the Year, Cherie Burchett. I know it will be an exciting show. WSFA would like to wish everyone a wonderful and profitable fall and holiday season ahead.

Submitted by Gene Harbaugh
President WSFA

GREENSBORO TRIAD PROFESSIONAL FLORISTS ASSOCIATION

The Greensboro Triad Professional Florist Association met at the Painted Plate in Greensboro hosted by **Botanica Flowers of Greensboro** for the September meeting.

A very informative program on competition judging was presented by **Charlie Jordan, AIFD of Jordan House Flowers of Greensboro**.

The October annual auction will be held at the estate of Charlie Jordan, AIFD and hosted by Charlie and Larry with a gourmet spread on October 4th. RSVP to Jordan House Flowers ASAP and be sure to bring some wonderful auction items and lots of cash !

Submitted by Jeff Freeman
President GTPFA



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. I

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**