



FLOWER PRESS



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PRESIDENT'S MESSAGE...

At long last spring has arrived. Wishing everyone a great spring season.

Before we know it, it will be time to meet in Greensboro for our annual convention, Lights, Camera Action: Hooray for Hollywood. I want to thank everyone who is busy working on plans to make this a memorable weekend for everyone who attends. I also want to challenge all members to find one nonmember to sign up and bring to the convention. Our membership is what makes us strong.

I hope all you make plans to attend on August 15-17, 2014 and participate in the many events offered at the convention.

See you at the movies.

Gary Corsi-O'Connor, President NCSFA
919-471-1566
gary@flowersbygaryofdurham.com

Save The Dates!

NCSFA 2014 Annual Convention
Lights, Camera, Action: Hooray for Hollywood!
August 15-17, 2014, Embassy Suites, Greensboro NC

NCCPF Hands-On School
September 19-21, 2014
Cleveland Plant and Flower, 4200 Atlantic Avenue, Ste 166, Raleigh, NC 27604

NC Jim Treadaway Competition

Artwork and Entry Form - 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 Elaine at the NCSFA office – 919-876-0687 or email elaine@execman.net.

NORTH CAROLINA STATE FLORISTS ASSOCIATION
Board of Officers and Directors Meeting
Umstead Pines Golf & Swim Club at Willowhaven, Durham, NC
April 27, 2014

President Gary Corsi-OConnor called the meeting to order at 11:00 AM with the following in attendance:

Gary Corsi-OConnor	Joe Davoli	Jim Tysinger
Wayne Burchett	Don Holmes	Jennifer Childers
Lona McKinney	Sarah Allen	Sarah Callahan
Bill McPhail	Jay Curtis	
Bud Cardwell	Nelson Simpson	
Elaine Christian		

Not in attendance: Maxcine Matier, Brandi Dennison, Charita Walker, Cheri Burchett

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

Treasurers Report – Bud Cardwell presented the financial statement as of 3-31-14. Joe Davoli **made a motion to accept as presented**, second by Wayne Burchett. Motion carried.

Bylaws – No report.

Convention – President OConnor gave an overview of the convention. He stated the agenda has not been finalized and he is still working on the convention committees. Information will be forwarded once finalized. Lona McKinney asked of the possibility as serving as host to the 1st timers to the convention, showing them where they need to go, making them feel welcome. President OConnor asked her to serve in that capacity.

Education – Sherri Suttle was unable to attend and submitted the following education committee report.

Education Committee Report:

A. The education committee was in charge of collecting applications for the free general AIFD registration. The first deadline was March 31. We had no applicants before this time. The second deadline was April 17. During this time we had one applicant, Don Holmes, to apply. We do realize Don is on the education committee; however, when I received the application from Don I talked with Gary and we decided to open this opportunity up to the entire board. No one else applied before the April 17 deadline. It is the education committee's recommendation that Don Holmes be awarded the free general AIFD registration to the AIFD national symposium in Chicago.

B. The education committee did a NCCPF Master exam on Saturday, March 1 at Always and Forever Florist in Madison. We had three students to Test, and all three passed. We plan on pinning these students at the Convention in August.

Students: Mark Harris

Mary Maness

Lindsey Lamp

C. The education committee is planning to offer another NCCPF Master Exam on Friday August 15, at the beginning of Convention, at the Embassy Suites.

D. The education committee is working on a potential workshop to be held after the board meeting in June. Details later.

Expenses and Income For Education Committee:

2013 online education expenses- \$1,925.00

2013 online education income- \$3,450.00

2013 school and master test expenses- \$4,679.23

2013 school and master test income - \$4,673.50

2014 master test expense- \$329.00

2014 master test income- \$150.00

The education committee will be meeting to discuss raising the cost of the master exam to cover the cost of the flowers we have to procure. This has been the cost for of the master exam for some time, and we have not raised the cost even though flower cost has increased.

Nelson Simpson **made a motion that the free AIFD registration that has been awarded the NCSFA be given to Don Holmes**, second by Bud Cardwell. Motion carried.

Listen Up!

Do you know what the number one skill in sales and service is? I gave you a hint in the title. Right - listening skills.

Do we really LISTEN? Most of us 'hear,' but do we really listen to what people are saying? Are there any methods, tricks, ideas, tips or techniques to make us better listeners? Yes, there are. Listed below are some of the often used skills of better listeners.

What do you think the difference is between listening and hearing? Bottom line: Hearing is physical. Listening is mental.

What do some folks do that others don't in order to be a good listener? It's pretty simple. Take a TV commercial. Most of us normally hear it, but do we always listen to it? Probably not. Especially if it's about something we're not particularly interested in for ourselves.

Take the Super Bowl. We talk about the commercials before they're even on TV. How many can you remember now? My guess is you'll recall those that were of 'interest' to you. We probably 'heard' them. We may have watched them. But again, how many did we really listen to? Pay attention to?

Below are 6 easy steps to becoming a better listener. As with many things there are more for sure, but starting with these will help you a lot. Listen up!

1. **Decide to be a Better Listener** - That's like an attitude. You can really decide to be a good listener. It's a decision. Will everything be of interest or value to you? Maybe not, but not listening can be dangerous. So make a mental decision to listen better to those you talk with; especially if you have asked them a question and they answer. We need to LISTEN to them. We need to acknowledge. We can only intelligently answer and acknowledge if we are listening.
2. **Welcome the Customer** - On the phone, in person, in business or at a social event. We need to make the person feel welcomed. That in turn helps make you a much better listener. We need to be obviously friendly when we're talking with a customer. And it needs to be sincere. (Most folks can tell when you're not.) So bring a welcoming phrase to the table and use it to make the customer feel as though he's a long lost friend!
3. **Concentrate** - Listening is not the time for multi-tasking. And today, we can all turn to the left or right and catch someone texting and probably trying to have an in person conversation as well. One of these things will be in trouble. We simply cannot do two things well at once. Your concentration must be on the conversation - in person or on the phone. Do nothing else but 'listen.' Don't text, don't hold side conversations, and keep your eyes (and ears) on the person talking.
4. **Keep an Open Mind** - Well, why do we need to do this? I'll tell you why. There are some of us who think we know what the other person is going to say before they say it and so we interrupt (or interject) our comments before the person can answer. That's not keeping an open mind. That's not listening to what they're saying. Some of the times we're right. And yes, we do know what the person will say, but it's important to put your teeth in your tongue and not interrupt. By keeping an open mind you'll gain more information as well. And your listening skills will be sharper.
5. **Give Verbal Feedback** - Talking with someone and not acknowledging what they're talking about is very frustrating for them, especially on the phone, because we don't even have body language to check out. So come up with a few feedback lines. A few to start you off are: "I see." "Hmmm, that's good." "Ok." "Interesting." A few simple words and phrases like that will help the person feel you're listening and listening well. In person, you have the ability to nod and smile, and they can SEE your expressions. However, on the phone, we need verbal feedback. And be careful we're not saying the same word over and over. Like OK, OK, OK, OK. That's just boring.
6. **Take Notes as You Talk** - This is my favorite. And yes, even in person. That's perfectly acceptable! Taking notes lets the person know you're interested in what they're saying. It's a good sign of respect.

I do it all the time when I'm on the phone. I tell the client, "I'm taking notes so I can refer to them later and so I don't forget what you're saying." No one has ever said, "Don't do that." Most say, "Thank you. That's great; that's super!"

Taking notes so you can refer back is also a big compliment. Don't forget to do it. It really helps your listening skills. There you are. Six pretty easy steps to becoming a good listener.

And watch how many times you need to say: "I'm sorry, what did you say?" That's not a great sign you're listening.

Good luck!

By Nancy Friedman, The Telephone Doctor

(Continued From Page 2)

Flower Press – Deadline is May 7.

Membership – No report

Nominating – Wayne Burchett stated that the committee has met and will have some recommendations at the next meeting.

Program Book - Bud Cardwell asked that all board members send photos to him and also ask that everyone try to sell 2 ads for the program book.

Public Relations – No report

Rules and Policy – Committee will meet immediately after the board meeting.

Ways and Means/Long Range Planning – No report

Website – Kevin O'Malley is no longer serving as chair of the Website. President Oconnor will appoint someone else to serve as Chair of this committee.

Meeting adjourned at 11:35 AM.

Respectfully submitted,

Joe Davoli

Secretary, NCSFA

Education News Submitted by Sherri Suttle

The education committee will be offering a NCCPF master test on Friday August 15 at Embassy Suites. Please contact Elaine Christian or Sherri Suttle if you are interested in registering.

Our congratulations to Don Holmes, who was awarded the free AIFD general registration to the AIFD symposium in Chicago.

Make plans to join up for the 2014 NC State Professional florist school to be held at Cleveland Plant and Flower September 19, 20 and 21. For more information please contact Sherri Suttle at bosticflorist@bellsouth.net.

FTD Announces 1,000 Rose Giveaway

FTD® ANNOUNCES 1,000 ROSE GIVEAWAY FOR 20TH ANNIVERSARY OF ANNUAL FLORIST COMMUNITY EVENT

The 20th anniversary of FTD® Good Neighbor Day® will be Wednesday, September 10, 2014. The annual community event for florists is an opportunity to invite local residents into the shop and increase exposure of the flower shop. To help support florists with the event, FTD is offering The FTD® Good Neighbor Day® Rose Giveaway Sweepstakes. Three lucky florists will be awarded 1,000 roses each to give away at their FTD Good Neighbor Day event in September.

The concept for FTD Good Neighbor Day is simple: florists give away a bouquet of flowers to people in their community encouraging each recipient to keep one for him or herself and hand the others away to make new friends and share kindness to strangers. The event was started in 1994 by FTD Member the late Brook Jacobs, owner of Greenbrook Flowers in Jackson, MS.

The key to event success is publicity, and FTD has developed a helpful PR kit that provides simple event instructions and easy-to-use marketing templates including social media posts and banners, flyers and more to help registrants prepare. Along with increased foot traffic, florists that have successfully hosted an event have also achieved increased

awareness of the shop's location, increased community relations and repeat business. The PR kit is available at www.FTDi.com/GND.

“Our customers and community get very excited about this event,” exclaimed Daved Kinard, Store Manager of The Daisy Fair Flowers located in Conway, South Carolina. “The reward is knowing that we made a difference. The publicity and attention are FREE and they make your presence known in your community. You build friendships and a customer base that puts you ahead of your competition.” Florists interested in participating are encouraged to start planning their local events now by securing sponsors and developing philanthropic relationships that can help increase the exposure and positive impact for the event. They can also off-set the cost and labor efforts as well as drive additional media attention. Download your FREE PR kit and register at www.FTDi.com/GND to help you get started today.

To be eligible to win The FTD® Good Neighbor Day® Rose Giveaway Sweepstakes, FTD Florists must complete a short registration form to participate in FTD Good Neighbor Day at www.FTDi.com/GND between May 1 and June 15, 2014. For more information please contact Emily Bucholz at 630-724-6692 or email ebucholz@ftdi.com