



The President's Message

Greetings to all.....

I trust all of you are doing well in all areas of life. It's nice to see the warmer weather, the grass is starting to turn green and the scent of the orange blossoms are filling the air. Ahhhhhhhhh, won't be long until we start complaining about the heat.

Thank you to all that attended the March meeting at Deco Galleries. New members joined CFFA that evening; the food was good, along with the program and fellowship. Bob and Donna Zhu gave CFFA a very warm welcome and have a lovely facility and showcase of beautiful product.

The April General Meeting will be on April 14th at Lake Receptions in Mount Dora, hosted by Claudia's Pearl Florist. The doors will open at 6:30pm and the dinner will start at 7:00pm. The theme of the meeting will be Weddings and Parties. The monthly design contest's theme will be Wedding Reception centerpiece. We hope all will enter a centerpiece. Also, if possible, we are asking each shop to bring an arrangement to be used as a centerpiece for the meal and then donated for the 50/50 raffle or add it to the silent auction, your choice. There will be a silent auction and if you would like to donate items for this please deliver them to Tim Ryan, FSMD or Emory Herring at Mattern Wholesale. Any and all donations will be greatly appreciated and all proceeds will go to CFFA.

The Board Meeting will also be held on April 14th, at 5:00pm, at Lake Receptions. All members are welcome to attend.

Things to remember for April's meeting: we will be voting on the revision of the By-laws, (you need to be a paid member to vote, so please, if you haven't joined for 2009 make sure you do when you register); please visit the CFFA website and give feedback, let us know what you would like to see on the website.

Darlene Walker has graciously accepted the challenge of being our Corresponding Secretary, and is working very hard at getting all of us organized with time-lines to get Petal Talk published every month and the website updated. Welcome aboard and thank you Darlene.

Hope to see all of you at Lake Receptions on April 14th.

Sincerely,
Linda Wilson, President



Calendar of Events

April 14, 2009 – 6:30 p.m.

*Lake Receptions, Mt. Dora **

- Contact Claudia's Pearl Florist for directions and RSVP

May 16, 2009 – 6:30 p.m.

Lake Ridge Winery, Clermont

- Wine Tasting
- RSVP to Emory Herring – Mattern Wholesale Florist

June 16, 2009 – 6:30 p.m.

Florida Wholesale, Orlando

- "Japanese Connection" – Designer: Masuko
- RSVP to Brita Edlbauer, AIFD, FSMD – Floral Art Studio

July 14, 2009 – 6:30 p.m.

To Be Announced

August 11, 2009 – 6:30 p.m.

Mattern Wholesale Florist, Orlando

- FTD Design show to be announced
- RSVP to Darlene Walker - Cheryl's Distinctive Creations, Inc.

September 18, 2009 – 6:30 p.m.

Pennock Company, Orlando

- Designer of the Year Competition
- RSVP to Cheryl Andrews, FSMD - Cheryl's Distinctive Creations, Inc.

October 13, 2009 – 6:30 p.m.

NGM Growers, Mt. Dora

- Nursery tours and design

November, 2009 – 6:30 p.m.

Possibly Teleflora sponsored design show

- Location and date to be announced
- RSVP to Tim Ryan, FSMD – Mattern Wholesale Florist, Orlando

December, 2009

CFFA Christmas Party

- Location and date to be announced

** Silent auction being held to help offset the additional expense of this meeting. This will avoid having to charge more than the \$20 meeting fee. Please contact Claudia to donate silent auction items or drop off to Emory Herring or Tim Ryan, FSMD at Mattern Wholesale Florist*

Letter from the Editor

First, I would like to thank the CFFA Board of Directors for their vote of confidence in appointing me to fill the very big shoes of Corresponding Secretary. I follow one of our most dedicated and long standing Corresponding Secretaries, John Hayden. John has served this Association for many years and continues to be actively involved and I personally would like to thank him for everything he has done over the years and I'm sure will continue to do.....John, you are my hero!

Secondly, I would like to announce some very exciting and important changes to CFFA. We have a new website! Bob Zhu of DecoGallery has graciously allowed his "computer dude" Clayton Yuen to become our webmaster and publisher of Petal Talk. I will be working closely with Clayton on getting our website updated into a tool that will work for us all. We are very excited with the preliminary changes he has made!

We are updating the membership list which will become the listing for the "Find A Florist" section on the site; just one benefit for being a CFFA member. Clayton is getting the website positioned within search engines so that when a potential customer is looking for a florist in the Central Florida area they will come to the CFFA website (centralfloridafloristsassoc.org) and be able to choose one of our members to fill their order.

Your shop will be listed with general information just for being a member. If you wish to take it another step further, we will be offering for \$10 per month or \$120 for the year a web ad link that will give the consumer the opportunity to view photos of your shop, your designs or whatever you wish. Clayton advises that consumers searching for a specific service will typically choose one that has photos to look at since, especially with florists, it is a very visual commodity.

In these tough economic times this is a minimal investment in advertising for what promises to be a maximum return on your investment. If you would like to purchase this web ad, please contact me via e-mail Freesia41@bellsouth.net with CFFA Web Ad in the subject line. If you don't receive a response back from me within 48 hours (sometimes bellsouth blocks certain e-mails) please call me at 407-648-8175.

And last but, certainly, not least we are issuing membership card to our members (see below). Please plan on attending the April meeting to receive your personalized membership card. It must be presented at the registration desk at all future meetings to receive the special "member" admission rate. This card will also entitle you to a 10% discount at Mattern Wholesale Florist on hard goods – EVERY DAY! We will be contacting other wholesalers to see what special incentives they will offer to our members as well, so stay tuned!



I am looking forward to working through CFFA to help all my fellow florists learn and grow in this marketplace. Please don't hesitate to contact any of our Board members or Directors at Large with suggestions or things you would like to see CFFA do. It's a slow process but we are all committed to bringing CFFA members the best this area has to offer.

Until next time, hope your business is blooming.....

Darlene Walker
CFFA Corresponding Secretary
Cheryl's Distinctive Creations, Inc.



CFFA March Meeting

General Meeting Minutes

March 10, 2009

Deco Gallery, Apopka, FL

The meeting was called to order at 6:50 p.m. by President, Linda Wilson.

Linda introduced the caterer of the evening, Melvin Birdsong, who then gave us some history on his catering business and introduced the menu for the evening.

Bob Zhu, owner of Deco Business and the host for the meeting was introduced. Bob told attendees about his business and announced that attendees would be given special discounts from all pricing shown on the gallery floor as well as a special discount section he developed for CFFA in the back of the gallery.

Clayton Yuen, Operations Manager of Deco Business was introduced as the new CFFA webmaster and publisher of Petal Talk.

Linda announced the April 14 meeting location at Lake Receptions in Mt. Dora and asked for Silent Auction donations as a special fund raiser for this meeting to help offset the extra expense for holding the meeting at Lake Receptions. Tim Ryan, FSMD or Emory Herring both of Mattern Wholesale will be drop off contacts at Mattern for those who wish to drop off their auction items prior to the meeting. If anyone has items they wish to bring the night of the meeting, please advise Claudia Russell of Claudia's Pearl Florist of the items you will be donating so they can have information cards ready when you arrive.

The meeting was adjourned for dinner. The meeting reconvened after dinner the the Treasurer's report was given by Tim Ryan, FSMD. Motion was made by Katie to approve the report, seconded by Shannon and the motion passed.

Minutes from the February meeting were distributed and reviewed by attendees. Motion was made by Tim Ryan, FSMD to accept the minutes, seconded by Karin Wilkinson, the motion carried. The minutes from the January meeting were not available for vote and were tabled pending their publication in the March issue of Petal Talk and will be voted upon at the April meeting.

Linda asked all members to review their membership information for accuracy to ensure they continue to receive Petal Talk and meeting notices. Linda introduced the 2009 Board of Directors and announced that Darlene Walker would be serving as Corresponding Secretary. Each Board member gave an overview of their duties.

It was announced that membership cards would be issued at the April 14th meeting and should be presented at registration for all subsequent meetings. Further, the membership card should be presented at Mattern Wholesale in order to receive a 10% discounts everyday on all hard goods purchased.

Darlene Walker, gave an update on the revised By-Laws and advised that the vote for adoption would take place at the April meeting. She further discussed changes and information needed from members in order to update the website and printed membership list, along with additional benefits that will become available to our members.

There being no further business to discuss, the meeting was adjourned at 8:45 p.m.

Respectfully submitted by
Darlene Walker, Corresponding Secretary
For Karin Wilkinson, Recording Secretary

CFFA is going "GREEN"

In an effort to cut costs and save a few trees you can now receive "Petal Talk" via e-mail instead of the US Mail. You can also visit the website centralfloridafloristsassoc.org and click on newsletters.

Call or write Corresponding Secretary,
Darlene Walker at 407-648-8175 or Freesia41@bellsouth.net
and choose

how you wish to receive Petal Talk in the future.



TREASURER'S REPORT

Report located in the Members Only Section of this website!

Bring more customers to your store with an upgraded CFFA Member listing.....

“Did you know???”

Tips and Tricks of the Trade

This will be a continuing feature for Petal Talk and we encourage everyone to send their tips to us on a regular basis. Even if it seems basic, it just might remind some of us of things we've forgotten.

- Tulips are one of the only cut flowers that continue to grow after being cut. To deter further growth, place a tiny slit just under the head of the Tulip on the stem. It sounds like cruel and unusual punishment but it works! – Linda Wilson, Claudia's Pearl Florist, Mt. Dora
- European florist rarely put their Tulips or Daffodils in water after receiving from the wholesalers. Keep them tightly wrapped and lay them flat on a shelf in your cooler until ready to use (no more than a couple of days). This helps keep them tight. – Michelle Morgan, ICSF, MIFL; Katherine's Florist, Clermont

Buy a Web Ad link on the CFFA website and receive new customers! For only \$10.00 a month you can have photos, specials, etc. added to your basic membership list to allow potential customer know who you are before they buy! Studies show that most web browsers will purchase from an ad that has photos before a basic line listing.

Contact Darlene Walker at Freesia41@bellsouth.net to get your upgraded member listing today!

LOGO Contest

CFFA

We need your creativity!

Your design could be seen here, there and everywhere....

Design a new logo for CFFA and receive a gift certificate from Chili's. The top three logos will receive their June meeting registration free!

Please submit in a jpeg format or if you're an artist send drawing via fax, we will need original art to publish if chosen.

Deadline for entry:
April 30, 2009

E-mail:
freesia41@bellsouth.net or
Fax: 407-648-8177

- Pinching the bud tip of Snapdragons and Gladiolus prevent them from following the light – Linda Wilson, Claudia's Pearl Florist
- Coolers need to be checked periodically for accurate temperature control. Fresh flowers should be stored between 33 and 35 degrees; Tropicals at 50 degrees – Brita Edlbauer, AIFD, FSMD – Floral Art Studio, Orlando

Please send your tips and tricks or tidbits of information to Darlene Walker, CFFA Corresponding Secretary at freesia41@bellsouth.net for inclusion in the next issue of Petal Talk.



Last issue of Petal Talk!

If you haven't renewed your CFFA membership for 2009 this will be the last issue you receive.

As you can see we've changed the format and there are more improvements coming, don't miss a single issue....complete the membership application contained in this issue and return with your membership check to continue your subscription.

Great things are coming your way.....



Central Florida Florists Association (CFFA)

Meeting Announcement

April 14, 2009 6:00—9:00 p.m.

Catered Buffet Dinner

Hosted by: *Claudia's Pearl Florist*

Salad

Location: *Lake Receptions*

Chicken Alfredo

4425 N. Highway 19A, Mount Dora

Assorted Desserts

RSVP to Claudia's : 352-735-0012 or 800-771-2026 or e-mail:
claudiaspearlflorist@yahoo.com

Fees:

Early Registration

\$20—Members

\$30—Non Members

Registration at door

\$25—Members

\$35—Non Members

**RSVP by April 10 to
avoid late fees!**



Design Contest Theme

Wedding Reception Centerpieces

Show off your talents—bring a Wedding Centerpiece to enter into the monthly design contest. It can be as simple or extravagant as you like—no props please. First place receives free registration to the following month's CFFA meeting.

IT'S ALL ABOUT OUR MEMBERS.....

We will be adding a special section to our newsletter "Petal Talk" and the website to feature YOU the CFFA members!

Get your creative juices flowing and submit an article for the newsletter or website. Send us your Tips or Tricks of the Trade for processing flowers, making a special bouquet of whatever you like.

Have a wedding or event you would like to share...send your photos and we'll publish them for all to see.

Send items to Corresponding Secretary, Darlene Walker at
Freesia41@bellsouth.net

Florida State Florists' Association Membership Application

Please mail your completed application and payment to:

FSFA Membership, P.O. Box 1030, Santa Rosa Beach, FL 32459

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Prof. Horticulture & Floriculture Retail Florist Wholesale Florist

Cut Flower & Pot Plant Grower Allied Tradesman Other

I hereby agree to advance the floral industry in Florida and further the intellectual, social and business interests of my fellow members.

I enclose my check for membership Bill my Credit Card (check one below please)
 Visa Master Card AmEx Carte Blanche Discover Diners Club

Credit Card # _____ Exp. Date _____

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Signature _____ Phone _____

Florida Voting Member Dues (Owners & all business' & floral reps in Florida)	\$100.00
Associate Member Dues (Out of state & non-owner shop individual memberships)	\$50.00
Students	\$50.00
Sunlighting Annual Subscription	\$49.95

Please find enclosed a check for \$ _____ Signature _____

Please Note! Extra copies of SUNLIGHTING only available when full membership is paid. All businesses and floral reps in Florida pay \$100 per year. Visit us our web site at floridastatefloristsassociation.com

CFFA Membership Application

Please fill out all the information below and submit, along with \$20 annual dues (\$10 for students) to Tim Ryan, CFFA Treasurer, 1215 Atlanta Avenue, Orlando, FL 32806. (t: 407-423-7033)

Name _____

Shop/Affiliation _____

Address _____

Daytime Phone Number _____

Fax Number _____

Email Address _____

Website Address _____

General Meeting Minutes

January 27, 2009: Carlstedt's Wholesale, Orlando, FL

The meeting was called to order at 7:30 pm. by President, Linda Wilson

- Linda welcomed all attendees and and thank you to Carlstedt's for hosting the meeting for the evening.
- The minutes from January board meeting were Read by recording secretary Karin Wilkinson. Darlene Walker made motion to accept, seconded by Bethany Lahey, motion carried
- Treasurer's Report was given by Tim Ryan. Report has been printed. Debits \$2,250.03, Deposits \$2,260.00 Balance \$2,655.55 Brita made motion to accept, seconded by Darlene Walker and the motion carried.
- Darlene Walker handed out copies of the updated By Laws to the paid member, she reported on the changes on membership with CFFA. The members will be given 60 days to review and voted on in April. Linda thanked Darlene for typing up the updated By Laws.

Old business:

- Update on the embezzlement of the monies from CFFA bank account. It was agreed by the board members to drop the issue due to the fact that it would cost more money to pursue it than what was due.
- Linda encourage all present at the meeting to become a members if not and to bond together to make this association the strongest.
- Tim Ryan gave an update from the January board meeting. Linda will continue being President, Brita, Vice President and time will become treasure. This was voted on by the board and approved.
- Linda announced that Clayton Yuen from Deco Gallery will be the new web master for CFFA web site, please make sure your e-mails are updated.
- February general meeting will be at Westside Tech.
- March 10 meeting at Deco Gallery.
- Mattern has offered a 10% discount on hard goods to all CFFA member, membership card will be given to paid members .
- 50/50 drawing was held where \$72.00 was given to the winning ticket holder.

Program for the evening "Distinctive Dozen":

- Dean Yale, AIFD and Karin Wilkinson gave a commentary on the flower arrangements.

The meeting was adjourned at 9:00.

Respectfully submitted by: Karin Wilkinson

CFFA Executive Board 2009

President	Linda Wilson	Claudia's Pearl Florist	800-771-2026
Vice President	Brita Edlbauer, AIFD, FSMD	Floral Art Studio	407-578-0619
Treasurer	Tim Ryan, FSMD	Matterns Wholesale Florist	407-423-7033
Recording Secretary	Karin Wilkinson	Vintage Vines	407-770-0855
Corresponding Secretary	Darlene Walker	Cheryl's Distinctive Creations	407-648-8175

Board of Directors 2009

Cheryl Andrews, FSMD	Cheryl's Distinctive Creations	407-648-8175
Claudia Russell	Claudia's Pearl Florist	800-771-2026
Emory Herring	Matterns Wholesale Florist	407-423-7033
Bethanny Lahey	Gaylord Palms Hotel	407-586-2109
Nancy McDonald	NGM Productions	352-383-1557

Immediate Past President

Liz Johnson	Apple Blossom Florist	407-657-1100
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CFFA March Meeting

Central Florida Florists Association

P. O. Box 905, Eustis, Florida 32727

t: 407-648-8175, e: freesia41@bellsouth.net