



Arizona State Florists Association

Focal Point

SUMMER 2015

SPECIAL POINTS OF INTEREST:

- Fall AzMF Classes
- Expo Presenters
- Expo Agenda
- Expo Registration
- Expo Vendor Forms
- Donation Forms
- Special Olympics

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ASFA Membership Drive & 2015 Expo

We have been working feverishly on providing a great Annual Expo for you this year. It has been expanded into two days:

Saturday July 25th

Classes are offered by Rene van Rems and Joyce Mason-Monheim. Followed by a Happy Hour (cash bar kiddos though we will provide some appetizers) at the Sheraton Crescent Hotel on I-17 and Dunlap Avenue.

Sunday July 26th

The Designer of the Year Contest in the morning. Rene van Rems will do an amazing wedding show, an Awards Luncheon, and incredible presentation on Customer Service / Sales by Tim Huckabee and the grand finale is Funeral and Everyday Arranging with Jerome Raska—who has unbelievable showmanship and talent!!!

Now the membership part:

We have priced this incredible weekend of the best talent in America that if you become a member, you save the price of membership and more to attend.

Repeat, if you attend both days of the Expo AND become a member and pay for your annual dues, it is less expensive than just going to the Expo and classes which the non-member price is a steal.

Get involved with ASFA in 2015-2016. The Board of Director meetings are posted on our website www.azflorists.org under the Membership navigational tab across the front of the home page. Come to some meetings. Volunteer on our community projects, Special Olympics and the Ronald McDonald House McNight to Remember in held in November, Arts & Flowers at the Phoenix Art Museum. Sign up for our classes that are FREE for members, receive newsletters and special offers. Tap into the knowledge and resources we can offer you to succeed in this ever-changing floral business.

Email me with suggestions of what would help you in your business. What do you need to succeed in 2015-2016 and boost sales?

Become involved and let's change the world!



Christie Cothrun
AAF AzMF CFD
ASFA President
asfapres@gmail.com



CHECK OUT OUR WEBSITE
FOR
COMPLETE
CERTIFICATION
INFORMATION
OPTIONS AND
PRICING

www.azflorists.org



For more information call:

Brian Vetter AAF AIFD AzMF PFCI
602.908.9024
Bvetter.aifd@yahoo.com

AzMF Certification Schedule

Fall 2015

Product for classes donated by:

August 2nd

August 16th

August 30th

September 13th

September 27th

October 4th



All classes are 830am- 4pm on
Sundays at:

Mayesh
1805 E Crest Lane
Phoenix, AZ 85027



Kenny Watanabe AIFD

In loving memory of a great friend and fantastic floral artist, Kenny Watanabe AIFD. Kenny passed away Friday, April 24, 2015. He was 85.

Kenny was a mentor to many up and coming floral designers, he traveled the world sharing his talent and gentle friendship.

You will be missed but not forgotten.....



Designer of the Year Competition

Come show your stuff and get the experience and recognition of competition designing at the ASFA Annual Expo 2015—July 26th!

Create your own design to fit the theme and also create an interpretation from a surprise package of materials to see who is voted the best of the best.

Awards include 1st Place, 2nd Place, 3rd Place and Peoples Choice and there are cash prizes

For more information or to receive a registration packet, contact

Brian Vetter AAF AIFD AzMF PFCI

602-908-9024

E-mail: bvetter.aifd@yahoo.com





ARIZONA STATE FLORISTS ASSOCIATION SATURDAY JULY 25TH CLASSES LIMITED SEATING

RENE VAN REMS, AIFD

JULY 25TH,

9 AM - 12 PM

HANDS ON CLASS

\$175 FOR ASFA MEMBERS

\$195 FOR NON-MEMBERS



JOYCE MASON-MONHEIM AIFD

JULY 25TH

1 PM—4 PM

AIFD BOOTCAMP

\$50 FOR ASFA MEMBERS

\$75 FOR NON-MEMBERS

EXCITING NEWS...WE ARE ADDING AN ADDITIONAL DAY!!!

**NOW AVAILABLE SATURDAY JULY 25TH, CLASSES WITH RENE VAN REMS AIFD
& JOYCE MASON MONHEIM AIFD**



RENE VAN REMS, AIFD HANDS ON CLASS

Long-time master instructor, floral designer, René van Rems will instruct on how to improve your wedding design skills and speed with tips, tricks and shortcuts for hand-tied and foam holder designed bouquets. Learn how to make a 15-minute bouquet. He will demonstrate all pieces to be made and give you theory on the “how-to’s” before you work on your own pieces. Space limitation is 30 students. No visitors please. Please bring pruners, scissors and a knife. All materials are included.

JOYCE MASON MONHEIM AIFD, CFD, PFCI

AIFD BOOTCAMP

This class will assist anyone in the preparation process of taking the Professional Floral Design Evaluation (PFDE) and improve your general design skills to help differentiate your company from others. Amazing Up-Sell techniques

Joyce has been actively involved in the floral industry for over 35 years. As a past president of Teleflora’s Arizona Unit, Arizona State Florists’ Association, and the Southwest Region of AIFD,. In July she will become President of AIFD. Joyce has been instrumental in organizing educational programs throughout the country





ARIZONA STATE FLORISTS ASSOCIATION ANNOUNCES OUR 2015 EXPO PRESENTERS SUNDAY JULY 26, 2015

RENE VAN REMS, AIFD



Let California based Dutch Master Designer René van Rems, AIFD take you on a tour of the latest wedding décor trends from a floral perspective, showcasing design styles and techniques from Europe and the world. YES, bling is still in and growing! Rene will feature flowers, exotic materials, botanicals, and supplies as they relate to the latest trends as well as your local climate. This highly visual and energetic program will inspire you to continue working on your personal signature touch in special event work and weddings. Bring your camera! René will be available to personalize his books, Rene’s Bouquets a Guide to Euro-Style Hand-Tied Bouquets and Rene’s Bouquets for Brides.

TIM HUCKABEE, AIFSE

Launched FloralStrategies in 1997, the only company on Earth offering on-site and distance customer service, sales and POS system training for floral industry. Customers from Australia to Canada, across the UK and North America include the 'who's who' of the floral industry – some of the biggest, oldest, newest, smallest successful florists!

Specialties: Public Speaking
Software Training
Sales Training



JEROME RASKA AIFD,AAF,PFCI,CF



Jerome Raska AIFD, AAF, PFCI, CF is co-owner of two retail floral and event operations in Metro Detroit. Jerome, having been in the floral industry for over 25 years, was previously a general manager of a high volume multi-location floral operation and now shares his design and business experience with florists, garden clubs, and suppliers across the country as a consultant and Teleflora Education Specialist. His enthusiasm and sense of humor compliment his love for the floral industry and his desire to help others succeed.

VENUE:

BLACK CANYON CONFERENCE CENTER
9440 NORTH 25TH AVENUE
PHOENIX, AZ 85021



Three Weddings & a Funeral

ASFA Expo 2015

Schedule of Events



Saturday July 25th

8:00am—5:00pm	Vendor Set up
9:00pm—12:00pm	Rene Van Rems
	<i>Hands On Class</i>
1:00pm—4:00pm	Joyce Mason-Monheim AAF AIFD PFCI AzMF
	<i>AIFD PFDE Prep Class</i>
5:00pm—7:pm	Happy Hour
	<i>Sheraton Crescent Hotel</i>

Sunday July 26th

6:30am-7:00am	Designer of Year Registration	(café)
7:00am-8:30am	Designer of the Year	(café)
8:00am-9:00am	Registration Opens Continental Breakfast	(foyer)
8:45am-9:00am	Annual Meeting <i>(optional)</i>	(Joshua Tree)
9:15am-11:15am	<u>Rene Van Rems AIFD</u> <i>Three Weddings</i>	(Ballroom)
11:15am-12:15pm	Awards Luncheon	(Ballroom)
12:15pm- 1:45pm	Tim Huckabee <i>Outstanding Service</i>	(Sonoran)
2:00pm—2:40pm	<u>Vendor Partners</u>	(Sonoran)
2:40pm-4:45pm	Jerome Raska AIFD / Teleflora & a Funeral	(Ballroom)
4:45pm-5:00pm	Thank You's Contest Winners	(Ballroom)

Arizona State Florists Association Expo

Three Weddings & a Funeral

**Expo Registration
Includes:**

3 Amazing Programs
Designer of the Year
Awards Luncheon
8 am—5 pm
\$99 ASFA Members
\$150 Non-Members

Venue:

**Black Canyon
Conference Center**
9440 N 25th Ave
Phoenix, AZ
85021

**Premium Package:
Includes**

2 Classes plus Expo
July 25th and 26th
9am—4pm Sat
8am—5pm Sun
\$324 ASFA Members
\$420 Non-Members

Name:	
Company:	
Email Address:	
Phone:	
Name of Attendee (s)	

Premium Registration: Includes Saturday Classes and Sunday Expo

July 25th— Rene Van Rems Hands On Class \$175 ASFA Member _____
\$195 Non-Member _____

July 25th—Joyce Mason-Monheim AIFD Boot Camp \$50 ASFA Member _____
\$75 Non-Member _____

July 26th—Three Weddings & a Funeral Expo \$99 ASFA Member _____
\$150 Non-Member _____

Total for Premium Registration \$ _____

Expo Registration: Includes Sunday Expo Only

July 26th—Three Weddings & a Funeral Expo \$99 ASFA Member _____
\$150 Non-Member _____

Total for General Registration—July 26th Expo Only \$ _____

If paying by credit card—call Christie Cothrun 602.318.0311

If you are paying by check, please send completed registration form and check to :

**ASFA
3802 W Cavalier Dr
Phoenix, AZ 85019**

All checks must be received by July 20th / Cash or Credit on day of Expo if RSVP'd



Arizona State Florists Association Annual Expo 2015

**July 26, 2015
8am-5pm
Black Canyon
Conference Center
9440 N 25th Ave
Phoenix, AZ 85021**

Please fill out the form in it's entirety and be ready to be set up between **8:00am and 3pm** Saturday July 25, 2015.

All vendor tables and displays need to be ready before 7am on July 26th, the day of the Expo.

Any questions, please call Christie Cothrun 602.318.0311

******Tear downs are not to be started before***

Vendor Table Registration Form

1 - 6" skirted table \$99.00 QTY: _____ Total: _____

Electrical Outlet \$25.00 QTY: _____ Total: _____

Additional Badge \$49.00 QTY: _____ Total: _____

Registration Date: _____ Amount enclosed: \$ _____

Company Name: _____

Products/Services: _____

Attendee Name (s): _____

Address: _____

Phone: _____ Email: _____

Please return completed form and check (made payable to ASFA) to:

**ASFA
3802 W Cavalier Dr
Phoenix, AZ 85019**



Arizona State Florists Association Annual Expo 2015 Donation Receipt

Business	
Contact Name	
Address	
Address 2	
State	
Postal Code	
Phone	
Financial Commitment	

Please sign and return:
Email (asfapres@gmail.com) or mail to the address below

Signature of Authorized Party

Payments must be made to ASFA by check or credit card by June 30, 2015

ASFA Mailing Address: 3802 W Cavalier Dr Phoenix, AZ 85019 ♦ 602.318.0311



Arizona Special Olympics Summer Games

One of ASFA's Community Projects



A crew to assemble 650 bouquets for the Gold Medal Winners of the Arizona State Special Olympic Summer Games.

Incredible donations from :

Mellano & Company
DWF
Mayesh
Greenleaf
Roy Houff



The most product we have ever had — enough to do also create 100 arrangements for the dinner/dance held on Friday of the Olympic Games.

We are truly humbled by your generosity.



The Athletes!!!



Save the Date!

2015 AIFD NATIONAL SYMPOSIUM "JOURNEY"

JUNE 30 – JULY 4, 2015

SHERATON DENVER DOWNTOWN

1550 COURT PLACE

DENVER, CO 80202

303-893-3333

WWW.SHERATONDENVERDOWNTOWN.COM

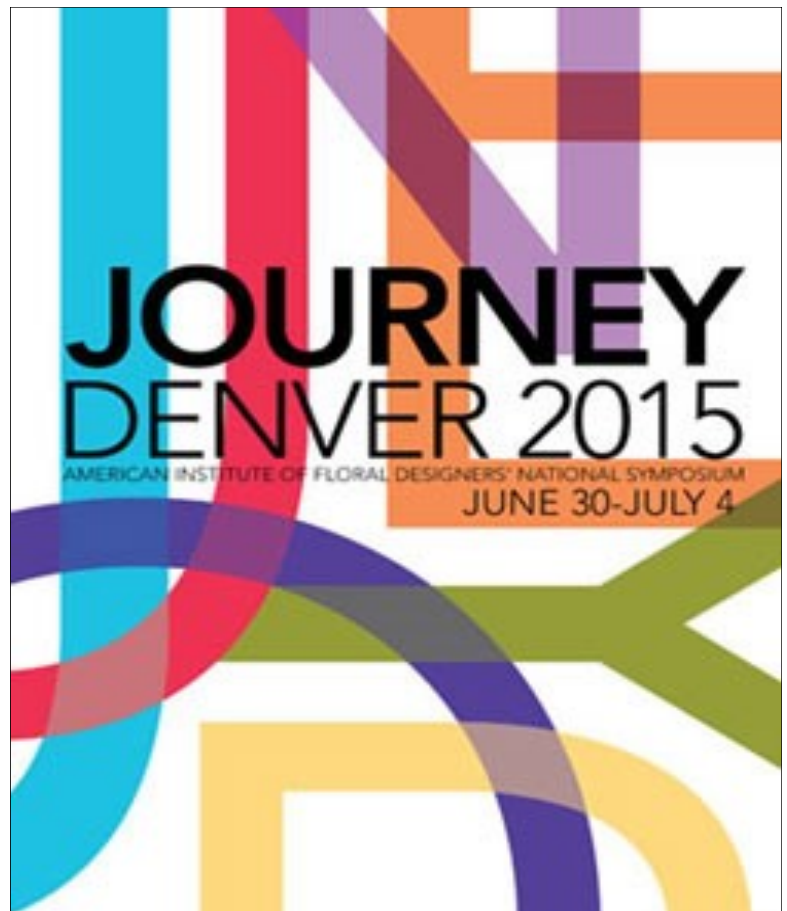
Journey" – a fitting representation of the legacy of the past creative artists, the current members and an eye toward the future members of the organization.

Details will be announced soon so keep checking back and mark the dates on your calendar today!



American Institute of Floral Designers

www.aifd.org





ASFA Mailing Address:

3802 W Cavalier Dr
Phoenix, AZ 85019
602.318.0311

Education, Information, Inspiration.



Please Deliver To:

2014-2015 Board of Directors

Christie Cothrun AAF CFD AzMF
Trish Lucy
Amy Medlock AzMF
Rakini Chimery AzMF
Diane Gonzalez AIFD AzMF
Terri Robinson CFD AzMF
Mindy Shook AzMF
Vickie Blair AzMF
Christine Nobles AzMF
Brian Vetter AAF AIFD PFCI AzMF

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Membership Committee
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