

volume 9, issue 7 july 2010



Central Florida Florists' Association

CFFA'S PRESIDENT'S MESSAGE

July 2010

Greetings CFFA Members:

June is gone, where is time flying?

For those who did not attend the FSFA Convention, you missed a LOT! CFFA was well represented by its members. Cheryl Andrews took second in the Sunshine Cup competition, Brita Edlbauer took second and Linda Wilson took third in the Table Scape competition and Katie Chesser took second in the DOY contest. Katie Chesser also received her FSMD.

The FSFA Board did a great job in putting this year's convention together, very well done, kudos to all involved. The Programs were full of talent and innovative ideas. Ian Prosser presented "The life of the party", Hitomi Gilliam presented "Creative Edge", and Brita Edlbauer spoke about memorable moments as a nation while displaying her Floral Artistry. We heard about the future for florists in the cyberspace and web by Melanie Garnett and Mario Fernandez gave creative trends concerning sympathy pieces. On Friday pm Vince Petrovsky showed us unique floating pool pieces. The Marriott was very nice and accommodating. It was a good time full of interesting ideas and creative talent. Please visit the FSFA website for more information about the convention. Mid Season is scheduled to be in Gainesville in January 2010.

The board is still looking for new potential members. There will be vacancies next year on the board and we will need to fill these positions. As it stands right now we are in need to appoint a new Treasurer for the remaining of this year

July's meeting will be on the 13th at Pennock. Dean Yale will present a program on Competition Designing. This will be good for all especially for those planning to compete for CFFA's DOY Contest in September. Look for the flyer in this Petal Talk. See ya there.

Until next time, best wishes and God Bless,
Linda Wilson, FSMD, CFFA President
PO Box 905, Eustis, FL 32727
352-735-0012 (day) 352-551-1354 (evenings)
eustisgal@aol.com



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florist

Central Florida Florists' Association

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MONTHLY DESIGN CONTEST FOR JULY 13TH

Design competition in July's theme will be the following:

Contemporary, Event and/or Convention Design

- Valued at \$50.00 retail
- Disposable container (do not include cost of container)
- A written description with cost break down and what inspired designer

Dates to Remember:

September's Meeting:

- DESIGNER OF THE YEAR CONTEST
- @ MATTERN'S
- Tuesday, September 14, 2010
- Contact Katie Chesser or Linda Wilson @ Claudia's Pearl Florist, t:352-735-0012

October's Meeting:

- Nominations for 2011 Board of Directors and Officers

November's Meeting:

- Voting for 2011 Board of Directors and Officers

CFFA Executive Board

President	Linda Wilson	Claudia's Florist	800-771-2026
Vice President	Brita Edlbauer	Floral Art Studio	407-578-0619
Treasurer	Tim Ryan	Freelance	850-368-7471
Recording Secretary	Kevin Smoak	Floral Productions, Inc.	407-810-0036
Corresponding Secretary	Kim Shoffner	DecoGallery	407-410-0888

Board of Directors

Cheryl Andrews	Cheryl's Distinctive Creations	407-648-8175
Claudia Russell	Claudia's Florist	800-771-2026
Emory Herring	Matters Wholesale	407-423-7033
Bethanny Lahey	Gaylord Palms Resort	407-586-2109
Karin Wilkinson	Westside Vo-Tech/Vintage Vines	407-770-0855

Immediate Past President

Liz Johnson	Apple Blossom Florist	407-657-1100
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CFFA Membership Application

Please fill out all the information below and submit, along with \$20 annual dues (\$10 for students) to Kim Shoffner, The DecoGallery, 2640 W/ Orange Blossom Trail, Apopka, FL 32712, t: 407-410-0888.

Name _____

Shop/Affiliation _____

Position/Title _____

Address _____

City, State Zip _____

Mailing Address _____

City, State Zip _____

Daytime Phone Number _____

Fax Number _____

Email Address _____

Website Address _____

How do you wish to receive Petal Talk? Mail Email Birthdate (month & day) _____

Meeting Announcement

July 13, 2010 ~ 6:30pm - 9:00pm

Preparing for Competition

Designer Dean Yale speaks about . . . competition design and what judges are looking for?

Location: Pennock
2481 Dinneen Avenue
Orlando, FL 32804

Registration: 6:30pm

Dinner: 7:00pm, menu to be announced

Fee: \$20.00 all current paid CFFA members
\$30.00 for non CFFA members

*If you are not a current CFFA member you may join at the door for \$20.00

Design Contest: "Preparing for Competition"

RSVP

Linda, Claudia or Braley
Claudia's Pearl Florist and Gifts
t: 352-735-0012, e: claudiaspearlflorist@yahoo.com



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