

# THE FOCAL POINT

ARIZONA STATE FLORISTS' ASSOCIATION

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Arizona State Florists' Association

*Advancing the education of members and potential members in all phases of the floral industry.*

## EXPO BUSINESS PANEL DISCUSSES TECHNOLOGY

*At the July Expo in Tucson, florists from three of the state's most successful shops shared inside tips. This generated a lot of discussion, and other florists in attendance shared success stories as well. In each of the next few newsletters we will highlight some of those suggestions.*

Many shops use their websites, email, and other technology to help customers place orders. One way is to direct customers to the shop website, even when they are placing a phone order. They are able to see images of what they are ordering so you can sell what you have in the store.

Following are some of the other insights that came from the Expo Business Panel Discussion regarding the internet and emailing.

- Request email addresses in response postcards attached to every order that goes out the door
- Ask when taking an order— 'Occasionally we send out coupons via email. Isn't that something you'd like to take advantage of?'
- If you ask, and the customer refuses, don't be a nuisance; type "do not ask" in the email address field
- When using your email database, use it sparingly; don't spam your customer with ads, especially around holidays
- Create a consistent theme or feel to your email campaigns – this is very effective for branding
- Be sure to allow your customers to unsubscribe or opt out of your distribution list
- Use the tools in your Point of Sale system by offering to send email confirmations upon delivery
- Take this service up a notch: arm your delivery drivers with cameras and send customers a quick pic of their loved one receiving the gift
- Set up a Myspace account to attract younger customers

*Karin Cranford, God's Garden Treasures*

## NEW BENEFIT FOR ASFA MEMBERS FROM ROY HOUFF

The Arizona State Florists Association is proud to announce the first in our new Benefit Improvement Program, a monthly discount from the Roy Houff Company. We are pleased to have them working with ASFA to provide this great benefit to all our members.

Beginning October 2007, The Roy Houff Company will offer a monthly discount to all ASFA members. On the last Tuesday of each month, members will be entitled to a 10% across the board on all Hardgoods and Supplies. The last Wednesday of each month, ASFA members will be entitled to a 10% discount on all fresh flowers. This savings can be utilized to boost your profit margin and improve that bottom line. Just plan your buying to take advantage of these savings.

The Roy Houff Company has a wonderful line of quality fresh product, good selection of hardgoods and supplies, great service, extensive delivery areas, and multiple daily runs. If you are currently using Roy Houff, let them know you are a member of ASFA. If you don't currently use them, give them a try, pay them a visit, or just order a load of product and see if you are not totally satisfied with the quality you receive. The folks at Roy Houff are dedicated to serving you and guaranteeing your satisfaction.

For more information about the discount

**THE ROY HOUFF COMPANY**

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## INDUSTRY EVENTS...

From classes to sales to social gatherings, there is so much going on in the floral industry! The following are just a sample of ways you can stretch yourself and grow your business.

**September 19-20** Garden Market Expo Las Vegas. [www.gardenmarketexpo.ca](http://www.gardenmarketexpo.ca)

**September 26** Teleflora Web-seminar: Profit from your website 1:00 pm - 2:00 pm PST  
<https://www.myteleflora.com/Technology/> (available to Teleflora members only)

**September 26-29** SAF Annual Convention Palm Springs. [www.safnow.org](http://www.safnow.org)

**October 3** ISES Event Featuring Frank Supovitz, Senior VP of Events for the NFL, Location TBA 5:30 pm

**October 6** Star Wholesale Design Class, Design for Holiday Entertaining 11:00 a.m. 480-767-5141

**October 7** Star Wholesale Holiday Open House with special Design Guests, 9 a.m. – 6 p.m. 480-767-5141

**October 10** Basics of Managing and Customizing your eFlorist Website 1:00 pm - 2:00 pm PST  
<https://www.myteleflora.com/Technology/> (available to Teleflora members only)

**November 7** 2nd Annual ISES Gala & Auction Location TBA 5:30pm. [www.isesaz.com](http://www.isesaz.com)

**November 7** Teleflora Web-seminar: 5 Simple Steps to Increase Online Orders 1:00 pm - 2:00 pm PST  
<https://www.myteleflora.com/Technology/> (available to Teleflora members only)

**December 3** ISES Holiday Mixer Oscar Taylor's 5:30pm. [www.isesaz.com](http://www.isesaz.com)

**Watch your mail – and email – for additional hands-on classes sponsored by ASFA and your local wholesalers.**

*If you have a function that needs to be posted to Industry Events, please email them to [Lisa.Perry@DorothysFlowers.com](mailto:Lisa.Perry@DorothysFlowers.com).*

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## FIVE SIMPLE STEPS TO PROTECT YOUR BUSINESS WHEN HIRING

As we enter the holiday season, it is necessary for many florists to find additional staff. We've all stared at the stack of resumes and applications and wondered, "How do I choose?" Margaret Jacoby, a Human Resources Consultant who assists small businesses and non-profits with employment-related issues, has the following suggestions.

1. Hire smartly the first time. Just like a good carpenter "measures twice and cuts once," you want to hire the best fit the first time.
  - Take your time when anticipating hiring someone – don't rush just to fill the position with a warm body because you are afraid the work will pile up.
  - Identify the skills and personality traits necessary for the candidate to do the job properly.
  - Match the job duties with the goals of your business.
  - Be sure the candidate fits the "culture" of your business.
  - Consider conducting "team" interviews.
2. Put your policies in writing.
  - Set limits and expectations. Like children, employees need to have guidelines.
  - Use the policies as guidelines – leave room to be flexible yet fair.
  - Be clear on expectations – you will have less hand-holding to do and save time and energy.
  - Know and apply all regulations set by state and federal governments.
3. Apply your policies evenly and fairly.
  - Be ethical and fair when dealing with the employees.
  - Employees treated well will be more loyal and move the company forward
  - By applying policies evenly, you leave less room for allegations of discrimination.
  - Be a family in the best sense of the word – supportive, caring, positive, and encouraging.

## EXPO PARTNER/VENDORS ENJOY NEW FORMAT

Partners loved the new one-day format of EXPO 2007 in Tucson. "Set-up and tear-down were a breeze" said one Partner. "And you can't beat the \$99 price!" said another. This year all Partners were included in functions at no extra charge, and enjoyed chatting with members during meals, as well as attending classes.

"This was going to be our last year displaying at Arizona State" said Dave and Dan from Container Source, "but this year was so upbeat and positive and easy we can hardly wait for next year!"

We had many different types of Partners this year, including "Send Out Cards" by Ron Grim, husband of long time ASFA member and education presenter Cathy Grim. Our fresh floral wholesalers included AFX, Mayesh, Roy Houff Co. and Southern Arizona Floral. Our supply wholesale Partners were Askren & Sons, Star, Lion and Smithers Oasis. We were also happy to welcome Terri Pate of Gift Box Inc. This is the first time for them to Partner with us to display their wonderful packaging in many years.

As always, our Partners were very generous with their donations of products for the design classes, which is essential to keeping costs down. Partners were also liberal with their give-aways to participants. Clark Sanchez from State Farm Insurance, generously donated large Rand McNally road atlases. Other give-always included rose strippers from Roy Houff, goody bags from Star, free on-line cards from Send-out-Cards, and much more.

Our wire service Partners this EXPO were Bloomnet & Teleflora. Both of these partners not only took tables but also gave generous sponsorships for education and meal functions. Thanks friends!

I hope all ASFA members will join the Board of Directors in thanking our Partners for their participation in EXPO this year. We hope to see them – and you! – at EXPO 2008.

*Jana Green - B&B Florist and Design Center*

