

THE

allied

FLOREST

January 2011

HAPPY
NEW YEARS



Allied Florists of Houston
c/o Taylor Wholesale
1601 W 21st Street
Houston TX 77008

A person wearing a white button-down shirt is shown from the chest down, opening a brown cardboard box. The box is resting on a black metal grate. The word "FLOWERS" is printed in large, dark letters on the side of the box. The person's hands are visible, with one hand on the top edge of the box and the other on the side. A ring is visible on the ring finger of the right hand. The background is dark and out of focus.

**They steal your customers.
They pilfer your profits.
Talk about an ugly floral
arrangement.**

Florists lose \$500 million every year to drop-shippers.

When it comes to your bottom line, there's nothing pretty about drop-shipping. That's why Teleflora is 100% committed to helping Save the Florists. This includes guaranteeing 100% of our orders are hand-arranged and delivered by independent florists like you. For more information, call 800.421.2815.

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**SAVE THE
FLORISTS.**



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WELCOME TO AFH

AFH January Meeting

Capturing a New Market with Customized Arrangements

We're kicking the new year off right with a wonderful AFH show featuring:

Beth O'Reilly AFD TMF

With a round table discussion from a social networking expert:

David Cherry

Here are the details:
Tuesday January 11th 2011
at Commerce Park
5:30 -6:30 Round Table
6:30 Dinner
7:00 Program

\$20 for AFH Members

\$25 for Non-Members

* \$5 off if you wear your
AFH T-Shirt *

Shirts can be purchased at
the meeting for \$15

Enjoy a special 25% OFF all hard goods and 8% off fresh florals.



"Come See Us At The Park"

Where: Commerce Park
Floral & Craft Wholesale
8500 Commerce Park Drive #110
Houston TX 77036
P: 713-271-8998

Our Generous Sponsors:

Commerce Park
Syndicate,
Design Masters,
Oasis,
Hosa,
Continental Flowers,
La Rosaleda,
Sisapamba,
NazcaFlor,
Dos Gringos,
CI Santini Flowers,
CI Andean Fields.



Continental Flowers

Grady Carter - Photographer,
The Sun Valley Group,
US Greens Corp,
SANDE ,
Yellow DM Corp &

The last bit of Christmas greenery is swept away; tinsel is packed and Christmas trees stored for another year. You've prebooked Valentine vases and began looking at rose prices.

What can you do to promote your flower shop? Start now compiling your customer list from last Valentine's Day and include your recent Christmas customers. Develop your email blast and direct mail post card. Budget postage and postcards! Constant Contact is an easy affordable email blast program. Consider hiring your teenager to input the email data which is the hardest part of email blasts.

Don't forget to optimize and update your website. Remove Holiday categories and arrangements and add Valentine and hearts! Decide what arrangements you can successfully create for Valentine and reduce your website to those items and then purchase your inventory to reflect these selections. Get lean and profitable. Micro manage your websites! Don't leave it up to someone who doesn't understand your store or your customer base to decide what arrangements you should sell.

January is not the time to relax and recover from Christmas but to ramp up your store's promotions for Valentine and then get prepared for the Spring holidays such as Easter, Professional Administrative Day, Proms, Mother's Day, and Graduation. Now is the perfect time to claim your shop name with Google, Yahoo, Bing and Yelp. Everything good comes to those who self promote.

Want to compete in the floral industry instead of just existing and getting by? Then begin by promoting your store. Become a positive retail experience with "Yes We Can" service and attention to detail.

Get lean; get prepared; get to promoting your store.

Do what is on your logo and in your store's name:
FLOWERS.

Robin Martinez, AAF, TMFA
Flowers of Kingwood, Inc
AFH President



Message From the President

MARCH AFH MEETING



32nd Annual Houston Cup Competition

FLORAL INNOVATIONS

Official Entry Form

Name: _____
Shop: _____
Address: _____
City: _____ Zip: _____
Phone: _____
E-mail: _____

March 8, 2011

Greenleaf Wholesale

2112 Leeland Avenue Houston, TX 77003

Please complete the entry form and return it with a short bio and registration fee (\$45.00) to Lana Scarborough c/o Color of My Day, 30598 FM 1488 Waller, TX 77484 .

Deadline for entries: March 1st 2011

Please make checks payable to Allied Florists of Houston.

Please send all materials to Color of My Day, 30598 FM 1488 Waller, Tx 77484

Contact Lana Scarborough if you have any questions at: 281-701-1554

HOUSTON CUP ENTRY FORM

Houston Cup Official Rules:

All Entrants must be in good standing with The Allied Florists of Houston. The Winner of the Houston Cup advances to the TSFA Texas Cup competition in July 2011. Winner must maintain AFH and TSFA membership throughout all levels of competition. Previous Houston Cup winners are not eligible to compete. All entrants must be present for judging and for the announcement of the winner.

All entrants must be registered with the Houston Cup Chair Lana Scarborough by no later than March 1st 2011. All entrants must include a short bio and a non-refundable registration fee of \$45.00 with the entry form below. Please make all checks payable to The Allied Florists of Houston.

Interpretive Design theme is: Floral Innovations. Designs will be completed and brought to Greenleaf Wholesale no later than 5:00 p.m. on March 08th 2011 for judging. Interpretive designs must be a centerpiece not to exceed 30"x30" with no height restrictions. An Explanation of your interpretive design should be included with your piece for the judges benefit. Interpretive designs must be the sole effort of the entrant with absolutely no assistance from anyone at anytime. Each Entrant must present a completed price list and receipts for all flowers, foliage, containers, props, and supplies used. The Wholesale flower value must not exceed \$50.00. Props including containers and supplies must not exceed \$75.00. Each entrant must attend a mandatory meeting at 5:00 p.m. at Greenleaf Wholesale.

Preliminary Phase will be complete with judging of interpretive designs. Finalists will be the five entrants earning the most points in this category. - The Final Phase of the competition will immediately follow finalist selection and will include 2 categories: Sympathy (30 minutes) and Wedding Bouquet (30 minutes). All materials for these designs will be provided by AFH.

Judging will be divided into 9 categories: Creativity, Scale, Unity, Line, Balance, Focal Emphasis, Depth, Color, and Mechanics. The judging will be on a scale of one to five (poor to excellent). In the event of a tie, the judges will re-evaluate the work of the tied entrants considering strictly artistic expression.

Each entrant must bring their own tools: knife, scissors, wire(s), tape, wire cutters, pick machine, picks, glue, glue pan, and extension cord. No Paints, ribbons, decorative wires, or accessories of any kind may be supplied or used by the entrants. Only materials supplied by AFH may be used. Failure to comply with this rule will result in disqualification, at the discretion of the Houston Cup Chair.

Prizes:

1st Place:

\$300.00 & AFH's representative to the TSFA Texas Cup Competition at the TSFA Annual Convention July 2011

2nd Place:

\$200.00

3rd Place:

\$100.00

ENTER TODAY!

Deadline is **March 1, 2011**. if you have any questions or concerns please feel free to contact the 2011 Houston Cup Chair: Lana Scarborough at 281-701-1554

Introducing Beth O'Reilly AIFD TME

Originally from Ohio, Beth graduated Summa Cum Laude from Texas State University with a Bachelor Degree in Fine Art Sculpture. This background shaped her philosophy of floral design. "Floral Design is a constant study. There are always new approaches, new sources of inspiration, and its application is limitless." Her goal is to expose people to sculptural floral design as ephemeral works of art.

Beth has been in the floral industry for over 13 years. In 2006 she won the title of "Texas Designer of the Year" by competing and winning the Texas Cup Competition. As Texas' representative, she competed in the 2006 NAFA Designer of the Year Competition where she placed 2nd Runner-Up. She finished 4th in the Sylvia Cup. In 2006 she successfully completed the American Institute of Floral Designers Accreditation Evaluation Session (AES) and received her AIFD certification. She is currently building her presentation skills and has presented many design and educational programs. Some of her programs include "The Art of Armature" for the Society for the Advancement of Floral Design, "The Art of Sculptural and Architectural Floral Design", and hands on workshops for children and adults. She is a member of the American Institute of Floral Designers, The Society of American Florists', Texas State Florists' Association, Allied Houston Florists Association, and recently received her Texas Master Florist certification.

Artists Statement:

Nuts, berries, pods, and the unpredictability of

a mutant double-headed tulip: these are the organic forms that resonate within my world. As a professional floral designer for 13 years,

my profession has given me a wonderful outlet to explore the creative process. I have always been drawn to nature and the curious forms that the natural world has already provided. I am influenced by subtle nuances of the botanical spectrum: color, form, texture and scent.



My work translates the influences of the natural world through a juxtaposition of industrial materials. Form and content are synthesized,

making the viewer keenly aware of the spaces inside, around and between the sculptural forms. In this way, I can investigate the internal and external spaces and the nature of the forms themselves. It is my objective to bring to the viewer a new awareness of the natural world through a unique sculptural experience. My current work incorporates perishable fresh material and challenges the viewer to experience flowers in a new way.



The composition of these organic abstractions takes on the mysterious quality of a shrouded space with delicacy and mystery. The materials become a metaphor of the natural world, prone to the degradation of the elements yet maintaining strength, sustenance, and livelihood.

The ephemeral nature of the sculptures is part of their beauty.

Because they wither and die does not make them any less viable in the high art realm.

Kathy's Korner

Kathy's Korner is a new section in the Allied newsletter that's all about fun! Each month we will have a puzzle or riddle of some kind for you to solve.

The first person to email Kathy with the correct answer to the riddle will receive a gift. Each month the gift will be a little different so make sure to enter. The answer and the gift will be presented at the next AFH general meeting and you must be present to win.

Here is the riddle for January:

Which word in the dictionary is spelled incorrectly?

To answer just click on Kath's email address below, good luck!

Kathy@olivetreeflorist.com



NEWS

Duty Free Status for Flowers Passes U.S. House of Representatives

The U.S. House of Representatives voted last week to renew the Andean Trade Preferences Act, (ATPA), and the much larger Generalized System of Preferences, (GSP) which among other things will allow flowers to continue to come into the U.S. duty free from Colombia and Ecuador. The House bill extends the two programs for 18 months. The Senate has been working on a similar package, but it is unclear whether it will vote on legislation before it expires on December 31, 2010.

Event Planners Want Innovation from Suppliers

Kelley Gillespie, an event planner/producer with GEM Associates of Vienna, Va., told Special Events magazine that she counts on her vendors to come up with new concepts. "I'm looking for ideas from them to turn the standard reception on end and devise something new. As a planner, I have to rely on my vendors to help me come up with new ideas, new products--something my clients have never seen before.

Management Institute Registration Open

Hall of Fame Speaker David Yoho (<http://www.davidyoho.com/>) will teach you how to "Outthink, Outsell, Outma-

neuver and Outnegotiate Your Competition" during the 2011 Management Institute. The Institute is designed specifically for sales managers, sales people, and branch and department managers. WF&FSA's 2011 Management Institute will be held March 24-26, 2011 at the Embassy Suites Atlanta Airport, Atlanta, GA. Mark your calendar today.

Presented by WF&FASA and other leading industry trade associations and delivered by content experts and nationally recognized university faculty members, the UID program is now in its seventeenth year and is recognized as "the source for distribution management education and cross-industry networking."

Production of Cut Flower & Foliage Plants in the US in Decline

The 2009 Census of Horticulture Specialties shows that the cut flower production in the U.S. is down 21% from 1998 and foliage plant production is down 14% for the same period, according to SAF's Wednesday E-Brief. The total farm gate value of all horticultural crops, which includes bedding plants, trees and shrubs, in 2009 was \$11.7 billion, up just more than 10 % from the 1998. For more information contact Ira Silvergleit at the Society of American

Florists.

2010 Import and Domestic Shipments Cut Flowers & Greens Flat

The difference between this year's and last year's domestic shipments and imports of cut flowers and greens year-to-date as of December 11, 2010 differs by less than 1%. The data is reported by the Agriculture Marketing service of USDA.

California Cut Flower Commission Selects Public Relations Agency

The California Cut Flower Commission (CCFC) has selected Santa Barbara, Calif.-based integrated marketing agency EvansHardy+Young, Inc. (EH+Y) as its public relations agency. CCFC will work with EH+Y to raise the profile of California Cut Flowers through media and industry relations, brand development, tradeshow, promotions and consumer outreach.

California Commission Wins Court Ruling

The Sacramento County Superior Court found in favor of the California Cut Flower Commission, dismissing the remaining claims brought by LJT Flowers, Inc., finding that the Commission law does not violate LJT's state and federal constitutional rights of free speech and free association. The Court's recent decision concludes a series of unsuccessful legal challenges by LJT Flowers Inc., spanning the last five years.

Report Recommends Expansion of Miami Airport and Seaport

A Florida Chamber Foundation report recommends expanding Miami International Airport's role as a global hub. The

report highlights Miami's airport and seaport as places where the state can focus on generating jobs by gaining a bigger share of global commerce.

New Partnership to Deliver Kenyan Flowers to World Market

Airflo Kenya has partnered with Martinair Cargo of Netherlands to more efficiently and cost effectively deliver Kenyan flower exports to the international markets.

Under the new deal, Airflo will outsource its flower transport needs to Martinair Cargo while it concentrates on managing the supply chain.

FTD Uses Social Media to Promote Rose Bouquet

FTD is giving away a free red rose "Say It Your Way" Christmas Bouquet today on Facebook. The first 200 fans to click "Like" at 1p.m. will receive a code to use when ordering the bouquet. Fans that do not receive the free bouquet will automatically get a coupon for \$10 off any bouquet. Coupons must be used by December 23rd.

The "Say it Your Way" Christmas Bouquet allows the sender to personalize the bouquet by recording a message by phone to accompany the flowers. This bouquet normally sells for \$66.

For more information please visit www.wffsa.org



SHOW

US WHAT YOU GOT!

You made an arrangement on what? How did you get that up there? You pulled that together with what flowers? How many days notice?

Everyone has had these types of questions run through their head, right? The last minute customer demanding the impossible... sounds all too familiar, right? Well, we want you to show off your near impossible tasks! Send us a picture and a brief description about how you accomplished the impossible! We want to share your stories so we can learn from each other. So go on, show us what you got!

Back 2 the Basics

How do I arrange my flowers?

This will take some practice to achieve the look and style of arrangement you desire. The best advice is to practice and to attempt to keep your stems as long as possible. You can always cut off more stem, but it is impossible to add stems back on fresh flowers that have been cut too short. A casual style of loosely arranged

flowers is very much in style right now. Work on creating a focal area or grouping of flowers that will draw your attention to the center of the design. Many books have been written about specific flower design techniques so consult your local library or flower seller.

www.ubloom.com

How do you become CFD/ AIFD

Did you know that AIFD will be in Houston in March of 2012? If you have been wondering about obtaining your CFD or AIFD certifications, now is the time to prepare, because they are coming to us! Here is some basic information about how to start your CFD/ AIFD training. www.aifd.org

What are the steps to becoming a Certified Floral Designer (CFD®)?

- * Complete an approved Education Pathway.
- * Complete a Candidate Enrollment Form, which includes a Self Evaluation Analysis and send it in with \$150. Candidacy is good through June 30 of each year.
- * Complete an Application to Participate and return with your \$500 deposit by the given deadline (this will be mailed to all registered Candidates approximately 2-3 months in advance of an upcoming PFDE).
- * Complete Step 1 of the PFDE: an Online Test (access given once Application to Participate is received).
- * Complete Step 2 of the PFDE: Participate in hands-on design evaluation at the given location (typically just before each National Symposium). Total cost: \$1,700 for PFDE + Full Symposium Registration or \$1,450 for PFDE Only. Cost includes either Candidate status or CFD status for the following year after the PFDE you participate in, depending on your results.
- * Receive scores high enough to become a Certified Floral Designer (CFD®).

How do I become a member of AIFD?

- * The most important part of becoming an Accredited member of AIFD and being able to use the "AIFD" trademark as an addendum to your name, is for you to want to be a part of AIFD's mission to advance the art of professional floral design through education, service and leadership and, in doing so, agree to pay an annual membership fee.

To become a member of AIFD, you must first successfully complete all the steps listed above to

become a Certified Floral Designer. In doing so, your evaluation score in the hands-on design demonstration must be exceptional (scoring a minimum of 4 out of 5 points). All PFDE participants who achieve such a score are invited to join AIFD in its mission. If you wish to accept this invitation, you will be asked to:

- o Complete a biographic information form, and
- o Return it along with THREE letters of recommendation (two from AIFD members and one from another floral industry professional)

Upon completion of the form and letters of recommendation, you will be invited to be inducted into AIFD during ceremonies at its next National Symposium. Fees apply (approximately \$500, which include induction fee and your first years AIFD membership dues).

What is the difference between a CFD® and an Accredited member of AIFD?

While both Certified Floral Designers and Accredited members of AIFD are recognized for their design abilities, AIFD members are distinguished as design artists who have committed themselves to advancing the art of professional floral design through education, service and leadership. Both AIFD and CFD® designers must maintain their status by earning 25 continuing education units every three years. AIFD members must have at least five (5) out of their 25 CEUs in the service/leadership area. Because AIFD members and CFDs pay annual dues, they DO NOT have to pay a fee when they submit their CEU reports.

CAL EN DAR

January:

4: AFH Board meeting at Taylor Wholesale at 6:00 p.m.

11: AFH general meeting from 5:30-9 p.m. at Commerce Park. Featuring David Cherry and Beth O'Reilly AIFD TMF. Also enjoy 15% off all hardgoods and 8% off fresh florals.

12: WGN- Houston It's All Greek to Me... But It Doesn't Have to Be! Night full of Dreams. Visit wgn-global.com for more information.

15-16: Round Top winter Antiques Show. Visit: www.roundtop texasantiques.com for more information.

17: Martin Luther King Day

February:

14: Valentines Day

March:

1: AFH Board meeting at Taylor Wholesale at 6:00 p.m.

8: AFH general meeting. 32nd Annual Houston Cup Competition at Greenleaf wholesale. See pages 6-7 for more information.

All AFH events are also on our website: Click here: alliedfloristsofhouston.org

ALLIED BOARD OF DIRECTORS - CONTACT INFORMATION

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Letter From the Editor...

Happy New Year! I hope you all had a fabulous start to the holiday season. Although some people may feel it's starting to come to an end, we as florists and flower enthusiasts know better. It starts around Halloween and doesn't stop until Mother's Day! We are about half way there!

I hope you all are gearing up for what is going to be a fantastic Valentines Day celebration. Keep in mind that this year it falls on a Monday, which can make deliveries and orders a little tricky to juggle. One suggestion I have would be to offer incentives for people to send their flowers early. Make mention about how they can enjoy the deliveries all weekend instead of just on the Monday to try to entice early deliveries. Discounts or free delivery is often all the incentive most people need to think twice and possible lighten your routes.

This Valentines I challenge you to think outside of the box. Try to incorporate new and fun elements into your designs. This is the time of year when the majority of your clients order from you so show them something that might make them come back more often. It's always worth a shot! So until next month, I am wishing you all a Happy New Year!

~Frances Egbert TMF



**We put the 'Smart' in
'Smart Design'.**

**Holiday flowers
Wedding flowers
Coxflor lilies
A.S.K.**



Design Smart... Find it Here.

**2112 Leeland
Houston, TX 77003
713-223-0299
Fax 713-223-2173**

1-800-299-5323