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PRESIDENT'S MESSAGE...

Thank you to all the NCSFA membership and Past President Carol Mills for "Fantasies Dream, Imagine, and Create." Hopefully, everyone's fantasies and dreams came true. It was an exciting weekend, and some of the best fund raising for the NCSFA!

I am so excited! We have kicked off our new year with the NCCPF Certification Hands-on classes at Hardin's Wholesale. It was a great turnout. We had 11 students. A special thanks to Bill McPhail and Sherri Suttle and their committee for all of their hard work. Thank you to Fraser Orr for allowing us to use his warehouse for four days.

My year of being your president of NCSFA begins. I am really focused on my two passions: membership and education. I have been traveling a lot already, and I am spreading the word on how being a member of the NCSFA can be educational and possibly life-changing because of all the new friends that have the same passion that we all have.

If you have any questions, please feel free to contact me or any of the state officers.

Mark your calendars for next August 16-18, 2013 for "The Hidden Beauty Of The Wild, Wild West." Make sure you bring a new member!

Wayne Burchett
NCSFA President

NCCPF ONLINE CLASSES EASY TO USE!!

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.

NCCPF CERTIFIED DESIGN SCHOOL

By Bill McPhail

The NCCPF Certified Design School was held September 21-23, 2012 at Hardin's Wholesale Florist Supply in Liberty, NC. Eleven lively ladies made up the class this year with experience levels from zero to many years in the business. The effort began after the success of the 2011 Design School held in Raleigh by ensuring the location and instructor. Jim Johnson, AIFD has been the instructor of the Design School since the program began in 1986. He really loves his craft and is a true master at it.

The event began with a prep day on Thursday September 20, when Bill McPhail and Cherie Burchett worked at Hardin's getting the space set up and dividing the flowers into buckets for the first class.

The students began their work with Current Design Styles where they learned and made 4 distinct designs and then were tested on one of them. Sherri Suttle and Sarah Callahan were Education Committee assistants on Friday.

After a short break in the evening, the class began the second class on Sympathy Design styles. Mary Matherly and Sherri Suttle worked with the class on Saturday. The sympathy class concluded on Saturday September 22 and after lunch, the students embarked on Wedding Design Styles and Techniques.

The enthusiasm was awesome during this portion, especially when they made their hairpieces and their living jewelry. Sunday was Bouquet day. They began with their graded crescent bouquet and concluded the day with a hand-tied design. Bill McPhail and Cherie Burchett assisted the class.

There were a few guests including NCSFA President Wayne Burchett, Gary Corsi-O'Connor First Vice-President; and Pat Murray, AIFD who helped found the program back in 1985.

The class was very excited and all seem intent on pursuing their complete certification.

Dates for next year's school planned for Lihmil Flowers and Supplies in Kernersville, NC will be announced soon.



JUDGES WORKSHOP

By Bill McPhail

On July 31, 2012 a Judges Workshop was held at Cleveland Plant and Flower Company in Raleigh. Pat Murray, AIFD was the instructor.

Pat planned this event and did much research on judging, which included speaking with authors of books on the subject at the AIFD Symposium. Some of those she spoke with were Jim Johnson and Bill McKinley, as well as Hitomi Gilliam and Kathy Rulloda.

Pat got the group of about 20 to get involved by giving them "quizzes" about floral design. Then the group was divided into smaller groups and they each worked together on scoring a couple of designs.

The outcome of their efforts was then presented to the entire group.

The designs were provided by those attending and some of them were purposely made incorrectly to see if the judges picked up on the problems.

Each of the "bad" designs was correctly noted for its mistakes.

The free workshop was able to take place because Kevin O'Malley provided the space at Cleveland; he also provided food and drinks for the group.

Also Pat Murray provided her time free of charge. The group included many notables. Several AIFD designers were present; 5 former DOY winners were there; 5-6 NCSFA Board members including President Carol Mills were in attendance; and some 12 NCCPF graduates were included in the number.

This roster will be used for future judging at convention.

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.

2012 NCSFA CONVENTION

CONGRATULATIONS TO EVERYONE!

DESIGNER OF THE YEAR

WINNER - JANET BLACKARD, LIHMIL, KERNERSVILLE
2ND - SARAH CALLAHAN, DAYSPRING FLOWERS AND GIFTS, APEX

NC JIM TREADAWAY CUP

WINNER - TAMMY YOW RUSSELL, RUSSELL MEADOWS FLORAL & NATURE FARM, LIBERTY
HONORABLE MENTION - JODY MCLEOD, ANNIE V'S FLORIST, CLAYTON

JIM TREADAWAY CUP PEOPLE'S CHOICE WINNER

WINNER - SHERRI SUTTLE, BOSTIC FLORIST, BOSTIC

CENTERPIECE CONTEST

WINNER - CHARLOTTE HAMPTON, FLOWERS BY GARY, DURHAM
2ND - BRANDI DENNISON, PURPLE POPPY, WAKE FOREST

HEADDRESS

WINNER - CHERIE BURCHETT, ASHEBORO FLORIST, ASHEBORO
2ND - JEFF FREEMAN, FREEMAN'S FLORIST, RANDLEMAN

BASIC HEADDRESS

WINNER - JEFF FREEMAN, FREEMAN'S FLORIST, RANDLEMAN
2ND - SCOTT JACKSON, GRACE FLOWER SHOP, HIGH POINT

MASK

WINNER - ROBERT HUFF, BO-TY FLORIST, WINSTON-SALEM
2ND - CARRIE LINVILLE, PLANTS & ANSWERS, GREENSBORO

MINIATURE

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

BASIC BODY FLOWERS

WINNER - CARRIE LINVILLE, PLANTS & ANSWERS, GREENSBORO

REGULAR BODY FLOWERS

WINNER - JEFF FREEMAN, FREEMAN'S FLORIST, RANDLEMAN
2ND - STEVEN CUSTER, PLANTS & ANSWERS, GREENSBORO

FLORIST OF THE YEAR

REGGIE WALSER, REGGIE'S FLOWER SHOP, WELCOME

WHOLESALE OF THE YEAR

KYLE GISE, CURTIS FLOWER FARM, GRAHAM

VISIT US AT WWW.NCFLOLIST.ORG

2012 NCSFA CONVENTION**TO OUR EXHIBITORS!**

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

OUR EXHIBITORS

- ♦ BLOOMNET, CARLE PLACE, NY
- ♦ HARDIN'S WHOLESALE FLORIST, LIBERTY, NC
- ♦ FTD
- ♦ FLOWER SHOP NETWORK, PARAGOULD, AR
- ♦ RELIANT RIBBON, PATERSON, NJ
- ♦ SHADY DAYS NURSERY & LANDSCAPE, LOUISVILLE, NC
- ♦ TELEFLORA, LOS ANGELES, CA

SAVE THE DATES

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

***"THE HIDDEN BEAUTY
OF THE WILD, WILD WEST"***

**AUGUST 16-18, 2013
EMBASSY SUITES,
GREENSBORO, NC**



Contributed Photo

NCSFA President Wayne Burchett, right, presents Janet Blackard of Lihmil with her 2012 NCSFA Designer of the Year award.