



# FLOWER PRESS



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919-876-0687

## PRESIDENT'S MESSAGE...

**H**owdy everyone! I just got back from our fundraiser (Family Day) in Chatham. We had a great time and it was a great way to get everyone in the spirit for convention which is right around the corner.

A special thank you to Joe Davoli for letting us use his cabin and the two people that organized the entire cookout. Larry from Jordan House and Tamela from Garners Florist.

Convention is drawing near and I hope all designers are thinking about ideas for competitions. I hope we have record amounts competing which means we have record amounts learning.

I want to remind all members to find one nonmember to sign up and bring to convention this year our membership is what will make us strong. See you there at the Embassy Suites August 16-18 for "The Hidden Beauty of the Wild Wild West".

Wayne Burchett  
NCSFA President

## 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, N.C.

Hotel cut off date is 7/20/13 - Hotel Rate \$110

336-668-4535

## NC Jim Treadaway Competition

Artwork and Entry Form - [www.ncflorists.org](http://www.ncflorists.org) (home page)

## NCSFA Program Book

— Have you placed your order for an ad in the program book? You are missing the best and most inexpensive way of advertising throughout the state. Call or email the NCSFA office today for an application. Call Deborah or Elaine at the NCSFA office – 919-876-0687 or email [elaine@execman.net](mailto:elaine@execman.net).

**DON'T MISS A GREAT EDUCATIONAL OPPORTUNITY!!**

## North Carolina Certified Professional Florist School

Provided By: The North Carolina State Florists Association

Need a reason to attend?

- ☼ Accredits after your name
- ☼ This is a pathway to AIFD
- ☼ Pay increase as an accredited designer
- ☼ Personal growth as a designer
- ☼ Excellent training by Jim Johnson, AAF, AIFD, TMF (from Texas A&M)
- ☼ Continued support of your NCSFA
- ☼ Professional education

The hands on portion of the school will be offered Sept. 20, 21 and 22 at Lihmil Wholesale in Kernersville. This portion consists of 3 classes. Register now, Space is limited!!

To complete the school, 9 online classes are required. These classes can be taken at any time before or after you have attended the hands on classes.

Once all 12 classes have been taken and passed, a final examination will be given. *Successful completion will result in NC Professional Florist Certification recognized by the North Carolina State Florists Association.* The NCCPF certification is also a pathway provider for an invitation to the American Institute of Floral Designers (AIFD).

Hands on classes- \$100 each + \$49.95 for textbooks= \$349.95

9 Online classes-\$75.00 each = \$675.00

Final exam-\$50.00

Total for entire school experience- \$1,074.95

Once you begin classes, you have up to 2 years to complete!

For more info [www.ncflorist.org](http://www.ncflorist.org) <<http://www.ncflorist.org/>>

*Tips and Tricks* ~ ☼ ~ ☼ ~ ☼ ~ ☼ ~ ☼ ~ ☼ ~ ☼ ~ ☼ ~ ☼ ~ ☼ ~ ☼ ~ ☼

*Make sure to check out Accent Decors videos on their website. They always have tips and tricks that are really cool. Their videos do a step by step "how to" on using the unusual and trendy materials they sell. These videos are done by accredited designers such as Hitomi Gilliam, are quick and easy to follow. So if you think you don't have time to learn something new, you can do it in 3 minutes or less.*

## NORTH CAROLINA STATE FLORISTS ASSOCIATION

Board of Officers and Directors Meeting | Embassy Suites, Greensboro, NC | April 14, 2013

President Wayne Burchett called the meeting to order at 9:30 AM with the following in attendance:

Wayne Burchett	Bud Cardwell	Gary Corsi Oconnor
Maxcine Matier	Joe Davoli	Charlie Jordan
Carol Dowd	Jay Curtis	Lona McKinney
Cherie Burchett	Sarah Allen	Nelson Simpson
Jim Tysinger	Charita Walker	
Elaine Christian		

Not in attendance: Carol Mills, Tamela Garner Eldridge, Don Holmes

Also in attendance: Bill McPhail

President Burchett asked all board members to re-affirm the Anti-Trust Policy.

Treasurers Report – Bud Cardwell presented the financial statement as of 3-31-13. Gary Corsi O'Connor made a motion to accept as presented, second by Joe Davoli. Motion carried.

Education – Bill McPhail reporting for the Education Committee gave an update of how many people had taken on-line classes since the beginning of the year. McPhail also stated that Pat Murray had agreed to pay to have flyers copied about the NCCPF School. Flyers will be distributed to the wholesalers for distribution to customers.

AIFD Symposium Registration – AIFD has given to the NCSFA a free registration to AIFD to be held in June. Two people applied for registration. By vote of the NCSFA board, the free AIFD registration was given to Brandi Dennison. If Ms. Dennison is not able to attend, the registration will be given to Janet Blackard.

Membership – Charlie Jordan stated that this is not solely the job of the membership committee. Jordan encouraged all board members to invite someone to be a member and encourage them to attend the convention.

Rules and Policy – Gary Corsi Oconnor presented the following recommendations from the Rules and Policy Committee

Section 16 –

Judging/Tabulations

III. Tabulation Criteria/ Responsibilities

A. Tabulation Chairman shall be appointed by the President. The chairman shall select a committee to assist. President shall appoint a committee of a minimum of three persons to tabulations. The President will appoint a chairperson of tabulations from within the committee. Besides the three persons serving on the committee, there will always be a fourth alternate to be called upon during convention. If anyone on the committee is related to or is employed or works with someone who has entered the competition, or if a committee member is entering a competition, they must excuse themselves from tabulating that competition and the alternate will be used to tabulate the scores for that competition.

Cheri Burchett made a motion to accept recommendation, second by Charlie Jordan. Motion carried.

III. Tabulation Criteria/ Responsibilities

G. The judging sheets used will be as created by Pat Murray AIFD for all of the competitions (as of 1/20/13) with the exception of Treadaway Cup and NC Dogwood Cup. (The judging sheet decided upon at later time.). Cherie Burchett made a motion to accept recommendation, second by Jim Tysinger. Motion carried.

*(MINUTES Continued from Page 3)*

Flower Press – Deadline is May 1.

Bylaws – No report.

Public Relations – No report

Nominating – No report.

Program Book - Bud Cardwell encouraged people to submit their ads.

Legislative – No report

Long Range Planning – Charlie Jordan stated that the committee will have a long range planning/board orientation meeting immediately following the board meeting. Also Jordan presented a Vision and Mission statement from the Long Range Planning Committee as follows:

Vision Statement – The NCSFA will unify and lead the floral industry so they will be increasingly utilized as the preferred choice when providing floral needs to the public.

Mission – To promote the professionalism of florists through education and technology.

The committee made a motion to accept as presented, second by Gary Corsi Oconnor. Motion carried

Convention – August 16-18 at the Embassy Suites, Greensboro. There was general discussion of the convention committees. Lona McKinney volunteered to chair the Procurement Committee. Charita Walker volunteered to assist. McKinney will pick a committee to assist. Charlie Jordan gave a general overview of the design shows.

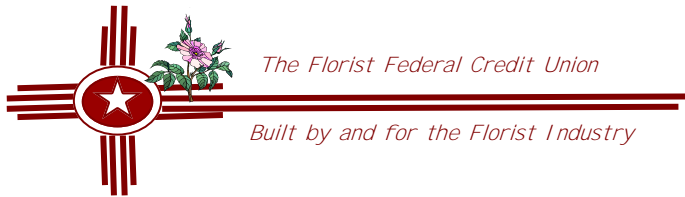
Next meeting will be held June 23, 2013 at the Homewood Suites in Greensboro at 9:30 AM.

Meeting adjourned at 10:30 AM.

Respectfully submitted,

Joe Davoli

## 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 Ÿ Roswell NM 88201  
Ÿ 1-800-322-0811

[Kenn.bell@thefloristfcu.org](mailto:Kenn.bell@thefloristfcu.org) / [www.thefloristfcu.org](http://www.thefloristfcu.org)