

THE

# allied

FLORIST

March 2011

## March Highlights:

March AFH Meeting:  
Annual Houston Cup Competition  
& Hands on Class

Gearing up for Prom:  
“Momsters” short story



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

**You can't drop-ship  
artistry.**



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

Drop-shippers cut independent florists like you out of the equation. They also cut into your profits – an estimated \$500 million last year alone. At Teleflora, we've made it our mission to Save the Florists. Which is why 100% of our orders are hand-arranged and hand-delivered. Never box-shipped. Visit [savetheflorists.com](http://savetheflorists.com).

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**SAVE THE  
FLORISTS.**



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# AFH March Meeting

## 32nd Annual Houston Cup Competition

### FLORAL INNOVATIONS

Here are the details:  
Tuesday March 8th 2011  
at Greenleaf Wholesale  
5:30 -6:30 Hands on Class  
6:30 Dinner - Bullritos  
7:00 Program &  
Competition

\$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

This month we are beginning our series of hands on classes to help prepare our AFH members for the CFD and AIFD certification testing when they come to Houston in 2012. This month's theme will be: **STRUCTURES** Creating Armatures with "WOW" that can be used for corporate or weddings over and over and over. 3 simple but versatile designs.  
More information of pg. 17

## Volunteer with AFH

Do you want the opportunity to work side by side with some of the top designers in the nation? Of course you do!

Volunteer with AFH and do just that! Our presenters need designers to help them prepare for their shows, present their arrangements and to have company all day while they work their magic. Sign up today to be on the volunteer list for Allied and we'll contact you when these amazing opportunities arise!

Contact Karen Williams

What's new with You?

My brother is an entrepreneur. A self employed business man. My favorite conversation with JR was when he asked; what is the new Tickle Me Elmo? What is so new that you'd stand in line to have it? Search stores to own it? What would grab your interest and keep you captive for a time?

So what is new with you and your business? What makes you excited and giggle with joy? AFH would love to hear from you. Send your inspirational story to [info@alliedfloristsofhouston.org](mailto:info@alliedfloristsofhouston.org) and share the joy of being a florist. Maybe you saved the day for a customer or thought of a more efficient way to manage a project or or or or..... Don't hold back! Share!

So.... What is your Tickle Me Elmo Moment?

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



# Floriculture Face Off



**March | 1-20 | 2011**

The Houston Livestock Show and Rodeo invites you to participate in the first ever Floriculture Face Off, hosted by GardenLine's, Randy Lemmon. Our mission is to showcase Houston's most prestigious florists in a competition held in the Main Arena of Reliant Center March 16, 2011.

This competition will challenge professionals to create a floral design within a 30 minute time limit with only the materials supplied, and a theme appointed to be applied to the design. Show patrons will be able to observe as masterpieces are created!

Following the competition an awards ceremony will be held. The top 3 winners will be awarded cash prizes totaling more than \$2000, a trophy, and one will be awarded the title, 2011 Floriculture Face Off Champion.

We hope you will be able to join us in this exciting new event through your participation and look forward to displaying your talents as we strive to increase awareness of horticulture, floriculture and their industries. Should you have any questions, please contact Julie Beken at [beken@rodeohouston.com](mailto:beken@rodeohouston.com) or 832-317-7281. We look forward to hearing from you!

# 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

## Valentine's Day Floral Statistics

Flower Holidays, Occasions & Parties - Valentine's Day Flowers

### Estimated number of roses produced for Valentine's Day in 2011:

198 million Holiday Ranking

### Transactions

Dollar Volume

Christmas/Chanukah 30% 30%

Mother's Day 24% 25%

Valentine's Day

\* Of fresh flower purchases only, Valentine's Day ranks No. 1, capturing 36% of holiday transactions and 40% of holiday dollar volume.

\* Valentine's Day the No. 1 holiday for florists. 20% 25%

Easter/Passover 13% 10%

Thanksgiving 6% 5%

### What are consumers buying?

(Percent)

Mixed Flowers 44%

Red Roses 43%

Roses (not red) 29%

Other type of flower (not roses) such as all tulips, all carnations, all lilies, etc. 23%

Plants 20%

### Who's buying for Valentine's Day?

Twenty-five percent of adults purchased flowers or plants as gifts for Valentine's Day 2010; of those, 60% were men and 40% were women.

According to the National Retail Federation's 2011 Valentine's Day Consumer Intentions & Actions Survey, 34% of consumers planned to celebrate the holiday with flowers.





## For whom are they buying?

While men buy mostly for romantic reasons, women use Valentine's Day as an opportunity to show they care to mothers, daughters and friends, as well as their sweethearts. Women even treat themselves on Valentine's Day

	All	Men	Women
Spouse	47%	57%	32%
Mother	26%	21%	33%
Significant other	20%	25%	12%
Friend or acquaintance	11%	7%	17%
Self	9%	0%	23%
Other relative	7%	2%	13%
Child	6%	7%	6%
Grandparent	4%	3%	4%
Sister	4%	2%	6%
Father	1%	0%	1%
Other	2%	3%	1%

Flower shop owners said Valentine's Day was the holiday that added extra padding to their annual budgets.

According to national statistics, Valentine's Day sales are expected to be on an incline compared to 2010's sales.

The National Retail Federation's 2011 Valentine's Day Consumer Intentions and Actions Survey reported the average person spent about \$116 on "traditional" Valentine's Day merchandise this year, which is 12.8 percent more than last year's \$103.

The survey predicted Valentine's Day spending in the United States to reach \$15.7 billion.

Data collected by IPSOS-Insight FloralTrends Consumer Tracking Study, 2005; and eNation National On-Line Research, Synovate, 2010.

# Monsters

by The Rose Peddler

As Alice locked the floral shop's door she re-read the sign posted on it: "Sorry we have reached our quota and are no longer taking corsage orders for next week."

She and Connie, a co-worker, finished loading the van with the last floral piece needed for the afternoon wedding. Alice took a deep breath and the sweet scent of Starfighter lilies penetrated her sinuses giving her a euphoric brain buzz. As she shut the van's doors the brightly colored vehicle wrap of red poppies filled her field of vision. It was like suddenly being in a meadow of flowers. She always thought of the movie "The Wizard of Oz" when she closed the van's door. In a wicked little voice she said "Poppies" then she climbed into the driver's seat.

When it came to logistics, Alice was Paradise Florals' guru, always making sure deliveries were made on time, supplies and equipment needed by the designers were available, vans were in good working order etc. She had a practical though often pessimistic outlook on life; if you weren't fully prepared things could quickly go terribly wrong.

Connie who sat in the passenger's seat was the creative one, the people person. She could take customers' vague ideas of what they wanted then spin and design those ideas into beautiful, one of a kind works of floral art. She lived in a world faintly tinted rose: everyone had a good side, and every situation had a silver lining.

Alice carefully pulled out of the parking space in front of the shop. As she navigated around other cars in the lot a red Lexus pulled in from the street cutting the van off before heading down the strip mall toward the flower shop.

"Twenty bucks says that's another

Momster on a corsage mission." Alice turned to Connie as she spoke.

Connie looked toward the back of the van. "I can't see her but if she's parking in front of the shop you may be right."

For the past two weeks hordes of marauding mothers periodically invaded the flower shop. They came loaded with dresses, shoes and jewelry of all colors and sizes; they came in search of Prom corsages. To the general unknowing but relatively sane public picking out a corsage for the prom was no big deal. To these Uber-Moms it was a rite of passage, something they had waited most of their adult lives for, a passing of the flame. Over the years, proms had slowly replaced coming out parties and debutant balls. How these young adults looked was considered a direct reflection of their parents. Designer gowns and tuxedos, limousines and flowers all stated loud and clear whether or not they, the parents, had succeeded in life, whether or not they could provide the biggest and the best for their child.

These mothers would think nothing of taking over an hour of a salesperson's time before finally choosing a corsage. They would look at every ribbon in the shop; every flower, often demanding colors that were not found in nature but used in dress manufacturing; every bauble to be added whether pearl or rhinestone; every wristlet band, plain elastic or jeweled. After years of experience the designers knew what looked sophisticated and what looked unprofessional or tacky but these moms often didn't care. They wanted the biggest, shiniest, the most bling for their bucks.

A designer could make countless suggestions but these mothers would just roll their eyes, shake their heads and say, "Don't

you have something a little more unique for my daughter?” Who but they knew best how to make the world sit up and take notice of their child? The designers groaned every time one of these mothers entered the store; they called them “Momsters”.

For the girls at the flower shop this had been an especially bad week for Momsters. The shop had already taken all the orders the manager thought could be filled in time for the Prom. They had over two hundred boutonnieres and corsages to make. With an average of 30 minutes needed to complete an order, the designers would be pushing their capability to get the prom flowers finished on time. For that reason, a week before the prom, the manager decided no more orders would be taken.

This had not sat well with those Momsters who had waited until the last minute to place their orders. They yelled and belittled the floral staff calling them inconsiderate and unprofessional. Sometimes after making these loud comments in front of other customers they would leave and call the shop from their cars parked just outside the front door. They would then continue to yell and complain, threatening never to use the shop again and saying their friends would also learn the truth about the shop’s unprofessional behavior. A designer would just smile sweetly and continue to apologize for the inconvenience until the Momster finally gave up, though still complaining they would never shop at the store again. It never dawned on these women that the designers were hoping they could take these Momsters at their word.

Now as Alice looked in her side-view mirror she saw the woman looking at the shop door and raising her fists. “Oh no,” Alice moaned. “She’s read the sign. Looks like this one is really angry.” She turned to

Connie as she waited to pull into traffic. “Man, another two minutes and we’d have been stuck with that.” Alice nodded toward the shop.

Connie leaned across Alice’s lap and looked out the driver’s side window at the woman. “You’re right. She really does look angry. I feel badly but she waited until the last minute to order.” Connie said as she sat back into her seat.

Alice gave one last glance toward the woman before pulling out of the parking lot. “Rats, she’s noticed the van. She’s pointing at us and running to her car.” Alice turned to Connie. “Now what?”

Connie leaned over Alice again & looked at the woman. “She’s getting back into her car. I think she’s coming after us. Quick, get out of here!” Connie’s eyes were huge as she turned her head and looked at Alice.

“Well, sit back,” Alice pushed Connie back into her seat. “I can’t drive if you’re in my lap!” The traffic cleared and Alice pulled out. They both heard the Lexus’ tires screeching behind them.

“Move it,” Connie yelled. She turned to Alice. “You really don’t think she’s coming after us.” She swallowed hard. “Do you?”

“You never know with Momsters.” Alice grinned as she pulled onto Main Street and headed toward the wedding venue.

Skillfully worming her way through the traffic, Alice periodically checked her mirrors. “She turned our way and is coming up fast.”

Continued on Page 14

## SOCIETY FOR THE ADVANCEMENT OF FLORAL DESIGN

Floral Extravaganza 2011 Tabletop Gala  
Top Floral Designers will create tablescapes for  
SAFD's fundraiser dinner and auction!

The Society for the Advancement of Floral Design (SAFD) will host its annual tablescapes gala at Northgate Country Club, 17110 Northgate Forest Drive, Houston, TX, on Thursday, April 14, 2011 from 5:30 P.M. to 10:00 P.M. Tablescapes viewing starts at 5:30 P.M., and dinner is served at 7:00 P.M. This annual gala will showcase SAFD members and area floral designers with their creation and design of elaborate tablescapes. Please join us for an exquisite dining experience, raffle and silent auction which is attended by over 200 people.

Each year the designers continue to inspire all with their unique presentations. The tables are dressed and adorned to reflect a theme chosen by the designers. Imagination knows no bounds. Each year simply outdoes the previous one, and dining at any one of the show tables is a treat not to be missed.

Money raised supports SAFD, a non-profit organization, promoting the study and enjoyment of floral design through volunteerism, educational programs, charitable work, floral scholarships, and community involvement. Members include area florists and floral designers, novice designers, and floral enthusiasts.

Tickets are \$45.00 each and are open to the public. Ticket cost includes dinner and silent auction. To purchase tickets, please call Betty Lind at (281) 251-8818, or for further information, send e-mail to [jrlind@comcast.net](mailto:jrlind@comcast.net).

## OUTTHINK, OUTMANEUVER, OUTSELL, OUTNEGOTIATE!

Designed for Sales Managers and Branch Managers  
March 24 - 26 | Embassy Suites Atlanta Airport/Atlanta, GA

David Yoho is one of America's leading Sales and Management Consultants. He provides systems to help some of the country's most successful organizations outthink, outmaneuver, outsell and outnegotiate their competition. He's delivered thousands of speeches and seminars - he's created and produced more than 300 customized audio and video educational programs on sales, negotiation and database marketing. He advises and coaches successful executives and managers nationwide.

David will challenge and inspire attendees with an energetic, hard-hitting style. You'll be discussing his insights, recommendations and "Yohoisms" long after you arrive home because he'll connect his content with your most important issues.

Don't miss your chance to register for this event. Space is limited! Visit [www.wffsa.org](http://www.wffsa.org) for details and registration information.

## Prospect for Duty-Free Status Remains Uncertain

The February 12 deadline for Congress to renew duty-free status for flowers from Andean countries could come and go - but ratification of a four-year-old free trade agreement may end up being what keeps the duty-free status in the long term.

Currently, flowers from Colombia and Ecuador enter the U.S. duty-free, but that status has to be renewed periodically.

cally under provisions of the Andean Trade Preference and Drug Eradication Act (ATPDEA). If it's not renewed on Feb. 12, importers of record will begin paying duties - 6 percent on average - beginning Feb. 13.

## **Forecasting the Bridal Trends for 2011**

Rectangular reception tables, carnations, and monochromatic bridal bouquets are just a few predictions for the upcoming wedding season. The Times Colonist reports. For More Information visit [wffsa.org](http://wffsa.org)

## **Kenyan Flower Income Falls 15% in 2010 on Export Disruptions**

Kenya's flower earnings declined 15 percent last year after the global economic slump curbed demand and disruptions in air traffic to European buyers slowed shipments, Knya Flower Council Chairman Erastus Mureithi said. Flower income for Kenya, the largest exporter of the product to Europe, fell to 20.6 billion shillings \*\$378 million) in 2010 from 36 billion shillings a year earlier.

## **Floral Management's Marketer of the Year Open for Nominations**

JOIN THE RANKS of those who have won \$5,000 and throw your hat in the ring for...Floral Management's 18th Annual Marketer of the Year. The entry deadline is June 3, 2011.

If your marketing efforts (large or small) during the last few years have been successful, then you're a candidate! You could win:

\$5,000 cash prize, sponsored by Design Master color tool, Inc.

FREE registration (\$800 value!) for SAF Palm Springs 2011, September 14-17 at the Westin Mission Hills Rancho Mirage, Calif.

Cover story detailing your shop's marketing efforts in the October issue of Floral Management. Retailers, wholesalers and growers are welcome to enter this contest. Feel free to send this e-mail

to someone else who's a good candidate! For More Information please visit [wffsa.org](http://wffsa.org)

## **Florists Supply Ltd. Purchases Mayhew's Wholesale, a division of Mayhew's Perma Plants Ltd.**

Florists Supply is pleased to announce the purchase of Mayhew's Wholesale, a division of Mayhew's Perma Plants Ltd. in Vancouver, British Columbia. Florists Supply is a direct importer, floral wholesaler and manufacturer servicing retail florists in western Canada. This acquisition will combine the strengths of both companies, offering customers from both businesses a broader range of products and services. Mayhew's is celebrating its 25th year in operation in 2010, Florists Supply its 75th year. The combined operation will offer fresh flowers, floral supplies, permanent botanicals, pottery, glassware, home décor items, giftware, ribbons, a complete Christmas line and floral design services to businesses.

The current Florists Supply Vancouver branch will be relocated to Mayhew's existing location at Unit 5, 3979 Marine Way, Burnaby, BC in the spring of 2011 assuming renovation and relocation plans proceed accordingly. Florists Supply will keep customers apprised as future events unfold and a firm Grand Opening date is clear. For more details about the companies visit [www.floristssupply.com](http://www.floristssupply.com) or [www.mayhews.com](http://www.mayhews.com).

## **Quality of Flowers More Important to Consumer than Price**

The Floral Marketing Research Fund (FMRF) has just released a comprehensive study on Consumer Preference for Flowers as Gifts. According to the study, the quality of flowers is more important to consumers than price. When compared with other attributes when purchasing flowers, consumers ranked quality the highest consideration in the buying process, followed by color, price, design, and other factors.

For more details please visit [wffsa.org](http://wffsa.org)

# Monsters Continued...

by The Rose Peddler

About a mile down the road the light changed to red. Alice pulled into the right hand lane and stopped behind a line of cars. "The left lane's clear." She smiled at Connie. "She's coming up beside us and will pass us in a second. I think we're in the clear."

Just then they heard a screech of brakes. Alice turned her head and looked out her side window. "Holy mackerel." She turned back to Connie. "That woman stopped right next to us."

What?" Connie leaned over and looked out Alice's window. "She's standing up through her sun roof." Connie sat back then looked straight ahead. "Don't open your window!"

They could hear the woman yelling something but they weren't sure what she was saying.

"Oh, man," Alice looked at the red Lexus again. "This one's certifiable. Oh, my God, she's reaching down and getting something out of her purse." Alice turned to Connie. "What if she has a gun?" Alice shut her eyes. "I can't look."

Connie leaned over again. "Wait a second. I don't see a gun. She's got something else in her hand. What is it?"

Alice finally gathered some courage and looked back toward the woman who was again standing through the sun roof. "I don't believe

it. She's waving a credit card and a swatch of material." Alice lowered her window.

"You promised I could order a corsage this week," the woman yelled.

Alice turned to Connie and grinned. "The Momster wants to order a corsage," she said as the light turned green and the cars behind them started beeping their horns. "Now what should I do?"

"I don't know," Connie shrugged. "Get her name, tell her she can call and place her order Monday."

"But the boss said no more orders."

"I don't care," Connie said. "Tell her to ask for me. Just get us out of this mess."

"Okay." Alice got the woman's name.

Smiling, the Momster nodded her head as she sat back behind the wheel and drove off. Still visibly shaken from the ordeal, Alice quickly hung a right at the intersection then pulled over and turned off the van's engine.

"That one really scared me." She shook her head, rested it on the steering wheel then turned and looked at Connie. "After we set up this wedding I'm going home and getting rip roaring drunk."

Connie sat there making the sign of the cross. "Amen to that," was all she could say.

All comments, questions or praise please send to: [rosepeddler14@hotmail.com](mailto:rosepeddler14@hotmail.com)



# AFH

## Allied Florists of Houston

### Silk Pieces Needed:

#### *Pastel pieces for the funeral car:*

*Casket Spray*

*3 Standing Sprays*

*2 Baskets*

#### *Other pieces needed:*

*Child's casket spray in soft pinks and blues.*

*Victorian mantle piece in whites and ivories.*

*Presidential standing spray in red, white and blue.*

*Art deco spray*

*Casket spray for roaring 20's hearse*

*Basket in hot colors: red, yellow, green, blue and orange.*

*Day of the Dead basket in orange.*

## April's AFH Meeting at the National Museum of Funeral History

Help celebrate the tradition of beautiful flowers and the funeral industry by donating a permanent floral piece for the Museum of Funeral History.

As we all know, flowers have historically been expressions of love and sympathy. We should take every opportunity to make the public aware of our floral heritage in this age of "in lieu of flowers".

Allied Florists of Houston is pleased to announce such an opportunity. The National Museum of Funeral

History has given AFH the honor of supplying permanent floral display pieces for the Museum's funeral car.



Don't miss out on this wonderful opportunity to display your shop's finest floral designs.

Selection of design will be on a first come, first choice basis so sign up today for an arrangement!

Please contact Mary McCarthy TMFA at The Blooming Idea for design selection: 281-465-4288.



# 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 March:

**What can travel around the world while staying in a corner?**

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

[Kathy@olivetreeflorist.com](mailto:Kathy@olivetreeflorist.com)



## Back 2 the Basics

Do I need special tools for my flowers?

Professional tools are always best. This is amazing but true, chefs, artists, mechanics and doctors swear by their professional tools. The proper tools make any job easier! Obviously you can work with common kitchen tools (a knife or scissors), although using professional tools will help you master the craft of flower design.

Rose Stripper

Several commercial varieties are available in a multitude of designs, styles and colors. These products are used to strip the thorns and foliage off of rose stems below the water line. The best ones are soft or extremely sharp and do not mar or abrade the stem structure. Any damage done to the actual skin of the stem can cause drooping of the flowers.

# HANDS ON CLASSES

Florists and Education By Jason Holguin

How will we survive? Surprisingly, it's a question that I ask myself frequently. The truth is, when I consider floral designers as a whole, it's one of those questions that I am too afraid to address because of the obvious answer it implies...many of us won't. We've sacrificed so many of the things that make our industry great just to stay alive. I'm not completely convinced that this cookie-cutter-mass-production mentality is anything more than a short term fix.

We are TRULY blessed to be in the industry we are in. How many artists can really support themselves and their families with their art? There are many great sculptors, painters, musicians and other artists of the world that have been forced to feed themselves by some other means. Anybody can make flower arrangements...few do it really well. Isn't that the foundation of our industry the craftsmanship, knowledge and finesse? When it comes to education we don't promote, encourage or require it. It is self depreciating to think that we as designers don't deserve to have certifications that require high skill levels and extensive knowledge of design techniques and the materials we work with. There are some out there, just not nearly enough or as accessible as they need to be.

We are partly to blame for that, with lack of attendance or interest in the ones that are available to us. Maybe I am haven't been in the industry long enough...I'm utterly in love with it. I love the possibilities of what our industry can become and the places it can take us. In this new global economy that has become part of everyday life, there

are countless opportunities for us to grow beyond our wildest expectations. The way to get us there is education. We can continue to do things as we always have or we can choose to walk new paths. In doing this we must look not only forward but look back, at our triumphs, mistakes, and "tried and true" techniques. We must think globally and draw inspiration from the Europeans, Asians, South Americans, and Middle Easterners. The knowledge is out there, we have just done a poor job of disseminating it. One of my favorite things to do is to go to the book stores, get a coffee, and search for my next inspiration or tip I never would have thought of. It saddens me to see that floral design maybe has 1 shelf to search from and part of that is gardening.

I think it speaks volumes about our industry's value of education and it is inexcusable. We take part in so many important moments in people lives...happy days, sad days, births, first dates to last moments. How is that not valuable? How is that not worth the time or money? Why do we sell ourselves short? I am as guilty as anyone of this. Maya Angelou once said, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." The work we put out should make an impression, convey an idea, or inspire a feeling...hopefully a positive one! Our work should be inspired and inspiring to others. Let's teach each other how to distinguish ourselves from the masses and the hobbyists. Let's make a genuine effort to support the organizations that promote education in our industry and take advantage of those opportunities.

# CAL EN DAR

## March:

SAFD Meeting - Kevin Perry orchid expert.  
Visit [www.safdhouston.org](http://www.safdhouston.org) for more information

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

1-20: Houston livestock show and rodeo at  
the reliant stadium.

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

## April:

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

12: AFH general meeting. National museum  
of funeral history. Sponsored by Teleflora.

All AFH events are also on our website:  
Click here: [alliedfloristsofhouston.org](http://alliedfloristsofhouston.org)

## ALLIED BOARD OF DIRECTORS - CONTACT INFORMATION

### *President:*

**Robin Martinez - AAF TMFA**  
Flowers of Kingwood  
Phone: 281-360-1364  
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### *2nd Vice President:*

**Kathy Green - TMFA**  
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### *Retail Directors:*

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The Blooming Idea  
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# Letter From the Editor...

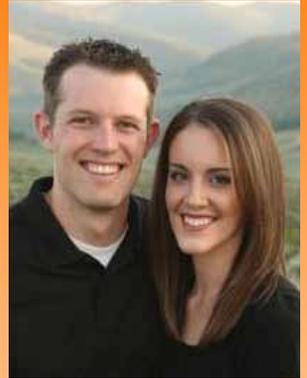
Hello March!

Spring is always my favorite time of year. Partly because we all get to relax after the chaos of Valentine's Day but mostly because of all the new growth outside. I love seeing the bulb flowers pop up and hearing the birds sing all morning long. It also usually comes as a shock that it's already March and that we have survived yet another holiday season. Which I think deserves three cheers, WAHOO!

As we head into summer I hope you all will consider volunteering with Allied. We are currently looking for nominees for the board of directors for the 2011-2012 year and are excited to welcome in new faces and show you the ropes. This next year is going to be exciting, especially as we start with the TSFA convention in The Woodlands in July. So please take some time and consider being a part of something great. We all love this organization but it needs dedicated people, like you, to run it!

I am excited to see all the wonderful innovative designs at the Houston Cup and I hope to see you all there, it is going to be a fabulous show!

~Frances Egbert TMF



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# Allied Florists of Houston

## RETAIL MEMBERSHIP APPLICATION

NAME: \_\_\_\_\_

AAF \_\_\_\_\_ AIFD \_\_\_\_\_ PFCI \_\_\_\_\_ TMF \_\_\_\_\_ TMFA \_\_\_\_\_ CFD \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

NAME OF BUSINESS/ FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

YEARS IN BUSINESS UNDER PRESENT OWNERSHIP: \_\_\_\_\_

NUMBER OF FULL TIME EMPLOYEES: \_\_\_\_\_

WIRE SERVICES: \_\_\_\_\_

BUSINESS OR AFH REFERENCES:

NAME: \_\_\_\_\_ CONTACT INFO: \_\_\_\_\_

Dues must be sent with application.

Annual Dues are \$180 billed each July. Any prorating of dues will take place in the second year of membership.

Return application to:

Allied Florists of Houston C/o Taylor Wholesale Florist 1601 West 21st Street Houston, TX 77008

Contact [info@alliedfloristsofhouston.org](mailto:info@alliedfloristsofhouston.org) if you have any additional questions.

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