

THE FOCAL POINT

ARIZONA STATE FLORISTS' ASSOCIATION



Www.azflorists.org

Volume 6, Issue 4

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Special points of interest:

- ASFA Floral Expo 2007
- ASFA Spring Certification 2007
- Industry Associations & Networking
- Educational Resources



ASFA Floral Expo 2007



It's New...It's Fresh...It's Affordable

Instead of looking for your Annual State Convention this year, be on the look-out for a new, streamlined event. We have shortened it, revised it, revitalized it and given it a new look, name, and concept.

Instead of the usual 3 day blah, blah, blah...we have shortened and freshened up the concept into a jam packed, one day educational experience! If you have not been to convention for a while, you need to check this out. If you are a regular, be sure to see all the changes in our new "One Day Event."

It has all the education, classes and design shows you have come to expect, along with a great breakfast, lunch, prizes and yes...ending on time! The committee is all psyched to bring you the best possible floral fun, in a concise one day program that is both fast paced and affordable.

Watch for developments and announcements that will be coming to you and in the meantime be sure to save Sunday, July 29th on your calendar. Plan a one day trip to Tucson for a great day of fun, education and fellowship. (That's right, one day, no more 3 day commitments). We will keep you posted and look forward to seeing you there.



Arizona State Florists Association would like to welcome 2 new members

Grace Cannali
Jody Jondahl

The Focal Point Seeks Member News!

Has something exciting happened to you or do you know of an ASFA member that doesn't want to toot their own horn? Has your work been featured in any recent publications, or other media? Have you gotten married or had a new member to the family. Let us know!

Lisa Perry will be taking over the newsletter starting with the next issue. Please send details to her at lisa.perry@gdc4s.com

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10 Practical Way to Update Your Shop's Style

1. Trends are about evolution. Pace the changes you make to your designs and product mix.
2. Visit other retailers in your area and become aware of their sensibilities.
3. Make sure the new styles you incorporate match your region.
4. Do your market research to decide what designs work for your shop.
5. Don't design to impress other florists.
6. Don't try to incorporate all of the new trends into your company's look. Choose the look that extend the style you've already established and which your customers are already familiar.
7. Try redecorating your sales floor with updated displays and display fixtures and a trendy new color to lend style to your merchandising.
8. Premiere fashion forward designs at your commercial installations. Business settings are great venues for people to see innovative arrangements.
9. All design is subjective. The opinions that matter at the end of the day are your customers'. Consumers validate the trends.
10. Never abandon your signature style. Identify the qualities your customers like about your flowers and style then maintain those qualities.

Arizona State Florists Association

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New Board Members

Lisa Perry
Dorothy's Flowers

Terri Robinson
Ambrosia Floral Boutique

Shelli Walker
Community Florist

Karin Crawford, AzMF
God's Garden Treasures

Lyndsey Svancara
Mayfield Florist

AIFD 2007 National Symposium News



Preston Bailey has been added to the faculty for the 2007 Symposium, "The Edge of Paradise" to be held in Palm Desert July 7-11 at Desert Spring, a J.W. Marriott Resort & Spa.

He along with Sylvia Weinstock and Maria McBride will reveal the latest in trends in wedding design and more.

For more information:
www.aifd.org



February 25 8:30—4:30

March 11 8:30—4:30

March 25 8:30—4:30

April 15 8:30—4:30

April 29 8:30—4:30

FINAL EXAM MAY 20TH

For more information contact Brian Vetter AIFD, PFCI, AzMF @ bvetter.aifd@yahoo.com

Why become an ASFA member?

It benefits you! ASFA is a non profit volunteer organization that runs solely on membership dues and has been in existence for over 50 years for the benefit of shop owners, designers, sales clerks, apprentices and others in the floral industry in Arizona. The goals of ASFA include education, scholarships, member services and benefits, networking, resourcing and training. It has always taken a dedicated Board of Directors and many volunteers to bring these services to the floral industry. The number of members relates to how many of these services ASFA can bring to you.

For further information please contact:

Anna Leonard
ASFA Membership Chairperson
A Rosebrush
602-943-8768
Or email baleonard1@cox.net

7 Factors That Will Shape Your Business In 2007

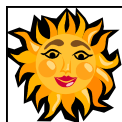
- **Population Milestone:** There is a birth every 7 seconds, a death every 13 seconds & a new immigrants every 31 seconds. Be sure your shop offers selections to celebrate these milestones.
- **Asian-American Affluence:** Asian inspired designs will continue to be in demand. Educate yourself and staff on the cultural celebrations and customs.
- **Weighty Problem:** Be sensitive to overweight customers by making sure there is room for all sizes to move about the displays in your shop.
- **Self Service:** Offer ways to expedite the buying process for your customers such as house accounts or carryout service if a customer phones ahead.
- **Organic Explosion:** If you carry organic flowers let your customers know since there will be a price difference between these and standard flowers.
- **Online Research:** Having a website is critical for capturing potential customers. Consider also having a wedding specific website for brides-to-be.
- **Personal Web Experiences:** Target customers with direct marketing via emailed newsletters that let them know about upcoming promotions and events.

Arizona Master Florist Certification Spring Dates 2007 Inglis Florist 2362 E. Broadway Tucson

Care and Handling of Fresh Cut Flowers
Care and Handling of Green and Blooming Plants

Advertising

Principals of Design
Basic Design Techniques
Hands on Class—Bring basic tools
Merchandising
Wedding Techniques
Hands On Class—Bring basic tools
Employee Relations
Funeral Design Techniques
Hands On Class—Bring basic tools
Delivery
Customer Relations
Daily Business Procedures



Sunshine Bouquets

If you are an ASFA member who has a family member or friend in the floral industry that is sick or in the hospital please contact Tanya Kratz with their name and address at tanyakratz@yahoo.com so the ASFA Association can send them a sunshine bouquet to help brighten their day.

What's Happening



Spring Design Shows

Spring Design for the Home

Saturday, January 27, 2007 11:00 AM—1:00 PM

Featuring Ginnie Brand and Rosie Palomino

Annual Spring Wedding Show

Sunday, January 28, 2007 12:00—3:00 PM

Featuring Sharon McGukin, AIFD, PFCI

For more information call 480-767-5141

ISES AZ "Weddings For All Seasons" - An Evening with Preston Bailey

Tuesday, February 6, 2007 5:30—8:30 PM

The Castle at Ashley Manor—1300 South Price Road, Chandler, AZ 85248

An evening full of everything weddings—from décor ideas to entertainment, wedding attire to invitations, floral and linens and the internationally celebrated event designer and wedding planner Preston Bailey! Contact Melissa Jurcan @ 480-695-

Industry Association & Networking Meetings

ISES International Special Event Society

Ises works to join professionals representing the special event industry to focus on the "event as a whole." They help special event professionals produce outstanding results for clients while establishing positive working relationships with other event colleagues. www.ises.com



Dedicated to providing a monthly opportunity for wedding and event vendors to network with each other at various venues. For more information contact Amy Vandervort @ idoweddings@cox.net

NACE National Association of Catering Executives

Nace addresses all aspects of the catering industry. They have local chapter meetings monthly, nationally renown speakers, education programs, idea sharing and networking. www.nace.net

Educational Resources

J Swanke AIFD, AAF, PFCI is a well known floral marketing consultant and industry spokesperson. His online classes cover floral related products, design ideas and techniques as well as a web TV site @ www.funwithflowersandj.com & www.jtv4u.com



An international business and news resource for special event designers, producers and suppliers. [Www.specialevents.com](http://www.specialevents.com)

New Publications

Bride & Bloom—A fabulous wedding floral and décor magazine that is published quarterly. Well worth the subscription. It is full of bridal bouquets, décor, centerpieces and ideas. You can contact them at www.thebrideandbloom.com or email: info@thebrideandbloom.com

Flowers Magazine—A brand new magazine that just published it's preview issue. First Bloom premiere issue of Flower Magazine will come out in March 2007. www.flowermag.com



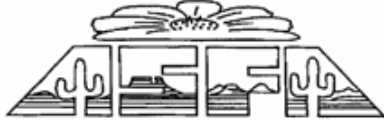
Preston Bailey has a new book out called "**Inspirations.**"

It is as impressive as his previous book "Fantasy Weddings." It can be ordered at www.floristsreview.com/new_releases.

ARIZONA STATE FLORISTS ASSOCIATION

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Arizona State Florists' Association



ASFA MISSION STATEMENT

To be a self-sufficient, non-profit organization that advances the education of members and potential members in all phases of the floral industry.

ASFA OBJECTIVES

To advance the education of it's members in scientific, business, social and all phases of the floriculture industry.
To promote the use and appreciation of floriculture products.
To conduct it's activities without pecuniary gain or profit to it's members.
To have and exercise the powers conferred upon non-profit corporations by laws of the State of Arizona.

**You are never too small to pay attention to the "Big Guys"
Take some helpful advise from some large corporations**

Step back and ask yourself the following questions:

- Do you know your "guests"?
- Are your employees empowered to solve customer problems?
- Do you view your "front line" as your bottom line?
- What special training do your frontline people receive?
- What is the turnover rate of your frontline staff?

Actions to take:

- Ask co-workers or friends to experience how the customer is being treated in your shop.
- Recognize and reward outstanding customer service.
- Establish a way for customers to comment on how wonderful (or poorly) they have been treated by an employee.
- Encourage employees to call 2 or 3 customers each week to ask "How are you doing?"
- Recruit people who like people!
- Recruit smiles...you can train all kinds of things, but you can't train a "smile".

Classified

Ad Rates

- Business Card: \$15.00
- 1/4 Page: \$30.00
- 1/2 Page: \$50.00
- Full Page: \$100.00

Would you like to place an ad in the newsletter?

- Classified Ad
- Help Wanted
- Something to Sell
- Looking for something

Arizona State Florists Association

Any industry news that you would like to contribute to the newsletter email Sherrie Husband AzMF @ flowerswflair@aol.com

If you would like to place an ad you can email Sherrie Husband AzMF @ flowerswflair@aol.com with your information.



Check Out our website @ www.azflorists.org