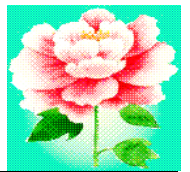




FLOWER PRESS



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PRESIDENT'S MESSAGE...

The Weymouth House Spring Fundraiser was a huge success. A great big thank you to Carol Dowd, her mom, Karl Hastings and all our working state officers and members. It was really a joint project with so many willing helpers. Our association is the best.

Fantasies, Imagine, Dream, and Create ... The 2012 convention is getting closer every day. Now is the time to start preparing to attend. Pick a competition on Friday night. Be one of the stars in Friday night's theme.

"Circus of the Stars." Plan a circus act, wear a clown outfit, walk a tight rope or sing your way to fame.

We have four great shows. Designer of the Year, Wedding, Teleflora and Silk. Plan to attend them all. The Treadaway Cup Competition Print is on our website. Study and participate.

Designer of the Year is on Saturday morning with our NEW DOGWOOD CUP also on Saturday morning. Check it out, further in the *Flower Press*.

Convention packets will come out soon. Please watch for it and send your registration in early.

Don't forget to place your ad in the program book. We still have time to sign up new members.

Most board members are selling 50/50 raffle tickets early this year. They are \$5 for one or \$20 for five. The drawing will be held at our Business Luncheon on Sunday, Aug. 12. **YOU DO NOT HAVE TO BE PRESENT TO WIN.** A portion of the proceeds will go toward education and scholarships. Let's make this another successful fund raiser.

Looking forward to seeing you all in August. Prepare to learn, relax and enjoy the fellowship of all your florist friends.

Imagine and Create,

Carol Mills
NCSFA President

EDUCATION UPDATE

Do you have an interest in being a judge for competitions at the State Convention in August?

A Judging Class will be held Tuesday, July 31, 2012 from 5:30 until 7:30 pm at Cleveland Plant and Flower Company in Raleigh. The class will be instructed by Pat Murray, AIFD, and it will focus on Principles and Elements of Design

and what to look for when judging at the state level and beyond. The class is **FREE** to ALL NCSFA MEMBERS!!!! Light refreshments will be served. Sign up by contacting NCSFA at elaine@execman.net or Education Committee Chairman Bill McPhail at 910-867-2900. We must have 10 individuals sign up to hold this class. Remember, it is **FREE!!!!**

(EDUCATION Continued on Page 3)

Weymouth Center Fundraiser A Success

By Karl Hastings

Our first fundraising event at the Weymouth Center for the Arts and Humanities in Southern Pines, N.C. was held this past March 29-31 with a setup day on March 28 and a cleanup day on April 1.

This project was the “brainchild” of director Carol Dowd, whose shop Botanicals is in Southern Pines. She proposed that we work in conjunction with the staff of the Weymouth Center — a stately home turned museum and N.C. Literary Hall of Fame — to transform the house, inside and outside, with beautiful floral designs for a weekend, charge admission and split the proceeds with the Weymouth Center. We quickly formed a committee with Carol Dowd and Karl Hastings as co-chairs and president Carol Mills, Mary Matherly, DOY Cherie Burchette and Gary O’Connor as committee members.

We met at the Weymouth Center, took pictures and measurements, discussed themes and all the other details that need to be “ironed out” for an event like this to be successful. Then we set about the daunting task of making it happen! An event of this magnitude could only come together with the help of a great many people and we were blessed to have a great many people jump on board with lots of enthusiasm!

The “kickoff” event for the fundraiser was a black tie



optional preview party on Thursday night with food, live music, and dancing and valet parking. It was very well attended and gave people a chance to stroll the grounds and explore the house leisurely. Then, the house was open all day Friday and Saturday for people to come and bring their friends to tour the house and grounds and attend the floral seminars that were presented each day (thanks to Jody McLeod and Gary O’Connor for presenting).

Carol Dowd and her staff get major kudos for the enormous amount of effort they put into this event! We would also like to give a BIG thank you to the following people for all the hard work, support and HATS that helped to make this event a huge success: Cleveland Plant and Flower, Curtis Flower Farm, Lihmil Wholesale Florist, Robert Huff, Edward Coggins, Gary O’Connor, Lona McKinney, Michael Trogdon, Carol Mills, Mary Matherly, Nelson Simpson, Tamela Garner El-dridge, Jeff Freeman, Brian Hyde, Karl Hastings, Cherie Burchette, Clark Goodin, Jody McLeod, Bill McPhail, Elaine Christian, Kevin O’Malley and everyone who contributed hats for “The Mad Hatter’s Haberdashery.”

The event netted a profit of more than \$4,000 for NCSFA. There are literally hundreds of photos floating around from this event including some on the NCSFA Facebook page. Check them out and talk to the people involved in this fun fundraiser. We are tentatively planning to revisit the Weymouth Center again in 2014.



(EDUCATION Continued from Page 1)

Time is nearing for the deadline to sign up for the NCCPF Design School to be held at Hardin's Wholesale in Liberty. Space is limited, so get your applications in now before time runs out!!!

The NCSFA Board of Directors approved at its May 20, 2012 meeting to award two \$75 scholarships to be used toward one online class each from the nine online classes offered in the NCCPF program. Scholarship applications are available at ncflorist.org. The Education Committee will select the winners. The money for these scholarships will come from the NCSFA's share of 50/50 raffle money collected.

Reminder: The NCCPF School is an approved Pathway Provider to the American Institute of Floral Designer's CFD and AIFD credentials. This means our program

prepares you with the basics needed to progress to the next level of certification. Our nine online classes are convenient because they can be taken whenever you choose. Our three hands-on classes are offered right here in North Carolina at one of our local wholesalers. Why go elsewhere when you can attend one of the best programs in the USA?? Sign up today!!!

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The NC Unit of Teleflora will be presenting a program on the Principles and Elements of Design at Cleveland Plant & Flower Company in Raleigh on Tuesday June 19, 2012 6:30-8:30 pm. Teleflora Education Specialist Tom Bowling, AIFD will be the presenter. For more information, contact Program Chairman Edward Coggins at Ted's Flower Basket 919-775-7144 or Unit President Bill McPhail at 910-867-2900.

ALLIED NEWS

WSFA To Meet June 4

Winston-Salem Florists Association will hold our next meeting on Monday, June 4 at the NorthPoint Grill. Our speaker will be the fabulous Cindy Tole from Botanica Flowers and Gifts in Greensboro. She will be presenting a program titled "Surviving Summer," showcasing design ideas and money saving tips to help get through the slow, summer months. We also will be holding our Designer of the Year contest prior to the meeting with the winner being announce that evening. Good luck to all the contestants!

We also are planning a "family fun day" in July. It will be a pot luck picnic. (Details to be worked out at June 4 meeting) We'd like to invite all florists to join us for a day of fun. For more information, contact Gene Harbaugh at Bo-Ty Florist, 336-765-7272. WSFA wishes everyone a great and busy summer. See you all at convention in August!

No More 'In Lieu Of Flowers'

The Greensboro Triad Professional Florist Association as a group is requesting help from our local funeral homes and local newspapers in making a change to the

wording in our local papers. We would like to see the phrase "in lieu of flowers" eliminated from all of the local obituaries. We feel the phrase is unfair to us as local businesses, making the florist look secondary and causing us a loss of income. We as a group understand families can ask for donations to be made to their favorite charities, and we do not discourage this but feel this can be done without using the phrase "in lieu of flowers." If you have any comments or suggestions on how we can work together to come up with a solution to what we feel is a problem, please contact either of the people listed below.

GTPFA President:

Tami Garner Eldridge
336-375-4141
Garners Florist
3109 N. Church St
Greensboro, NC 27405

GTPFA Vice President:

Larry Drouillard
336-855-5408
Jordan House Flowers
709 Milner Dr
Greensboro, NC 27410

HAVE SOMETHING TO SHARE?

All NCSFA members are welcome to send any information / announcements. Please send us what you want to share to elaine@execman.net.

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 15TH WITH A DEPOSIT OF \$200.00 AND THE BALANCE DUE BY SEPTEMBER 1ST (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**

NORTH CAROLINA STATE FLORISTS ASSOCIATION
Board of Officers and Directors Meeting
Embassy Suites, Greensboro, NC
May 20, 2012

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

Carol Mills	Wayne Burchett	Bud Cardwell	Michael Trogdon
Karl Hastings	Lona McKinney	Mike Williams	Carol Dowd
Charlie Jordan	Tamela Garner-Eldridge	Don Holmes	
Cherie Burchett	Maxcine Matier	Brian Hyde	
Carol Dowd	Kevin O'Malley	Gary O'Connor	
Directors Absent: Clark Goodin			
Others Present: Bill McPhail, Education Chairman; Joe Davoli			

The anti-trust policy was re-affirmed.

Treasurer's report was presented by Bud Cardwell. **Gary O'Connor made a motion, second by Kevin O'Malley to accept as presented. Motion carried.**

Old Business — Administrative Reports:

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. **There was discussion regarding scholarships. Carol Mills suggested that we have a 50/50 raffle with half of the money going to the individual and possibly a portion of the money being used for scholarships. Charlie Jordan made a motion that NCSFA give 2 scholarships for an on-line course (\$75 each), second by Kevin O'Malley. Motion carried. Bill McPhail was asked to write a letter to the Allied organizations and ask that when they are giving awards or scholarships, to consider providing scholarships to our school or on-line courses. The Allied organizations would give the scholarships to the individuals they felt worthy of receiving.**

Membership Report: No Report

Rules & Policy: Gary O'Connor presented language for "NC State Designer Cup". After discussion, a motion came from the committee, second by Wayne Burchett. Motion carried.

Charlie Jordan made a motion that the competition be called the "Dogwood Cup", second by Carol Dowd. Motion carried.

Flower Press: Deadline will be May 29, 2012

By-Laws: No Report

Nominating: Brian Hyde presented some names for elections this year from the committee; however, a complete slate will be presented to the board for approval and then submit to the membership.

A motion was made by Gary O'Connor and seconded by Kevin O'Malley that **NCSFA send letters to wholesalers stating that they can use the following language on their trucks "Support your local florist, www.ncflorist.org". Motion carried.**

Program Book: Bud Cardwell encouraged everyone to send in ads for the program book.

Legislative: No Report

Spring Fundraiser: Carol Dowd provided information of the overall fundraiser. The event did make a profit and was very well attended. Carol Dowd made a **motion that we have the Spring Fundraiser at the Weymouth House, March 26-29, 2014, second by Kevin O'Malley. Motion carried.**

Convention Report: President Carol Mills presented a tentative agenda.

New Business:

Charlie Jordan advised the board that the Greensboro Triad Florists Association is working on an issue regarding the use of "in lieu of flowers" by funeral homes. Jordan asked that people contact their local funeral homes and ask that they not use "in lieu of flowers". This information will be placed in the NCSFA newsletter.

There being no other business, meeting adjourned at 11:30 AM.

Respectfully Submitted
Michael Trogdon