

DEEP SOUTH 2007-2009 WAYS & MEANS

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“FLOWER HOUR PROGRAM”

As you review this program, you will readily see the advantages it offers in the following areas: **Educating the Public – Working with Youth – Increasing Membership – Publicity – Monetary Benefits.**

Educating the Public. Enlist talented garden club designers (possibly 2-5 to a group) to present a one-hour program showing 10-12 simple designs suitable to use for a table arrangement at club meetings, church dinners, dinner parties, holidays, etc. They should be easy to copy. This can take place during the year at many locations across the state – a local community center, library, city hall, school building, or private home.

What makes this design program different? Each attendee will receive a hand-out showing pictures and giving information about how the designs were put together. This means that a novice can take their **Flower Hour Program** pamphlet home and then take it out six months later and arrange the flowers just as the designers had done.

Working with Youth. If, by chance, the designers do not feel capable of sketching several progressive stages of their arrangements, they may consider contacting their local school art department to ask for student help. This offers a good opportunity to interest students in flowers and design – maybe leading to the formation of a youth garden club. The student’s name, school, city, and state could be credited at the bottom of the design. Publicity involving the local school and garden club would be an easy public relations item.

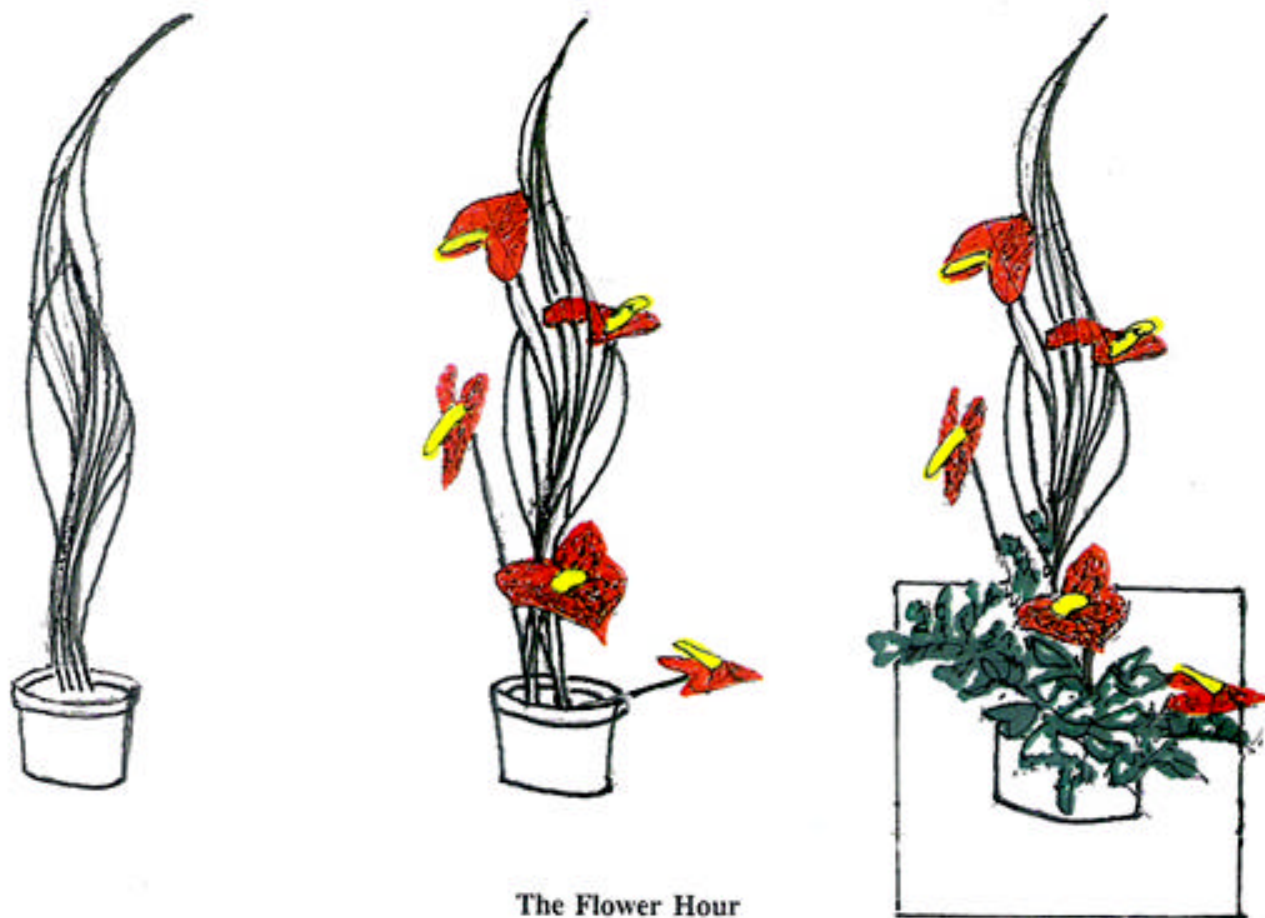
Increasing Membership. Inviting the public to these **Flower Hour Programs** is a good way to stimulate interest; especially, since they have design pamphlets to carry home. It would be a great idea to have someone at the door handing out local clubs’ membership forms with information about club programs and events and extending an invitation to join.

Publicity. Send a creative, eye-catching, announcement of the program to your local newspaper. Have a camera ready and take pictures of the presenters as they work. (You will get much better results if you write your own copy for the newspaper. It should be typed and double-spaced with the name and phone number of a contact person). Involve and recognize your local students and school with write-ups and pictures. Take pictures of local people who attend. Ask them how they enjoyed the program and print their responses; but, not without their authorization. These are just a few ways to get publicity. Put your thinking caps on – you will come up with many new and innovative ideas.

Monetary Benefits. The Deep South Region will issue tickets to be sold - \$10.00 each - to the **Flower Hour Programs** equaling 10% of the states’ garden club membership. The Deep South will split 50% with each state. So, of each \$10.00 ticket sold, the state keeps \$5.00 and sends \$5.00 to the Deep South. (See Chart Below). All monies received over the 10% of membership will be kept by the state.

	Approximate Membership	10% of Membership	Ticket Income	State Share 5%
Alabama	3,000	300	\$3,000	\$1,500
Florida	16,000	1,600	\$16,000	\$8,000
Georgia	14,000	1,400	\$14,000	\$7,000
Louisiana	2,000	200	\$2,000	\$1,000
Mississippi	4,000	400	\$4,000	\$2,000
Tennessee	4,000	400	\$4,000	\$2,000

Each state president will submit a copy of the design hand-outs their groups have presented with the name of the presenter, club/district, and state. At the end of the first year, these will be combined into a free booklet to be distributed to each Deep South state as new and useful design ideas which may be incorporated into their Flower Hour Programs - especially if a group gives more than one program. Around January of the second year, the final booklets with any new pictures and instructions from the presenters, along with the club/district and state will be printed. These can be sold or used in many different ways.



The Flower Hour

Materials: Five red antherium, exotic grass or ting-ting spray-painted flat black, one bunch of leather leaf fern, and one bar of oasis.

The container is approximately 4" tall and 4" in diameter. It has been placed on a 12" x 12" mirror, which is oppositional.

Instructions:

Soak oasis until thoroughly wet throughout (15 - 20 minutes). Cut to fit snugly into container. Place 12 blades of 24" exotic grass or ting-ting in the center curving upward in an airy position. The first antherium faces to the back and extends approximately 2" over the side of the container. Antherium #2 faces to the front and extends approximately 6" over the front rim of the container. Antherium #3 faces to the left and extends approximately 12" from the rim of the container. Antherium #4 faces upward and to the right approximately 16" from the rim and #5 is approximately 20" from the rim and tilts upward. The grass or ting-ting extends approximately 4-6" above the flowers.

The base is then filled in with varying lengths of leather leaf fern (6-9").