



Where Florist Associations Exchange Ideas & Improve Their Programs.

NATIONAL ALLIANCE OF FLORAL ASSOCIATIONS

Each year, more leaders of associations serving America's floral industry come together at the NAFA annual conference to learn and network, taking back home critical information to better serve their members. Last year, nearly 50 floral leaders from over 20 state/regional associations met, and the results were dynamic.

Make plans now to attend this conference October 1-2-3 in Bloomington, Minnesota. It's open to Board members and executive staff of floral associations. The first day involves the National Designer of the Year contest. The second and third days feature intensive meetings of floral association leaders covering wide ranges of topics: membership, benefits, communications, legislation and lobbying, education and certification, meetings and conventions, floral marketing, finances, and much more.

All this for the small investment of \$75 per person and annual NAFA dues of \$50 for your Association. You'll come away enriched and recharged.

Welcome to *Minnesota!*

MEET **minneapolis**[™]



**MINNESOTA
STATE FLORIST
ASSOCIATION**

Conference Chair
Kym Erickson
MNSFA
612-724-3606
kym@
soderbergsflorist.com

Hosted by MNSFA



Bachman's delivery operation

OCTOBER 1-2-3, 2011 • BLOOMINGTON, MN

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Programs



National Designer of the Year Contest

The winners of state and regional floral design competitions compete Saturday from 1:00-3:00pm for the grand title **National Designer of the Year**. Sponsored by Teleflora and administered by NAFA, winners get: \$1000 first place, \$500 second place, \$250 third place. The contest takes place at the Mall of America. Contestants should fill out the entry form enclosed (postmarked by Sep. 20). \$100 entry fee includes Saturday night dinner.



Tour of Bachman's Floral Gifts & Garden

ages during an average week. Saturday, 3:00-4:30pm. *Transportation provided by Minnesota State Florists Assn.*

You'll tour the interworking and amazing faculties of Bachman's Headquarters – one of the country's largest retail florists..



Bachman's fleet of purple floral trucks delivers over 5,000 packages during an average week. Saturday, 3:00-4:30pm. *Transportation provided by Minnesota State Florists Assn.*

Saturday Evening Dinner

contest. The dinner is included in the conference registration fee, and is sponsored by Bloom-Net.

Join us for a reception (6:00-7:00) and then dinner (7:00-9:00 at the host hotel) honoring the winners of the National Designer of the Year



Meeting of National, State & Regional Florist Association Leaders & Staff

Sunday, 8:00am-3:30pm
Monday, 8:00am-Noon

Sunday Lunch, sponsored by Syndicate Sales
Sunday Dinner, sponsored by FTD



ings, to return the enclosed NAFA survey on membership, conventions, certification, communications, and legislative. We'll swap ideas on these and other topics. We'll also hear several speakers to enrich ourselves as nonprofit floral trade association leaders and professionals:

- "The Winning Attitude", Presented by Rich Salvaggio AAF AIFD PFCI. *Sponsored by*
- Program on creating a judging certification program for your state. Presented by Arditih Beveridge, AAF, AIFD, PFCI, MNCF
- Non Dues Revenue Programs – Everyone attending will present their Association's top three member benefits that bring value to membership in their Association and generates non-dues revenue for the Association
- Together, we'll have Sunday lunch (sponsored by Syndicate Sales) and Sunday dinner (sponsored by FTD) – both included in your registration.



Sunday Evening Dinner & Tour of Len Busch Roses

Enjoy a tour, dinner & bonfire at Len Busch Roses. LBR is the jewel of the Midwest – growers of roses, gerbera daisies, lilies and so much more! *Transportation provided by Minnesota State Florists Assn.*



NATIONAL ALLIANCE OF FLORAL ASSOCIATIONS

Conference Facility

Embassy Suites Minneapolis - Airport
 7901 34th Avenue South,
 Bloomington, Minnesota 55425
 952-854-1000

Mention "NAFA" to get the group lodging rate: \$119 King or \$139 double. Both include breakfast. Reservations must be made by Sept. 9, 2011



The Embassy Suites Minneapolis-Airport hotel in Bloomington, MN, is conveniently located just one mile from Minneapolis St. Paul International Airport (MSP). In the heart of Bloomington, Minnesota, the hotel is just one mile away from the largest shopping mall and attraction, Mall of America.



EMBASSY SUITES
HOTELS®

Airport & Shuttle

Book your flights into the Minneapolis- St. Paul International Airport. For those of you booking your flights online, the airport code is "MSP". Shuttle service from the Airport to the Hotel and continuous all day service to the Mall of America.

**QUESTIONS ON THE CONFERENCE?
 Call Kym Erickson, 612-724-3606**



**Annual Conference
 October 1-3, 2011
 Bloomington MN**

RETURN THIS FORM TO:
 Michigan Floral Association

1152 Haslett Road
 Haslett, MI 48840

MAKE CHECKS PAYABLE TO:
 NAFA

REGISTRATION DEADLINE: SEPTEMBER 27

Registration

Association _____

Address _____

Town _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

PRINT NAMES & TITLES OF THOSE ATTENDING:

Fee Calculation

____ no. persons attending @ \$75 = \$ _____

____ Annual NAFA Dues \$50 = \$ _____

for October 2011-2012

____ Person participating in the
 National Designer of the Year
 Competition \$100 entry fee = \$ _____

includes Saturday dinner
 (complete separate form)

____ Other persons for Saturday
 Evening Dinner @ \$45 = \$ _____

TOTAL ENCLOSED \$ _____



2011 National Designer of the Year Contest

teleflora®

Sponsored by Teleflora. Administered by NAFA.

The contest will be held October 1, 2011 from 1:00 P.M. until 3:00 P.M. at the Mall of America, Bloomington, Minnesota

1. Contest is open to one representative from each NAFA member in good standing. There is a \$100.00 Entry Fee that includes the Saturday evening dinner where winners are announced.
2. Each contestant will be required to make three designs and they must be designed on site. Sympathy Arrangement, Bridal Bouquet and Surprise Package. Contestants may only bring their scissors, knife, stem cutters and wire cutters. All flowers, greens, accessories, containers and supplies will be provided by NAFA for all three designs. Supplies will include floral tape, oasis tape, utility wire, wooden picks, oasis, oasis glue and pan glue and skillet. Any of the supplies may be used in any or all of the designs. No background or display may be used on any design unless provided by NAFA. Contestants will have two hours to complete the three designs. **ANY CONTESTANT USING ANY PRODUCT OR SUPPLIES NOT PROVIDED BY NAFA WILL BE DISQUALIFIED.**
3. SYMPATHY ARRANGEMENT AND BRIDAL BOUQUET: Each contestant will be given identical flowers, greens, accessories and containers to work with and it can only be used in these two designs. Contestant may use any of the material provided for the sympathy arrangement and bridal bouquet. Contestant may use only the materials supplied and they may use as little or as much of the provided product as they choose. The bridal bouquet must be designed to be carried by a model and must be detachable from the stand for final judging. The bouquet stand and fabric draping will be provided by NAFA.
- SURPRISE PACKAGE: Each contestant will be given identical flowers, greens, accessories and container to work with and it can only be used in this design. Contestant may use only the materials supplied and they may use as little or as much of the provided product as they choose.
4. Contestants are asked to report to the Designer of the Year Chairman at Noon for briefing. Contestants will be given a sealed envelope containing three numbers selected at random, one number for each completed design. The Designer of the Year Chairman will retain a master sheet containing each contestant's name and selected numbers. No other person will have access to this document.
5. Entries will be judged following the completion of the competition. The judges will have access to the judges tally sheet only. Each entry will be judged for its individual merit. Completed designs will be grouped by design category. Upon completion each judge will place all notes in an envelope and give to the Designer of the Year Chairman.
6. A total point system will be used with a possible 100 points given each design by each judge. Designs will be judged in ten categories: Category Interpretation, Creativity, Scale (Proportional), Unity (Harmony Texture), Balance (Physical & Visual), Focal Emphasis, Line (Movement Rhythm), Depth, Color (Balance, Harmony & Rhythm) and Mechanics (Professional Application). Points will be awarded as follows: 0-2 Poor; 3-5 Fair; 6-8 Good and 9-10 Excellent. The winner will be selected by adding the scores, with the title of Designer of the Year being awarded to the contestant with the highest number of points. The contestant with the second highest number of points will be named first runner-up. The contestant with the third highest number of points will be named second runner-up. Employees or family members of the Designer of the Year Committee are ineligible to compete.
7. The Designer of the Year Committee will tabulate the results of the judges scores and will retain the information until the awards presentation. In the event of a tie in determining the winner, first runner-up and/or second runner-up, eliminating the Sympathy Arrangement will break the tie. If a tie still exists the score for the Bridal Bouquet will be eliminated.
8. The winner will receive a \$1,000.00 cash prize and a trophy, the first runner-up will receive a \$500.00 cash prize and a plaque and the second runner-up will receive a \$250.00 cash prize and a plaque. Cash prizes are provided by Teleflora.
9. All entries must be postmarked no later than Monday, September 19, 2011.
10. Each contestant will be notified when his/her application had been received.

----- **APPLICATION MUST BE ACCOMPANIED WITH A \$100 ENTRY FEE (payable to "NAFA")** -----



National Designer of the Year Contest Application

Name _____

Shop Name _____

Representing State/Regional Association _____

Address _____

Town _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Return to: Michigan Floral Association, 1152 Haslett Road, Haslett, MI 48840, with \$100 check payable to "NAFA"
For questions: call: Pat Phillips, 800-333-8580.



Participating Association Survey Update 2011

Please fill out & bring 35 copies with you.

Association Name: _____
Contact Name: _____
Address: _____
Town: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____

1. Meetings & Conventions. Date of your convention: _____
Attendance: _____ Previous Year _____ Attendance Trend: _____ Exhibiting companies: _____
Registration fees: Members _____ Nonmembers: _____
Exhibitor booth fee: _____
Show website: _____

2. Education & Certification. Certification program ___yes ___no
Fees: _____
Number of students: _____ Attendance trend: _____
Other education programs: _____

3. Membership. Number of members & categories: _____
Previous Year numbers _____
Dues rates: _____ Trend: _____

4. Communications. Magazine/newsletter circulation: _____ # times/year _____
Advertising rates: _____
Yearbook ad rates: _____

Do you produce an e-mail or fax broadcast? ___yes ___no Frequency: _____
Internet sites: _____

5. Member Benefits. Describe the member benefits you offer:

6. Legislative/Lobbying. Do you employ a lobbyist? _____
Issues & accomplishments of previous year: _____

7. Marketing. _____

8. Association Budget/Finances. Association income annual: \$ _____
Expenses: \$ _____ Trend: _____
What have you done to diversify away from a reliance on dues? _____
