



4840 E Dale Lane
Cave Creek, AZ 85331

2018-2019 ASFA Board of Directors

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www.AzFlorists.org

ISSUE
Spring 2019

Focal Point



Presidents Letter - Renee Potter AIFD

Our mission is to be a networking resource committed to consumer awareness and the professional growth of those in the floral industry through education. We would like to help the florists statewide to work together to build a stronger healthier industry and a positive image to the local communities.

We hope you have attended one of the many educational workshops in the valley this spring. National vendors, local wholesalers, American Institute of Floral Designers and Arizona State Floral Association are dedicated to bringing new information, ideas and products to Arizona. If you have missed out on this information, make sure you are visiting the calendar on our website Azflorists.org! If you have attended one or many of the programs, send us your feedback so we can better serve our local industry.

Have you been active in your neighborhood; educating or entertaining the public with your talent, tips or designs? Send us pics and information, we would like to feature you in our next newsletter!

As our busy season winds down into a warm and quieter summer, we hope you will make time to sharpen your skills, be active and support your local communities, and attend our annual Expo in July! Come enjoy networking, interactive programs, education and fun!



Expo 2019



Who is ready for Expo 2019!

The ASFA board is so excited about this year's expo. It took a lot of sweat, tears, and hard work but we are so excited for this year's Expo!

Featuring— Teleflora Designer John Hosek AIFD, PFCI, CF, CAFA, 8 Minute Circuit, and Party Balloon Trends with Julie Coheley.



Also bringing back an old tradition; 2018 Designer of the Year winner presents Destination, Designs & the Business of Flowers with Martha Aaron AIFD TMF.

You don't want to miss this! It's a Party!

Register online today!



2019 SYMPOSIUM VOLUNTEER FORM LAS VEGAS

PERSONAL INFORMATION

NAME:

Mailing Address:

Phone (daytime):

Phone (evening):

Phone (cell):

Email address:

All volunteers are an integral part of a successful symposium and volunteering is greatly appreciated! As a volunteer you are **required** to have at least a general symposium registration. CEU points are awarded for volunteer participation. **Please check** your desired volunteer committees you would like to assist and donate your time to (check as many as you would like):

- | | |
|---|---|
| <input type="checkbox"/> Awards and Induction Event | <input type="checkbox"/> Industry Partner Expo |
| <input type="checkbox"/> Leadership Event | <input type="checkbox"/> Flower Room Security |
| <input type="checkbox"/> Body Flower Buffet | <input type="checkbox"/> Stage Security |
| <input type="checkbox"/> Blooms over Las Vegas | <input type="checkbox"/> Staging Crew |
| <input type="checkbox"/> Stage Presenters | <input type="checkbox"/> VIP Flowers |
| <input type="checkbox"/> Flower Processing and Distribution | <input type="checkbox"/> Volunteer Desk |
| <input type="checkbox"/> Flower Room | <input type="checkbox"/> Design Gallery |
| <input type="checkbox"/> Hands-on Workshops | <input type="checkbox"/> General Help Where Ever Needed |
| <input type="checkbox"/> Other...please specify _____ | |

Send this completed form to the Symposium Coordinators

SYMPOSIUM COORDINATOR

Joyce Mason-Monheim AIFD
jmmonheim@yahoo.com
3702 E. Fjord Pony Road
Tucson, AZ 85739

PROGRAM COORDINATOR

Brian Vetter AIFD
bvetter.aifd@yahoo.com
32618 N. 16th Glen
Phoenix, AZ 85085

AIFD Symposium

If you have never been to an AIFD Symposium—please consider going this year! You learn so much of what is new and techniques to use and you will see designs that inspire you to be a better floral professional.



Did you know that AIFD offers online floral design courses developed to help you pass your PFDE (Professional Floral Design Evaluation)?

Check out the schedule and all other information on their website:

www.aifd.org



American Institute of Floral Designers

Designer of the Year Competition!

Get out your floaties... We're gonna have a pool party...

Cool everyone off by making your best buffet arrangement for a pool party! It's about fun, it's about color, it's about forgetting the temperature, and making everyone notice the flowers!

If interested please download this year's packet from our Website.



Designer Relay!

Since this was so much fun last year, we are doing it again!

Get your team together!

If interested please register online or email us at ASFAcontactus@gmail.com



We need your help!

With Expo 2019 approaching we need your help!

Each year the ASFA Board gives out several awards at Expo. The person or business that receive these awards are people that make a difference in our industry.

Who comes to you mind? Send us your nominees!

The Public Awareness Award

The Public Awareness Award is presented to a business or an organization that uses fresh flowers on a consistent basis to re-enforce the beauty and importance they make in our every day lives and the difference they make to everyone who sees them.

ASFA Floral Hall of Fame

The “Floral Hall of Fame” award is the highest honor offered to a member of ASFA. This award is presented to individuals who have brought honor, pride and distinction to the Association through their actions in the state and across the country.

Crystal Crescent Award

The Crystal Crescent Award now sponsored by Arizona Flower Market starting in 2017 is given every year to an individual that has gone “Above and Beyond” in their efforts to help strengthen the Arizona State Florists’ Association and our industry in general

If you know someone that is deserving of any of these awards, please email your nominees to ASFAcontactus@gmail.com

Thank you!

Fall 2019 Classes

All certification classes are held on Sundays, located at AZ Flower Market
2050 South 16th Street #105 Phoenix AZ 85034
8:30am—4pm.

August 4th

August 25th

September 8th

September 22nd

October 6th

October 20th

For questions or additional information contact:

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

We have two scholarships available to help with expenses:

The Sharron Luoma Scholarship
ASFA Scholarship

Application deadline is July 1st 2019

More Details online at azflorists.org/azmf-certification-program

AzMF Certification Program

Becoming an Arizona Master Florist offers a wide range of benefits; expanded knowledge, personal satisfaction, professional recognition, and peer-level communication. Class sizes are limited to ensure individualized training and attention to every student. This program takes place twice a year – fall and spring. Be sure to reserve your space now!

The program consists of 12 modules as follows:

- Principles of Design
- Care & Handling of Foliage & Flowering Plants
- Customer Relations
- Delivery
- Merchandising
- Employee Relations
- Advertising & Promotions
- Daily Business Procedures
- Basic Design Techniques
- Wedding Techniques
- Funeral Techniques
- Care & Handling of Cut Flowers & Foliage



Become a Member for this great Member Benefit

Show your membership card at these locations for Members Only Discount!

Tuesday

Askren 10% off all ribbon, silk flowers & plants

Wednesday

DWF 20% off your walk-in order

Friday

AZ Flower Market 20% off walk-in order

1st Friday

Floral Supply Syndicate 10% walk-in order

Saturday

Mayesh 20% off walk-in order

Askren & Sons

3828 E Roeser Rd
Phoenix, AZ 85040
602-714-6612

Askren & Sons

4701 S Butterfield Dr
Tucson, AZ 85714
520-795-9977

DWF

2625 S 16th St 100
Phoenix, AZ 85034
602-271-44812

Arizona Flower Market

2050 S 16th St Ste 105
Phoenix, AZ 85034
602-707-6294

Mayesh Chandler

3365 N Nevada St
Chandler, AZ
480-623-3400

Mayesh Phoenix

1805 W Crest Lane
Phoenix, AZ 85027
623-582-1290

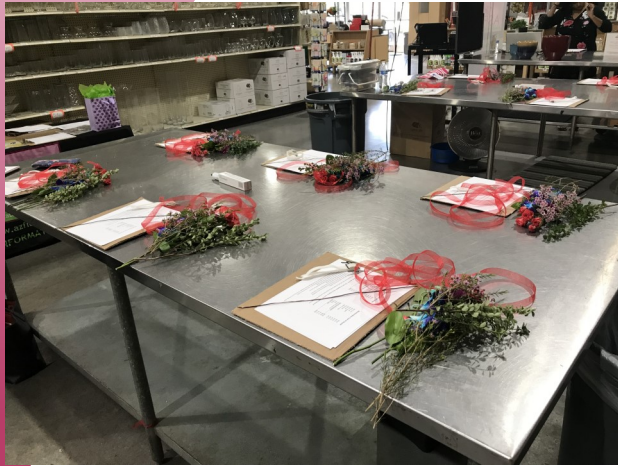
Floral Supply Syndicate

3322 E Broadway Rd
Phoenix, AZ 85040
602-431-1772

To become a member please visit our website for more information.

See wholesalers for details and restrictions.

Make Prom Profitable Workshop



Thank you Renee', Kathy and Jessica From Fred's Flowers for teaching us how to make prom profitable! It was a great hands on class filled with tips, tricks, and group collaboration! Thank you AZ Flower Market for Hosting our event !



Sunday April 28th 2019

10AM-12PM

DWF Wholesale

2625 S 16th St Suite 100, Phoenix, AZ 85034

Work smarter...not harder! Prepare for success early by Calculatng & Prebooking, Prepping designs ahead, Upselling and mastering customer service!

Free to members!

\$80 for Non-Members(This includes your membership)

Register by emailing ASFAcontactus@gmail.com