



The obvious highlight of 2011 was the Royal Wedding – a highly prestigious event and a wonderful opportunity for NAFAS to be involved.

**Message from
Wendy Davis**
National Chairman



Dear All

Have you noticed the changes in this 2012 leaflet? The name change is just one. Check out the next page and you may have a lot of surprises!

Enjoy your Fun and Friendship through flowers.

Wendy

With only three weeks notice a small team from NAFAS was invited to stage exhibits at Westminster Abbey but, having signed strict Confidentiality Agreements, NAFAS members could not be informed until the official Press Release.

This was an enormous honour and privilege for NAFAS to be a part of the Royal Wedding and from which immense publicity was gained for the Association from around the world. This interest is still very much ongoing and has without doubt brought NAFAS to the attention of a far greater world-wide public.

During 2011 NAFAS provided arrangements for 30 different Services at Westminster Abbey. This involved members from all over Great Britain and Northern Ireland who staged spectacular exhibits with great skill and expertise. They were greatly appreciated by the Abbey staff, congregations and the many visitors.

In 2012 we shall be staging flowers for major Feast Days within the life of Westminster Abbey and plans are being formed for the Commonwealth Observance Service and the Service for the Olympic Games.



Jane Rowton-Lee

Westminster Abbey Co-ordinator



National Show

12–14 July 2012

The Show – where a warm welcome awaits you

- World class floral art created by up to 500 exhibitors from home and abroad
- The biggest annual floral art Show in the United Kingdom
- Contemporary and traditional work
- Two creative demonstrations Jayne Edmonds 'It's a Kind of Magic' & James Burnside 'Through the Garden Gate' – one exciting presentation – Valerie Best 'In the Eye of the Sun'
- Excellent Shopping Mall with NAFAS products, floral sundries, jewellery, clothes etc.
- Meet friends from other flower clubs and across the world

The Location

- A modern conference complex with its own theatre
- Lots of hotels, guest houses, b&bs within a short distance
- Southport is a town based on a floral tradition with its world famous annual Flower Show
- Lord Street is a shoppers' paradise
- Close to Liverpool and Blackpool, Southport has lots to offer visitors
- Southport is a seaside resort and a wonderful place around which to build a visit to the Show

The National Show is the premier event in the NAFAS calendar – book your tickets now. Accommodation should be booked through Southport Tourist Information Centre to ensure that NAFAS receives a bonus.

Margaret Rumens
National Shows Chairman



NAFAS Members' Assembly

10–13 September 2012

The NAFAS Members' Assembly is an annual event we take around the UK, by kind invitation from Area Chairmen, and open to every member.

It is a self funding "Fun, Friendship & Flowers 4 day break". The days include demonstrations and presentations by National Demonstrators and Speakers and fantastic flowers for you to enjoy. There is evening entertainment, tours to local places of interest and even a workshop (everything provided) and a Gala Dinner on the final night.

It is a great break to enjoy with your friends or even to holiday alone. One of the letters of thanks last year was from a 'first timer' – part of her letter read "everyone was so friendly, I never felt alone and made so many new friends and saw some I hadn't seen for ages."

The 2012 Assembly, 10-13 September, is at the Royal Holloway University in the Surrey Area under the Chairmanship of Maureen Hanlan. The venue is close to London, Hampton Court, Wisley Gardens and Windsor. Outings have already been planned.

We have two National Demonstrators, Sue Blandford and Andrew Grisewood and National Speaker, Tony Cleaver, who will give exciting presentations. Do come and join us. For details see your Area Chairman, *The Flower Arranger* magazine, or contact me directly annmariekendrick@btinternet.com

I look forward to many of you joining us for the first time. Remember it is the NAFAS 'MEMBERS' Assembly – that means YOU.

Ann Marie Kendrick
Assembly Adviser

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www.nafas.org.uk

Trading

Trading is one part of NAFAS Enterprises Ltd and is operated by a Committee and with a Trading Officer in each Area (ATO). Trading now carries a wide range of products, including Educational Handbooks and Show Stationery. ATO's sell to their Clubs and at Area events. The Committee attend many outside shows and the NAFAS National Show and all of our stock range is available via the NAFAS website.

The profits from Trading pays for the Distribution Officer and other costs to NAFAS the Charity. This covers rental for the use of the lower ground floor at Headquarters and administration by the Company Secretary. All other profits are Gift Aided to NAFAS, helping to keep the affiliation fees low.

Both the Committee and ATO's work extremely hard as volunteers, sourcing products of good quality and promoting sales and we do need the support of all our members.

Every care is taken to keep the price of our products below that of many other competitive organisations.

Please support the NAFAS Trading stands wherever you see them.

Pat Cherrett
Trading Committee Chairman



Insight

Many members ask "What is *Insight*?" Some assume that the magazine is only intended for teachers of flower arranging. In fact *Insight* is available to all our members whether they teach or not.

Insight, produced three times a year is full of inspiration, new ideas, hot tips, step by step, great book reviews, news and teaching updates, with articles supplied by the members.

If you are still not convinced, view before you subscribe by asking to look at your Education Representative's complimentary copy. You will not be disappointed and it's a must for those who teach.

Subscribe to *Insight* at just £12 a year or £22 for two years, it is great value for money. Subscription information is available through the NAFAS website or from your Education Representative.

Jane Haas

Editor of *Insight* Educational Journal

Promoting NAFAS

Publicity is the tool that all organisations use to recruit, sell and promote their wares to other businesses and the general public. NAFAS needs to embrace this and get the message out there that we are the leading Association representing Flower Arrangers in promoting the Art of flower arranging.

The National team of Media Officers made up of one from each Area has the responsibility for getting the Association's messages out to the public at large and not just to our own membership. This can be achieved in various ways and the most popular is by the printed means, newspapers, magazines and leaflets etc but the cheapest, easiest and quickest is electronically. The creation of email, Facebook, Twitter and Flickr has opened up the world to everyone and will enable us to get our message out there with very little cost and the new e-Media Officer will be responsible for this.

Margaret Marriott

National Publicity Officer

The Flower Arranger

The Editor of *The Flower Arranger* commissions inspirational articles and wonderful colour pictures and the Editorial Board gives great encouragement to every Area to increase sales via the AFAOs (Area Flower Arranger Officers). Provided an Area pays the £6.50 carriage, we give 50 free back copies for marketing and Areas can also order magazines for shows on a 'sale or return' basis. Club members receive a good discount and free delivery to each Club. We offer 5 magazines for the price of 4 on a full-price individual subscription, plus 10% discount for a direct debit payment from a UK bank account in the first year. Areas can also apply to the Chairman of the Editorial Board for *The Flower Arranger* Award for their Area shows, viz: a 2-year subscription to *The Flower Arranger*, delivered to a winner's address.

The Editorial Board encourages AFAOs to be more than just order-takers, with each one having the chance to be rewarded with our incentive scheme prize for achieving the highest percentage of sales over the previous year. I urge Areas also to make the effort to increase sales of *The Flower Arranger* by taking on board all the help and incentives at their disposal and thereby enabling NAFAS Enterprises to Gift Aid large sums of money to NAFAS the Charity, keeping affiliation fees low.

Mo Duffill

Editorial Board Chairman

How can you as an individual make the effort? It is easy. Please show your support for NAFAS this year by attending some NAFAS events, subscribing to our exciting magazines and exercising some retail therapy with NAFAS Trading. Your support is vital for the future of our organisation.

make the **effort!**

NAFAS National Officers and President



Wendy Davis
National Chairman
Lives in Llangollen
(Mercia & North Wales)



Pat Martin
National President
Lives in Middlesbrough
(North East)



Sue Brinton
National 1st Vice Chairman
Lives in Kings Lynn
(East of England)



Sheila Hadlow
National 2nd Vice Chairman
Lives in St Austell
(Devon & Cornwall)

Forget me nots

National Speakers' Test
York | 19 March 2012

National Flower Arranging Days
4 May 2012 | 3 May 2013

Chelsea Flower Show
22-26 May 2012

The NAFAS Exhibit will be staged by the North East Area, led by Jonathan Moseley. We wish the team every success with their exhibit *Captured Images Create Lasting Impressions*.

NAFAS National Show
Southport | 12-14 July 2012
Venue TBC | 11-13 July 2013

NAFAS Members' Assembly
Royal Holloway University, Surrey | 10-13 September 2012

National Demonstrators' Test
Northwich, Cheshire | 1 & 2 October 2012

NAFAS Annual General Meeting
London | 24 October 2012

Our 53rd AGM will be held in the Bishopsgate Institute, London EC2M 4QH commencing at 10am (coffee from 9.30am).

- Brenda Eyers will be giving an afternoon presentation entitled *Darling Daisy*.
- The Wafa Elimination Competition *Cutting Edge* will be staged on Wednesday 24 October 2012 9am – 12noon
- The AGM is open to all members but tickets are required for the afternoon presentation – price £8.
Contact Chris Yates at Headquarters (S.A.E. please).
Full details in *The Flower Arranger*.

Area Chairmen

Jean Crane	East of England
Diane Clark	South West
Linda Soutar	SAFAS
Sheila Rodgers	North East
Katharine Lee	3 Counties & South Wales
Diane Brown	London & Overseas
Sheila Banks	Surrey
Jan Meloy	Wessex & Jersey
Janneke Jones	Home Counties
Anna Steven	BB&O
Sheila Smith	Mercia & North Wales
Muriel Simpson	North West
Marilyn Marsh	Kent
Jean Plaskett	Sussex
Jill Bewick	North Midlands
Barbara Collins	South Midlands
Vivienne Thompson	Devon & Cornwall
Helena Johnson	Northumberland & Durham
Annette Parker	Dorset & Guernsey
Pam Ingham	Cheshire
Leslie Brant	NIGFAS

Associates of Honour

The following members were made NAFAS Associates of Honour at the Annual General Meeting in Shrewsbury on 12 October 2011. Congratulations to them on receiving these Awards in recognition of their work and commitment to NAFAS.

Susan Phillips	London & Overseas
Joan Owen	Surrey
Jean Gibbon	Northumberland & Durham
Miriam Holmes	Northumberland & Durham

The last word...

What would you like to see in the 2013 Spotlight? There will be a prize for the most interesting suggestion received. Please send your ideas to Wendy Davis at NAFAS Headquarters (see the address on the left) by 1 September 2012. Please remember to include your full contact details, together with your Club and Area.



**National Association of
Flower Arrangement Societies**

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