



# FLOWER PRESS



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919-876-0687

## PRESIDENT'S MESSAGE...

The new year is already in the second month. Time is flying. I hope Christmas was good and Valentines is a money making holiday for us all.

Work has started on our Spring Fund Raiser. Our overall theme is "The Fantasy World of Alice in Wonderland." We are asking "everyone" to make a decorated hat to display in our "Mad Hatter's Haberdashery". There are more details in the Flower Press. Please read and join in the fun.

**Convention: August 10-12, 2012. Fantasies: Dream, Imagine, and Create. Plan for a Fantasy weekend.**

Don't forget growth is with new members. Stress the school. Pass the word N.C. State is an association you need to be a member of.

See you in Southern Pines.  
Carol Mills

## EDUCATION UPDATE

### NCCPF SCHOOL

The NCCPF School is a program featuring **nine** online classes (Certified Daily Operations portion of the school) and **three** hands-on classes (Certified Floral Design School portion of the school) to help prepare the student for a career in the floral industry. Here is a quick summary that will help you understand how to become a Certified Professional Florist.

The cost of each class is \$100 per class for NCSFA members plus \$49.95 for text books, totaling \$349.95 and \$150 per class for non-members plus \$49.95 for text books, totaling \$499.95. Cost includes: Registration, Textbooks, Instructor; also fresh materials, hard goods and supplies that may apply.

### CERTIFIED DAILY SHOP OPERATIONS

The certified daily shop operations has been replaced by nine online classes: Principles of Design; Concepts of the Care and Handling of Foliage and Flowering plants; Care and Handling of Cut Flowers and Foliage;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 Promotions; and Daily Business Procedures. **Each online class costs \$75 for NCSFA members and \$100 for non-members. Students should complete all nine classes.** For a description of the online classes please visit the following link [http://www.ncflorist.org/schools\\_events.shtml](http://www.ncflorist.org/schools_events.shtml)

**\*Sympathy Design Styles:** Funeral flowers are more than an expression of sympathy; they are symbols of faith and respect. In this workshop you will learn the Western Line, Standing Sprays and Mechanics, Casket Covers, Wreaths, Cremation, Memorial Services and more.

**\*Current Design Styles:** In this workshop you will construct several of the most noteworthy and practical design styles - vase arrangements, vegative, formalinear and parallel designs.

**\*Wedding Design Styles:** In this workshop you will learn Corsages, Boutonnieres, Hairpieces, Hand-Tied Bouquets and more.

### CERTIFIED FLORAL DESIGN SCHOOL

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.

### Current Instructor

**\*\*Jim Johnson**, AAF, AIFD, TMF, from Texas A&M University still instructs students in the design portion of the school. He has remained with the school since its inception.

Please see Page 4 for the registration form.



## BOARD OF DIRECTORS MEETING

EMBASSY SUITES, GREENSBORO, NC

JANUARY 29, 2012

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

Carol Mills	Wayne Burchett	Bud Cardwell
Karl Hastings	Lona McKinney	Mike Williams
Charlie Jordan	Tamela Garner-Eldridge	Don Holmes
Cherie Burchett	Maxcine Mattier	

Directors Absent:

Brian Hyde	Gary O'Connor	Michael Trogdon
Clark Goodin	Kevin O'Malley	Carol Dowd

Others Present: Bill McPhail, Education Chairman

The anti-trust policy was re-affirmed.

Treasurer's report was presented by Bud Cardwell. **Cherie Burchett made a motion, second by Wayne Burchett to accept as presented. Motion carried.**

### Old Business

**Education Committee:** Report was presented by Bill McPhail. The hands on portion of the NCCPF School will be held at Hardin's Wholesale, September 21, 22, and 23, 2012. **Bill McPhail presented a motion with a second from the committee to increase the price of the NCCPF School for Members to \$349.95 and for Non-Members to \$499.95. Motion Carried.**

**Membership Report:** No Report

**Rules & Policy:** No Report

**Flower Press:** Deadline will be February 6, 2012

**By-Laws:** No Report

**Nominating:** No Report

**Program Book:** No Report

**Legislative:** No Report

**Spring Fundraiser:** Report was presented by Karl Hastings. The Spring Fundraiser will be held at the Weymouth House in Southern Pines, March 30 and 31. Setup will be Wednesday, March 28-29 at 1:00 PM with tear down on Sunday, April 1, 2012.

Wayne Burchett opened a discussion on creating a **North Carolina State Designer Cup** Competition for previous winners of NC Designer of the Year and Jim Treadaway Cup Winners, plus inviting DOY winners from surrounding states. To be eligible, you must have proof of winning the NCDOY and/or the NC Jim Treadaway competition or Designer of the Year for another state. After discussion, it was referred to Rules and Policy.

**Convention Report:** President Carol Mills stated that the convention will be co-chaired by Mary Matherly and Lona McKinney. There will not be a silent auction this year; however, there will be a silk show on Sunday afternoon, with the arrangements auctioned after the show.

### New Business:

Bill McPhail stated that Pat Murray has agreed to instruct a judging class for potential judges for convention competitions. Cleveland Plant in Raleigh has agreed to have at their facility. There will not be a charge for this class. Charlie Jordan **made a motion to offer a judging class with details as presented by Bill McPhail, second by Wayne Burchett. Motion carried.**

Next Board Meeting date will be announced.

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

Respectfully Submitted  
Bud Cardwell

## NCSFA SPRING FUNDRAISER WEYMOUTH CENTER, SOUTHERN PINES

The NCSFA is coming to the Weymouth Center in Southern Pines, NC for a flower show titled, "The Fantasy world of Alice in Wonderland." The proceeds from this event will benefit both the NCSFA and the Weymouth Center.

Our goal is to transform the Weymouth Center- inside and out- into a "Wonderland" of beautiful and whimsical floral designs and provide educational opportunities to attendees through floral design demonstrations.

The festivities will begin Thursday March 29<sup>th</sup> at a preview party to be held from 6:30 pm - 9:30 pm. Tickets for this event are \$55.00 each and are available from Carol Dowd at Botanicals (910-692-3800). The deadline for purchasing preview party tickets is Tuesday March 20<sup>th</sup>. Along with the floral displays, there will be music, food, and a cash bar at the party.

Then the Weymouth Center will be open to the public on Friday March 30<sup>th</sup> and Saturday March 31<sup>st</sup> from 10 am - 4 pm with a floral demonstration each day from 1-2 pm. Tickets for these days may be purchased in advance for \$10.00 per person or \$12.00 at the door. The NCSFA will receive half of the proceeds raised from ticket sales. The cost of production will be covered by generous donations by corporate sponsors, including our local wholesale florists. Production itself will be done by NCSFA florists/ designers from around the state who are signing up to donate their time and talents to fill the Weymouth Center with beautiful, inspiring, and artful designs!

## How can YOU help?

1. Go to Facebook and search- NC FLORISTS ASSOCIATION which will take you to our NCSFA Facebook page and view the pictures of the Weymouth Center posted there.
2. Contact KARL HASTINGS at Bo-Ty Florist (336-765-7272) to sign up for an area to decorate (Many of the areas have already been taken, so if you are interested - call soon).
3. Sign up to come for SET UP DAY on Wednesday March 28<sup>th</sup> (open from 7:30 am - 10 pm) at the Weymouth Center where many of the designs will be assembled and installed. There will be plenty of work to do!
4. Sign up for BREAKDOWN DAY - Sunday April 1<sup>st</sup> from 9am- 1pm.
5. Make some whimsical hats for "The Mad Hatters Haberdashery" which will be set up in the sun room. This is a fun project that you can do in advance using old hats, silk scraps, permanent and / or dried materials, fabric, costume jewelry, and leftover holiday scraps - NO FRESH PRODUCT ON THE HATS PLEASE. Also, please don't send any that you want to get back. We may be able to rent or sell some. Please attach your business card to each hat. We will try to return all the hats that we are able.

**THANK-YOU AND WE HOPE TO SEE YOU THERE!**

► For ticket info call

Carol Dowd at Botanicals Florist - 910-692-3800

► For sign up to help call

Karl Hastings at Bo-Ty Florist - 336-765-7272

## 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

**NCCPF HANDS-ON SCHOOL REGISTRATION****SEPTEMBER 21-23, 2012****HARDIN'S WHOLESALE | 329 WEST BOWMAN AVENUE | LIBERTY, NC 27298 | 336-622-3035**

NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ HOME PHONE # \_\_\_\_\_

NAME OF SHOP (IF APPLICABLE) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ PHONE # \_\_\_\_\_

FAX # \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE OF SHOP OWNER/STUDENT \_\_\_\_\_

**NCSFA MEMBER PRICE: \$349.95 (INCLUDING TEXT BOOKS)****NON-MEMBER PRICE: \$499.95 (INCLUDING TEXT BOOKS)***THE FOLLOWING WILL BE COVERED DURING THE HANDS-ON PORTION OF THE SCHOOL:*

**CURRENT DESIGN STYLES & TECHNIQUES**  
**SYMPATHY DESIGN STYLES & TECHNIQUES**  
**WEDDING DESIGNS**

***INSTRUCTOR:*** JAMES JOHNSON, AIFD**LIMITED CLASS SIZE OF 25 STUDENTS MAXIMUM**NCSFA MEMBER:  YES  NO  PLEASE MAIL ME AN NCSFA MEMBERSHIP APPLICATION

**MUST REGISTER BY JULY 15<sup>TH</sup> WITH A DEPOSIT OF \$200.00 AND THE BALANCE DUE BY SEPTEMBER 1<sup>ST</sup> (THERE WILL BE NO REFUNDS AFTER SEPTEMBER 1, 2012)**

**PLEASE MAKE CHECKS OR MONEY ORDERS PAYABLE TO:**  
**NCSFA | PO Box 41368 | RALEIGH, NC 27629**

► NCSFA now takes credit cards through PayPal! For every \$100 you spend, please include \$5 processing fee (ex. \$1-\$100 include an extra \$5, \$101-\$200 include an extra \$10 etc.) - Processing fee applies to credit card payments only. If you want to submit your payment via PayPal, you **MUST** provide your e-mail address below and we will e-mail you the PayPal link. You can also call our office to provide your e-mail address.

Yes, I will submit payment through PayPal

My e-mail address is: \_\_\_\_\_ Signature: \_\_\_\_\_

**\*\*\*\*THERE WILL BE A MINIMUM REQUIREMENT OF 10 STUDENTS FOR THE SCHOOL TO TAKE PLACE \*\*\*\*****THERE WILL NOT BE ANOTHER CLASS SCHEDULED IN 2012**

## ANNOUNCEMENTS

- ◆ **Nancy Lawhern Passed Away** - NCSFA past president Nancy Lawhern passed away November 22, 2011 at her residence. Nancy was President of the N.C. State Florists association in 1999, and after selling her florist shop, she worked in the business in various ways, including Lihmil, Inc., a local wholesale florist supplier. In 2006 she was awarded the Wholesaler of the Year award by the NCSFA. Through the years, she served on many committees and boards of the Winston-Salem Florist Association as well as NCSFA. At the 2011 convention in August she was given Honorary Life Membership in the state association. A Celebration of Nancy's life took place Sunday, December 18, 2011 at Bermuda Run Country Club in Advance, NC. Our sincere condolences are with the family and friends of Nancy.
- ◆ **Longtime NCSFA Supporter Passed Away** - Supporter and friend of the industry **Margaret Arrington**, who was wife of the late Rick Arrington (Acme Florist Supplies), passed away on Friday, November 11, 2011 at her home in Greensboro. Our thoughts and prayers are with the family and friends Margaret.
- ◆ **Mike Russell** from Elliotts Florist in Thomasville passed away Saturday January 28, 2012. The funeral was held at the Carolina Memorial Baptist Church in Thomasville. Our thoughts and prayers are with the family and friends of Russell.
- ◆ **Joe Davoli** of Reidsville suffered a heart attack last week. He asked that we notify everyone that he is at home recovery nicely. We wish for Joe a speedy recovery.

### MILESTONES

- ◆ Congratulations to Bud Cardwell, Past President and long time NCSFA member, who was elected Mayor of Mayodan, NC.
- ◆ Bill McPhail, Always Flowers by Crenshaw, recently attended the Teleflora Unit President's Meeting in Burbank, CA as a first year President. The Unit's program is sponsored by members dues. The Unit brings educational programs to their specific state/area utilizing Teleflora Education Specialists.
- ◆ Best wishes to Kristina Reese, DOY 2009, and husband who welcomed Bryson William Reese, 6 lbs., 3 oz., on December 14, 2011. He joins brothers Dylan James 21 months and Alden Andrew 8 years old.
- ◆ Congratulations to Kevin O'Malley, Cleveland Plant & Flower Co., and wife who welcomed Grace Elizabeth O'Malley, 6 lb., 13 oz., on January 12, 2012

### SAVE THE DATES

#### PLAN AHEAD TO ATTEND

**THE NCSFA CONVENTION & TRADE SHOW**  
*FANTASIES, "DREAM, IMAGINE AND CREATE"*

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



**NCCPF SCHOOL**  
**SEPTEMBER 21-23, 2012**  
**HARDIN'S WHOLESALE**  
**LIBERTY, NC**

### HAVE SOMETHING TO SHARE?

All NCSFA members are welcome to send any information / announcements 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](mailto:elaine@execman.net)

Visit us at [www.ncflorist.org](http://www.ncflorist.org)