

Georgia State Florists Association

# News • Flash

**September/ October 2011**

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# Letter From The President

**WOW!!!** Where has the year went? It is Fall and the holiday season is upon us! I hope everyone is getting geared up for the holidays and I wish much success to everyone. Wonderful things are happening and things are moving at a fast pace. The board and I are working on some exciting things for GSFA. Lots of education and valuable information that is needed for our industry's survival.

One of the first things we have coming up is a 2 day Advanced Workshop with Phil Rulloda AAF, AIFD, PFCI on Oct 15-16 in Macon, GA. We are so blessed to be able to have Phil come to Georgia. We are not sure if and when he will ever be back in our area. Also the workshop is being offered at an amazing price. Only \$275 per person for both days and that does include lunch for both days. I encourage everyone to take advantage of this opportunity. We can all learn so much from Phil. He is one of the best!!

Some of you may not know that 2012 will be GSFA's 65<sup>th</sup> year as an association. Sixty-five years is such an accomplishment! Then I began to think just how does an association survive that long and I think Jenna nailed it with our Convention Theme. "Passion, Power, & Perseverance." "Passion---Loving what we do." "Power---Influencing others through flowers." "Perseverance---Withstanding the test of time." It has been and continues to be the Passion for what we do that drives GSFA forward. The Power of a product to touch people's lives like no other. All the while being grounded in a determined strength called Perseverance. As well as having the willingness to change and grow as the industry grew. Now more than ever we need to take hold of the same principles that have sustained GSFA for the past 65 years and apply them to our own lives and businesses. All of this really hit home for me and my mind began running. Thinking about how my business has survived the past 43 years and what it will take to withstand the next 40. We are all here at this point. All rowing in the same boat. Facing the same problems. Therefore, my vision for GSFA and its members, is to help make available resources that are needed for our business to survive and to help make us more profitable. More awareness needs to be placed on the success of our business. Design programs are needed to keep us inspired but we also need to help one another. Share ideas of things that are working and as well as things that are not. Sharing sources that save you money, as well as make you money. It's time that we come together and work to help one another. I get calls and emails all the time from people hungry for information and help. I want GSFA to be that beacon in the night. That harbor in the storm.

Our plan for this convention will be just that. Bringing programs that will be educational and informative. I challenge you to save the date...make plans now. This convention will be one that you don't want to miss. That is not a sales pitch...that is just the truth. When the details are available, you will see what I am talking about. GSFA is working really hard to provide tools that we all need to help build our business. I have nicknamed the convention "The Triple P Summit". The Triple P stands for this coming year's theme, "Passion, Power, & Perseverance". "The Triple P Summit" is being geared to offer tools, resources and inspiration needed to Ignite the Passion, Invoke the Power, and Implant Perseverance. So save the date March 9-11, 2012 and make plans to attend.

I would like to thank everyone that took the time to take the GSFA Survey. The information will play a part in the future of GSFA. As always, thanks for all you do for GSFA and Our Industry! My door, phone, and email is always open. Feel free to share your thoughts.

Randy Wooten AIFD, PFCI, CFD, GMF  
GSFA President

Hi Guys! Just wanted to introduce  
Myself, my name is Hollie Cothorn  
GMF. I am a designer at Delorice's  
Florist and I am also the new  
Secretary for GSFA. I will be  
Creating and handling the News Flash  
Now! I am so excited about this  
And the many things to come for GSFA!!

Remember to take a look at the  
Classified Section at the back. If you  
Are a member of the State and a  
District Association, then you will be  
Able to take advantage of this  
Section at absolutely no cost. For all  
Others, the fee will be \$10 per ad per  
Issue. So members be sure to take  
Advantage of this new section!  
Another feature we have added is  
"Your Two Cents." This is our new Q &  
A section. What better way to stay  
On top of what is going on across the  
State than to ask questions and offer  
Input. Make sure you keep up with  
This section and put in your two cents.

And finally, we have changed the  
Layout so that each issue we will  
Feature an arrangement on the cover  
Of the News Flash. If you have a  
Photo of an arrangement that you  
Love, please send us your submissions.

And as always, if you have any input  
Don't hesitate to share.

Hollie Cothorn GMF

News Flash Editor

[gsfanewsflash@gmail.com](mailto:gsfanewsflash@gmail.com)



# GSA STATE BOARD



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## District VI

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## District VII

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# Make the Cover Page!

If you would like to have an arrangement featured on the cover of the News Flash here are the guidelines for submission:

1 Credit must be given to the floral designer. So if you are submitting a design that you have not created personally, you must obtain permission from the designer to share.

2 Credit must be given to the photographer. The picture needs to be one that that you have taken yourself or you must have express permission from the photographer to share. Make sure the picture is not copyrighted.



3 Email your submission to [hollie\\_cothern@hotmail.com](mailto:hollie_cothern@hotmail.com).

- Please put "Cover Submission" in the subject title.
- Please send high resolution image

-Please send a clear picture with minimal back ground distractions.

Please include the floral designer, photographer, and a brief description of the design.

Please email if you have any questions. We look forward to featuring your beautiful work!

## Our Front Page

### Feature:

This arrangement was designed by Sharon Ivey CFD and was presented during her program at Summer Symposium 2011



# Member Spotlight

## Twigs, Leaves, & Flowers McDonough, GA

It all started around 2008—April Fool’s Day, to be exact. Twigs, Leaves & Flowers. A dream come true. Yes, I am most definitely a lunatic—starting a business in 2008, no capital, age 54, husband retired (and wanting me to be retired, as well), no storefront, and no clients—lunatic! But excited I was and totally committed to my passion—serving people and sharing flowers.

But... it didn’t exactly *start* there. In 2003, a death in the family thrust me into a closer relationship with the local funeral directors. In ordering the flowers I learned that they owned the flower shop next door and before I knew it, I was working there and loving it. From decorating the front windows, to washing the buckets, to making prom corsages until the wee hours of the morning, to trips to the Mart, to the sale of the shop a couple of years later. Leaving there was a heart-breaker. I remember missing the flowers so much that I learned from Martha Stewart how to make tissue paper flowers and turn them into bouquets. That kept me happy until another shop job came along—enjoyed that for a couple of years and there started studying for GMF. I’d been a GSFA member for a while but had no confidence that I could make the grade of GMF. I passed the test on Saturday after being in the bed with the flu for a solid week. Happy, happy, happy! Don’t think I’ll ever forget it! Sped off, gleefully, to my first hands-on workshop of the convention and almost immediately cut my finger wide open with my own scissors. Imagine that?



But... as I continue to think about it... It didn’t exactly *start* there. It really started with my grandmother. From my earliest memories, my grandmother grew flowers—loved them. Summers with Nannie and her garden club and canasta-playing friends were the best. Every morning dead-heading the iris and daylilies, even before breakfast. I still feel my Nannie in my own iris



patch. I know she smiles on me and my flowers now. And then my Mom ... she is gifted at arranging flowers and, to this day, grows them in the same ground as my Nannie. I can't say that I'm 'gifted' like that but I know that I want to be good at it! I'm never happier than cutting flowers, designing weddings, creating personalized casket blankets and cleaning up the studio after a hard day's work. Except, maybe, when a bride looks at her bouquet—in real life, after months of talking about it—and does that little crying/smiling thing, both at the same time.

I know you've heard all of this corny stuff before. Might even sound a lot like your story. I was terrified to start and still some days terrified to present that arrangement that they might not like. But it's all been worth it. I still don't have a storefront—I have a studio in my home where I design mostly weddings and events, some sympathy and, fairly regularly, flowers for church, oh... and Christmas decorating. Mostly fresh flowers but also some home décor permanents and plants. I have a web site and a Facebook page (neither of which I fully understand how to operate) and my business this year is ten times more than the first year. I use just as many Twigs, Leaves, pinecones, berries, rocks, acorns and moss as I do Flowers. Besides making people happy, the highlight of my career was assisting one of the designers at Accent Décor's Design Days— 5 days working behind the scenes with one of the greats. If I had a chance to choose a designer for a mentor, it would be Hitomi Gilliam. I am thinking about studying for AIFD. I have the best brides in the world and all of them happy (a blessing I do not take for granted). I have 3 cats, one of which lands squarely in the middle of nearly every arrangement I'm working on and still have her tail and toes. I have learned so much from you guys... conventions, workshops, summer symposiums... all have taught me and inspired me. Yes, my husband still wishes I'd retire. But when you're deliriously happy with your flowers, why would you want to do that?



Thinking of the beginning, I'm reminded of things that inspired me - then and now! Sharing from one of my favorite books Simple Abundance by Sarah Ban Breathnach : "Once you accept an artistic assignment from the Great Creator, it's yours." " Your work is born of your sensibilities, temperament, experience, emotion, passion, perseverance, attention to detail, idiosyncrasies and eccentricities. When you're authentic, so is your art." Just trying to do my best with my assignment. Peace, Cyndi

# GSFA Mission Statement

The purpose of Georgia State Florists' Association is four fold:

- To educate individuals within the industry:
- To lend credibility to the floral industry through certification and continuing education:
- To provide an industry specific networking venue for the members and floral associates interested in GSFA:
- To provide recognition for those who give of themselves, their knowledge and their vision to the industry and the association.

By having a combined, co-operative Association, we can better address the offerings of the wholesalers and manufacturing leaders around the country. By speaking with one voice, we can learn from them and can disseminate their information to the entire state through our newsletter, workshop, Convention and District meetings.

By belonging to GSFA, individuals have the opportunity to increase their skills, share their knowledge, and benefit from the expertise of others. In an industry that moves and changes so rapidly, the survival and success of the florists of Georgia depends on our efforts to keep abreast of current trends, materials and information. Membership is open to anyone in the industry, directly or indirectly, who is in compliance with our standards, our ideals and our goals. We invite participation and input from all of our members and continually promote programs and workshops that will include all interested parties throughout the State and surrounding areas.

## NEWS!!!!!!

GSFA's Certification program is now recognized by the National Alliance of Floral Associations(NAFA) as one of their states listed as their Certified Florists states. GSFA is one of only 8 states to be recognized. NAFA promotes these Certification programs through their website [www.certifiedflorist.com](http://www.certifiedflorist.com). This a big thing for GSFA and we should all be proud of our state raising the bar for our industry.



# GSFA Scholarships

At the GSFA Annual Convention four scholarships are awarded to deserving members of the Association. The purpose of GSFA Scholarships is to educate florists so the quality of floral work in Georgia will continue to be some of the most outstanding professional work in the country. These competitions for scholarships are open to all members of the Georgia State Florists' Association. The rules and regulations are set forth by the scholarship committee and approved by the GSFA Board of Directors.

## **The Clarence Croy Memorial Scholarship:**

This Scholarship is awarded for \$1,000.00 to be used at any school of the recipient's choice that is related to the floral industry and must be used within the year received.

## **The Wholesalers Scholarship:**

This Scholarship is awarded for \$500.00 to be used at any design school or class related to the floral industry and must be used within the year awarded.

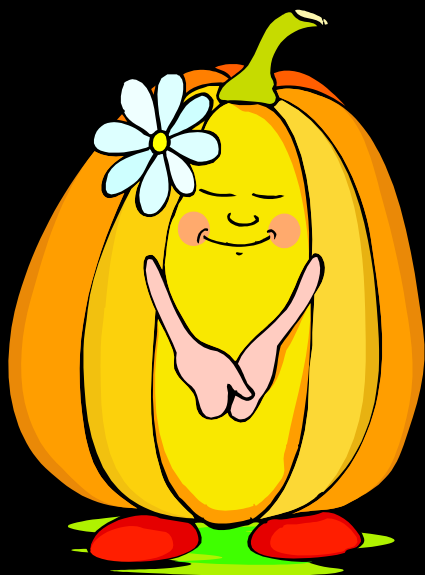
## **The B.J. White Certification Scholarship:**

This Scholarship is awarded to a member of the Association desiring to receive their Georgia Master Florist Certificate. GMF tuition to all classes and a set of books are awarded.

## **The Delorice Wooten Scholarship:**

This Scholarship is given in honor of Delorice Wooten by her family and Delorice's Florist. This Scholarship award for \$250 is to be used for education purposes related to the floral industry and must be used within one year.

For Scholarship Applications visit [www.georgiastateflorist.com](http://www.georgiastateflorist.com).



PEABODY HOTEL  
ORLANDO FLORIDA  
April 13-15- 2012

SAVE THE DAYS



**Phil Rulloda**

**Two Day**

**Advanced Hands**

**On Workshop**

**October 15-16**

**Macon Marriott City Center**

**Macon, GA**

**Only 25 Spots Available!!**

**\$275 Per Person**

**Includes Lunch Both Days!**

**Register Online at**

**[www.georgiastateflorist.com](http://www.georgiastateflorist.com)**



# **Floral Education Course**

## **Georgia State Florist Association**

GSFA's Floral Education Course is one of the most complete educational programs in the floral industry. It is divided into three segments:

1. Design Production
2. Design Management
3. Customer Care

The program has been developed for the floral industry member with all levels of experience. It is designed to benefit everyone from sales to designers to shop owners. The Floral Education Course provides a standard of professional excellence which is recognized throughout the industry. This Education Course also serves as Phase One in the steps to Georgia Master Florist certification.

The Floral Education Course is made up of 9 separate online classes, a hands-on class, and a final exam. This course allows GSFA members the flexibility and the freedom to excel at their own pace based on their personal needs. Courses of interest can be taken individually for those not wishing to pursue their GMF certification. Whether a owner wishes to brush up on Customer Care or Visual Merchandising or a designer wishing to learn the fundamentals of floral design. The member's cost of each course is \$65 and \$150 for the hands-on class.

At the end of each course, an exam will be available. Note that you will be allowed two attempts at the exam for that course. Additional attempts will be available at the cost of \$20. The written final exam will be given at the end of the hands-on class. In order to achieve a certificate of completion for the complete course, the member must have received a test score of at least 90 on each course as well as the final.

**The Floral Education Course is now available  
online at [www.georgiastateflorist.com](http://www.georgiastateflorist.com)**

**For additional info contact**

**Randy Wooten AIFD, PFCI, CFD, GMF**

**GSFA President**

**At 912-384-7288**

**Wooten2594@windstream.net**

# **Floral Education Course**

## **Online Courses:**

### **Principles of Design**

This course might well be called “Tools of Design.” These principles are not arbitrary rules: they are constant guidelines.

### **Concepts of the Care of and Handling of Foliage & Flowering Plants**

Plants add a touch to our homes and brighten our indoor surroundings. In the course you will learn the Plant’s Morphology, the Plant’s Physiology, Plant Nomenclature, and much more.

### **Care and Handling of Cut Flowers & Foliage**

Cut flowers, even though they have been separated from the parent plant, are living, actively metabolizing plant parts. You will explore the factors affecting quality, tips for handling roses, pretreatments and care and handling terms.

### **Customer Relations**

In today’s market, our thoughts, plans, and directions must ne focused on those who make our business and its success possible, the customer.

### **Delivery Made Simple**

In today’s 24-hour, self service society, few customer-oriented, personalized services remain. Delivery is a service that is almost extinct in retailing and is the one commodity the floral industry has to keep customers coming to our shop.

### **The Art of Effective Visual Merchandising**

Merchandising is anything that you do to develop your business and move your product. The course will show how to prepare a merchandising calendar, explain productive use of space, design, lighting, signage, and much more.

### **Employee Relations**

A business cannot function effectively without people. Too many business owners and managers tend to neglect the human side of their operation. This course addresses locating qualified people, hiring techniques, interviewing, training, motivation, and much more.

### **Advertising and Promotion**

In today’s advertising market the consumer is over exposed to commercial messages. You must get noticed. This course will provide you tools for success.

### **Daily Business Procedure**

The goal of daily business procedure is to acquaint the individual with the basic definitions and business procedures needed to operate a floral shop on a day to day basis.

### **Hands-On Class**

The workshop would offer a hands-on approach to sympathy, wedding, and even current design styles and techniques that are vital to every designer.

### **Final Exam**

Exam will be a written exam covering material from all 9 online courses and the hands-on class. The exam will be given at the end of the class.



# Your Two Cents/ Q & A

**Ronnie Barrett GMF**

**Flowers By Barrett**

**Moultrie, GA**

“Peel-It, Hem Tape, in the sewing department in Wal-Mart is the perfect tool when you need to extend a garter without having to sew. You can also use the Hem Tape when making a wrist corsage, using the tape to attach the corsage to the ribbon. It holds extremely well, even in the cooler! But whatever you do, DO NOT use on a dress, shirt, or any type of fabric because it will NOT come off!”

**Randy Wooten AIFD, PFCI, CFD, GMF**

**Delorice's Florist**

**Douglas, GA**

“One of the most recent things I've learned, you may find amusing, it was at Summer Symposium while working in the work room with Mr. Wilton Hardy. You do not force submerge Oasis, because it will create dry pockets in the foam. The fact that I did not know this cracked everyone up, they quickly pointed out that the directions were on the box.”

**Joey Farrington CFD**

**Delorice's Florist**

**Douglas, GA**

“Honey Comb ribbon is actually a byproduct of sequins!”

**Audrey Hurd GMF**

**Martha Sheldon Florist**

**Eastman, GA**

“It hasn't been lately, but I do believe it was Tom Bowling that said to help open lilies faster, take out the pollen (can't remember the name) and drop it in the water.

It really works! But you can't take from one lily variety and put in another.”

**Kathy Bibbings**

**Allen's Catersville Florist**

**Kingston, GA**

“Denture tablets and warm water works great to clean vases. I arrived to set up a wedding the other day to set up a wedding the other day and realized the tall vases hadn't been cleaned good from their last use, couldn't get my arm deep enough to clean the bottom. A lady there suggested denture tablets and warm water....It worked!!

Also something we do all the time that other florist may not know—we quick dip our hydrangea and then dip them in alum powder before putting them into the preservative water. They stay fresh for about 2 weeks in the cooler and a week or better in an arrangement.”



# Georgia Master Florist Certification Program

## Steps to becoming a Georgia Master Florist

### **Step One:**

File an application for eligibility. Must be a paid member of GSFA in good standing.

### **Step two:**

Once eligibility is verified, you are to register for Phase One of the GMF Certification Program, GSFA's Floral Education Course. This course consists on nine online courses, a hands-on class, and an exam. The member's cost is \$65 for each online course and \$150 for the hands-on class. (See the section of "Floral Education Course" for complete details and registration.)

### **Step Three:**

Once the Floral Education Course has been successfully completed, you may register for Phase Two of the GMF Certification Program. Phase Two is a design Evaluation Session. The Design Evaluation Session is an onsite design evaluation held at convention. The member's cost for the Design Evaluation session is \$150.

### **Phase One**

Nine (9) Online Courses

Hands-On Class

Written Exam

### **Phase Two**

Design Evaluation Session:

Shall be given at Convention. Members Cost is \$150. Members will be required complete designs (3 or 4) within a three hour time limit. Designs will be evaluated on a scale from 1-5: 1 being poor, 3 being average, and 5 being excellent. Members must achieve a minimum of 3.75 to be certified GMF by GSFA.

If member should not achieve a minimum of 3.75, the member will be eligible to enroll in Phase Two the following year. Phase Two fees will apply.

If a member successfully completes Phase One and gives proper notice that they are unable to attend the Design Evaluation Session, then the member will be allowed to participate on the following year's Design Evaluation Session without additional costs. There will be no refunds or transfers to the following year for "No Shows" or failure to give proper notice.

## Maintaining GMF Certification

Each GMF must be a member of GSFA in good standing and earn 25 Continuing Education Units over a three (3) year period to maintain their GMF Certification. First reporting of units for existing GMFs will be due by April 2012. For new GMFs, the units will be due three (3) years from the year of certification. Continuing Education Units can be earned through several ways. The form will be provided on the website.

GSFA State Convention Attendance	20 points
GSFA Summer Symposium Attendance	15 points
District Education Program Attendance	2 points
Regional Industry Program Attendance	10 Points
National Industry Program Attendance	15 Points
GSFA State or District Officer position	10 Points
Present a Design Program	10 Points

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brought to you by:**

**Richard and Maryann  
Lauter**

**Call Today!**

**770-662-0786**

**[www.forawebdesign.com](http://www.forawebdesign.com)**



## **Become a Member**

Enjoy benefits of membership: stay Updated on events going on in our industry, receive discounted rates for Convention and much more. GSFA Membership State Dues are \$100 and are due by April 30<sup>th</sup> of each year. \$25 of State Dues go back to your local District to support local education workshops and programs. \$12 goes into the Scholarship Fund. Contact us for more information.



## **Details on GMF Continuing Education Credits**

Secretary will create a database of all Georgia master Florists, which will include all contact information.

Each District will be responsible to report a roll of GMFs for each district meeting during the year.

Secretary will email each GMF the January of their reporting year to remind them that CEUs must be reported by December of their reporting year. Forms will be available on GSFA's website.

Secretary will log all CEUs from registration list from Convention, Summer Symposium, and any other GSFA sponsored events. However, it is still the responsibility of the GMF to report those units.

On January 15 following the December 31st due date, the secretary will email the non-reporting GMFs with a notice of suspension. Once suspended, a non-reporting GMF can submit a CEU report and a reinstatement fee of \$50 within 6 months following their December 31<sup>st</sup> date. After 6 months, the non-reporting GMFs must register for Phase Two of the GMF Program which includes an onsite design evaluation and a fee of \$150.

GMFs must maintain annual membership with GSFA to maintain their GMF certification can be reinstated if membership dues are paid within the current fiscal year. If a non-member GMF waits until another fiscal year to pay membership dues, they are required to register for Phase Two of the GMF Program, which includes an onsite design evaluation and a fee of \$150.



**As always, our continued thanks go out to Richard Lauter of Love Story Photography for his hard work on updating and maintaining the website.**

**[www.lovestoryphotography.com](http://www.lovestoryphotography.com)**



# Events

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## **October 15-16, 9 am: Phil Rulloda "Two Day Hands-On Advanced Workshop"**

**Location:** Macon Marriott, Macon GA

For more information and to register online visit:

[www.georgiastateflorist.com](http://www.georgiastateflorist.com)

**Program Description:** this two days class includes instruction of contemporary and geometric designs incorporating the unique foliage weaving and braiding techniques of Phil Rulloda. Students will learn accelerated techniques used for armatures, hand tied bouquets, and experimental interpretive designs. A certificate of completion will be given at the conclusion of the workshop.

## **District One:**

### **September 20, 6:30 pm: Christmas Silk Program**

**Designers:** Mike Whittle & Kathy Deitz

**Location:** 1225 Canton Rd, Suite 104, Marietta

**Directions:** If you're traveling north on Canton Rd from Cherokee St it will be on the left BEFORE you get to the 75 overpass. If you're traveling south on Canton it will be the first right AFTER the 75 overpass. It is the ATTIC Self Storage where we have established our design center. There is no charge for District one paid members but any guests are \$15. Dinner will be served. ALSO for any of you considering Designer of the Year competitions you will need to participate in the last district competition which will be that night as well. You will need to bring a pew design on a pew clip for a Christmas wedding using 1-6 red roses and any other embellishments like tulle, wire, greenery, bows, whatever your little imaginations can come up with. Be creative.

### **October 18<sup>th</sup>, 5pm: Designer of the Year Competition**

**Location:** Reeves Wholesale, Woodstock

### **November 15<sup>th</sup>, 6:30 pm: "Alternative Containers"**

**Designers:** Linda Markham & Kathy Bibbings

## **District Three:**

### **October 11<sup>th</sup>, 6:30 pm: Come Buy Christmas Already Done! Fundraiser**

**Location:** Davis Wholesale, Macon

### **November 6<sup>th</sup>, 6:30 pm: Designer of the Year Competition**

**Location:** JD Royer Wholesale, Perry

### **January 10, 2012, 6:30 pm: Johnny Carinos in WR**

Valentine Ideas

**Location:** Yesterdays & Tomorrows, Warner Robins

# Florist Association Special

Don't miss out on this valuable offer!



- Subscribe to *Florists' Review*, the No. 1 magazine for retail florists
- Receive a discounted subscription price of \$36, 33% off the cover price
- Support your association: A portion of each subscription price will be retained by the association



**YES!** I WANT TO SUBSCRIBE TO  
FLORISTS' REVIEW MAGAZINE

1 YEAR — ~~\$48~~ **\$36**

A 33% Savings off the cover price

RETURN FORM TO YOUR FLORIST ASSOCIATION

Company Name \_\_\_\_\_

Name/Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_

E-mail \_\_\_\_\_

PLEASE ALLOW 4-6 WEEKS FOR DELIVERY OF FIRST ISSUE.

Select your category:

- RETAIL FLORIST       WHOLESALER/SUPPLIER  
 SUPERMARKET, MASS MARKET       GARDEN CENTER

# FLORISTS' REVIEW

[www.floristsreview.com](http://www.floristsreview.com)

# **Julian Bridges' Educational Fund**

**The Georgia State Florist Association Board of Directors is proud to announce the implementation of the Julian Bridges' Educational Fund. This fund is being set up to further the educational programs throughout the state. Areas in need of educational/design programs may contact GSFA to request assistance in educational as well as design instruction for their districts or regions. Many districts are in the reconstructive or reorganizational phases and this fund will allow us to enhance the pursuit of excellence through educational training. We need your help in setting up this fund.**

**We are honoring Julian Bridges as the namesake of this educational fund for his lifetime contributions to the floral industry. Julian Bridges AIFD began his own educational pursuit attending the University of Georgia where he received a B.S. in Science. Upon graduation, Julian taught Human Biology for 6 years before following his heart to become a florist first working occasionally with Louise Simpson of Tifton Floral. He continued working with red Dove, and later purchased Tifton Floral on 12<sup>th</sup> and decided to move his business to Moultrie in 1954.**

**Julian relocated his business in 1970. The facility was a monumental piece of history in the Downtown Moultrie area. Julian went on to be one of the first Georgians to be inducted into the American Institute of Floral Design. Winning the Americus Cup for the state, Julian went on to place second in the region. Many awards and accomplishments could be listed but spaced will not permit.**

**Julian continued the educational efforts through the years by instructing classes at ABAC, the University of Georgia Rural Development Center, and classes throughout the state of Georgia. As a commentator, Julian would be seen often in his red sport coat giving instruction and definition to design shows and programs.**

**Please dig deep and make whatever contribution you feel you can at GSFA State Convention. I am not asking equal giving but equal sacrifice. Everyone can give something. Please help us in implementing this fund for the educational advancement of floral design. Thank you for your contribution. Make checks to GSFA.**

# Did You Know?

## Fun Flower Facts!

The sight of rows upon rows of a sunflower field in bloom can be truly inspiring. The sunflower is more than just a pretty face however - it is a versatile and useful plant with interesting characteristics. The sunflower originated in North America, and of the approximately 60 species of sunflower, most are native to the wide stretches of sun-laden prairie and naturally occurring open areas of the Great Plains. The Sunflower is believed to have been domesticated from wild sunflower around 1000 B.C. by Native Americans to produce the single-stalked Common Sunflower. The sunflower provided the tribe with food, was ground into flours for making breads and soups, and the ground seeds were also boiled to extract the oil. This oil was used for cooking, to soften leather, as a salve and as a hair conditioner.

The sunflower resembles one huge flower, but did you know a single sunflower head hosts hundreds of tiny flowers called florets? The plant is a rather thick, green stem sticking up out of the ground around 10 feet (3 meters) tall with a few leaves growing from it. On top of this tall stem is what seems to be a single enormous flower with yellow petals and a brown centre. But this flower is actually known as the head of the sunflower, and is not a flower at all, but rather a bunch of them. The yellow petals are actually protective leaves that cover the centre of the head while it is growing. The brown centre of the sunflower is composed of a mass of hundreds of flowers, all growing individually, and from where each sunflower seed will originate.



The sunflower belongs to the genus *Helianthus annuus*. "Helios" translates to sun in Greek and "annuus" means the flower is an annual. The sunflower's name is believed to have originated from the connection of the plant to the sun, both in looks and behavior.

At a glance, the sunflower does indeed resemble the sun. Imagine a large circle with bright yellow fiery beams coming out all around it, just as a child would draw the sun in a picture. Certainly looks like a sunflower, doesn't it? Second, and most interesting, is the fact that the sunflower actually tracks the sun's position in the sky. This is called heliotropism and is explained below.

The default direction of the sunflower head is to point east towards



sunrise (the location of the sun when it rises over the horizon in the morning.) During the day motor cells in the sunflower stem tilt the flower bud to try to receive a maximum amount of sunlight. By evening, the sunflower head is pointing west, towards sunset (the location of the sun on the horizon

just before it is no longer visible.) This causes the sunflower to basically trace a 180 degree arc, tracking the sun's position throughout the day, from horizon to horizon, sunrise to sunset. Overnight, the sunflower will reset to its original eastward positioning and wait for the morning, ready to follow the sun's path once again. Once blooming however, sunflowers no longer exhibit heliotropic behavior, and the stem is generally frozen into an eastward-facing position.

Sunflowers are grown for their edible seeds and are enjoyed by many as a delicious, nutritious snack. Sunflower seeds can be eaten directly as they are or roasted - many folks like them roasted, shells-on, with a little salt. Either way, the seeds are used in different kinds of dishes, in salads or baked goods. Sunflower seeds can also replace nuts as a substitution in most recipes with ease. But sunflower seeds are not only a great ingredient and snack, the seeds can be pressed to extract sunflower oil. This oil is frequently used for cooking in the kitchen and also is used in the manufacture of cosmetics and machinery lubricants. Experiments have shown that sunflower oil can be made into plastics, and future research shows that sunflower oil has the potential to create fuel for cars and other machinery. Who knew that such a pretty flower held such amazing possibilities?

# Classifieds

## For Sale

District II is selling Cd's of pictures from current and past conventions and summer symposium. They are reasonably priced, high quality photo, and a fantastic resource to have that takes up less space than a magazine or photo album. If you like to place an order please contact Angie Head GMF at [email@angelarosedesign.com](mailto:email@angelarosedesign.com) or call (770)446-9318.

Cookbooks, "A Southern Invitation" fundraiser for District V. For information contact Will Barber, District V Treasurer at 229-254-3192



## Classified Submissions

If you have an ad you would like to have run in the classifieds, please submit it to [gsfanewsflash@gmail.com](mailto:gsfanewsflash@gmail.com). If you are a member of Georgia State Florist Association then there is no cost for your ad Non-Members there is a charge of \$10.00 per ad issue.

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