

Focal Point



Letter From the President

How are you doing, how is your business, how are you feeling?

All good questions and how do we answer them? We have survived an entire year of a pandemic and things are finally looking up!

It didn't shut us down but instead it kept us busy! Helping people send thoughts, feelings and emotions through flowers.

The event industry suffered a bit but there is light at the end of the tunnel. Events will be coming back full force and many making up for a year of postponing.

Wholesalers are warning of transportation issues and shortage of fresh and hard goods, so please stay ahead and on top of it.

As always the ASFA is here to help with anything you may need. We are in this together, we are a family! Please reach out if there is something we can do to help get through this time together.

Jessica Hankins
ASFA President 2020-2021

Hot Mess!

Two words that sum up the accumulation of Arizona's soon to be sweltering summer, combined with this past years sloppy, confusing, and down right exhausting pandemic! As we gaze into our crystal ball made from a preserved rose globe, it appears that our very near future, is still playing out like a B rated natural disaster flick! All while taking into consideration this lengthy list of sub plots, that continues to extend our binge watching spree since March of 2020. Ultimately, effecting the distribution channels to our final consumers, coming to flower shop near you!

PART I: COVID19 effects the following!

1. Production of Flowers
2. Logistics
3. Consumption Patterns

PART II: CLIMATE effect the following!

1. La Niña
2. Regional Atmospheric Circulation
3. Lack of Luminosity
4. Rainy Season

CONSEQUENCES PART III: CONSEQUENCES for all!

1. Mass Market-Retailers
2. Air transportation
3. Sea Containers
4. Mother's Day...Too close
5. Wholesale Market
6. Road transportation out of Miami
7. Future Flower Supply

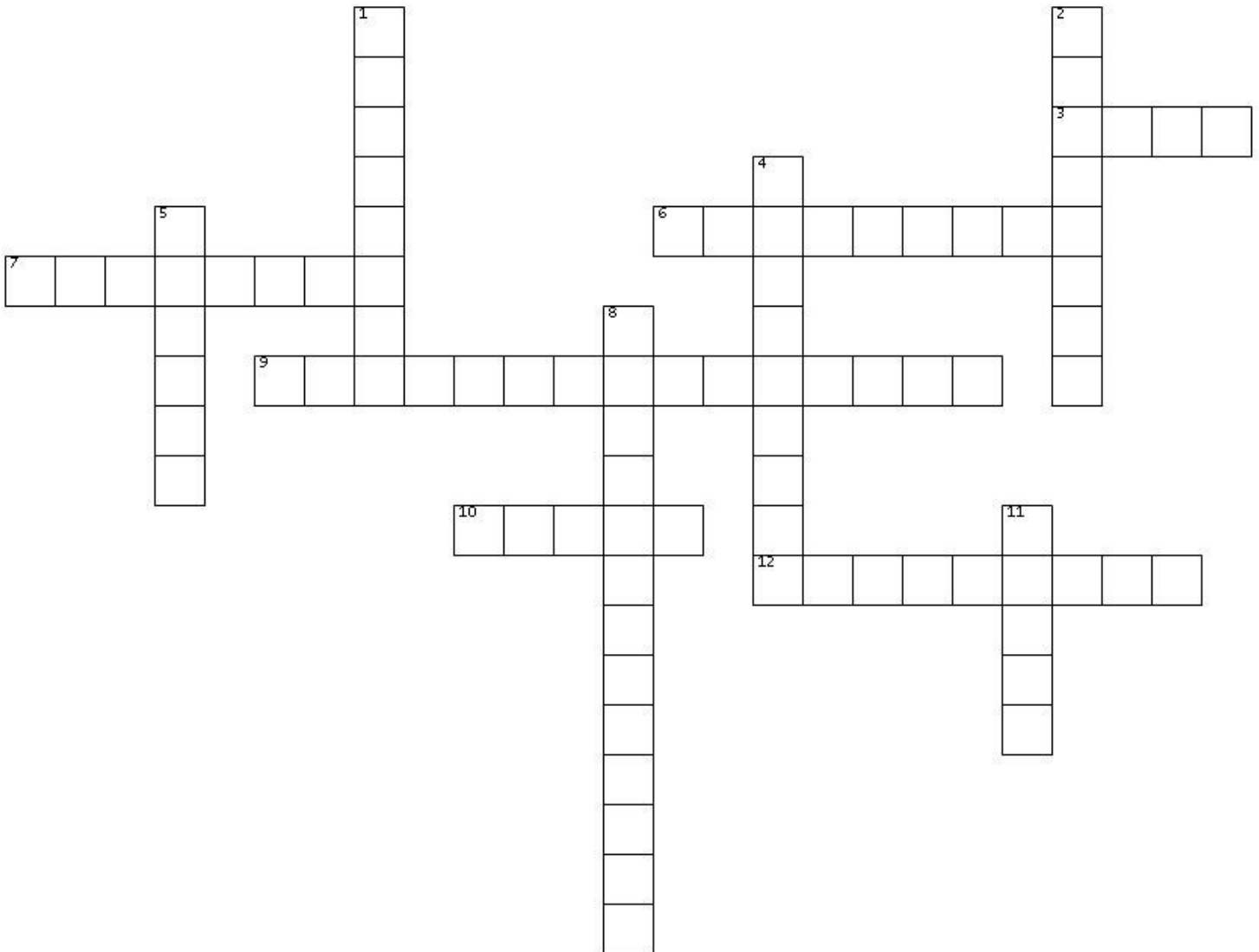
As your ASFA fought for florist to be recognized by the Governor's office as an essential service, many businesses simply folded by force or choice, and buckled under the crushing waves of the great Covid unknown. For those that had the cajones to surf this tsunami of fear, and didn't flinch as we watched our own eyes in the morning mirror turn into blood shot bags of personal flotation devices. All while mostly and unknowingly preserving our sanity, family traditions, and more importantly everyday way of life!

This has all combined for a herculean effort that ended up pulling the floral industry off it's own life support, that's kept many incapacitated since the financial crisis of 2008. Those that have chosen to continue to push forward in hopes that fear and hiding are not the answer, have experienced some form of success since this all began. We hope that you have seen the rising tides, and you join your fellow florist in this spacious ocean of prosperity. Only to continue unmasking our talents as Arizona's Floral All Stars!

ON THE LIGHTER SIDE...

What's Your Birth Flower?

Answers are common birth month flowers



ACROSS

- 3. June
- August
- October
- May
- April
- 12. December

DOWN

- March
- July
- January
- February
- 8. November
- 11. September

Use the clues to fill in the words above.

Words can go across or down.

Letters are shared when the words intersect.

Members Only– Spring Raffle

THE WINNER OF THE SPRING RAFFLE IS (DRUM ROLL PLEASE)

*****PRESCOTT FLOWER SHOP*****

We hope you are reading ASFA emails, the following was sent in the beginning of March–

Members ONLY Spring Raffle- Enter to win a customized training session for your shop!

What are the challenges in your business? What do your team members struggle with the most? What is the biggest hurdle for you on a daily basis? Designer productivity? Organization? Increasing Sales? Showroom experience? Time Management? Pricing? Team Spirit? Community Outreach?

Write a short essay on what you feel is your shops most challenging area and where you feel you need to do better. If selected as the winner, your shop will receive a consultation and training session tailored to your specific needs. ASFA will have an Industry Expert come to your shop to work with/train your staff on your requested issues. You may enter from now to March 31st. The winner will be selected from a random drawing on April 5th and the lucky winner will be able to conquer 2021 with a fresh outlook, and some new ideas and training to help your shop work better toward achieving your goals and success this year.

THIS RAFFLE IS NOW CLOSED,
NO MORE SUBMISSIONS WILL BE ACCEPTED



Online Education

We understand that the recent events surrounding the COVID-19 pandemic are impacting your lives, families, employees, customers, and more. We are here for you and we will journey through these hard times together.

SAF, Teleflora, FTD, AIFD and others are offering access to a variety of helpful resources and updates at this time. Please subscribe to their websites and YouTube channels for the most up to date information. All of the resources are FREE for members and non-members at this time.

Here are some helpful websites:

SAF -

safnow.org- Lots of helpful Webinars and other resources.

AIFD -

Aifd.org- Find out what AIFD is doing to help!

Teleflora –

Myteleflora.com– See upcoming virtual programs and links to previous webinars

FTD-

ftdi.com/ftduniversity/webinars.htm– Webinars and Design series

The Importance of Education

As we all continue to move through the pandemic into a more familiar way of life, many of us in the floral industry have noticed an acute shortage of employees (or hiring pool).....this is not just us, this is rampant across the workforce. One reason being is many panicked when Covid first hit, fearing we could not afford to keep employees, and some employees just ran for higher paying jobs in other fields that were thriving as we dipped a bit. Now as we approach summer, we need to realize that come this fall, we will be back to running at full speed as an industry.

The main reason for lack of a viable floral employee pool is lack of education. We need to understand and realize the need for educated, knowledgeable people coming into the floral industry. We here at ASFA, try to help by offering Arizona Master Florist (AzMF) Certification Program twice a year. We have geared it toward the general public interested in the industry, equipping them to enter the field, but we also limit the attendance so we can adjust per student the type of education they receive. Also so employees can improve, learn, and better assist you in your business by expanding their knowledge, abilities and skills.

Our AzMF education materials have been updated with an attempt to reach an even broader audience. Aiming to fill the need the industry is anticipating for the next holiday seasons. We have placed over 30 students in shops through the last couple years. While the certified students may not be full-scale ready to blow the roof off, the solid baseline education of this program creates a flexible well-rounded staff member.

Remember to take advantage of ALL the educational opportunities you can find. Teleflora, FTD, and Floriology offers tutorials and educational videos. For more information on educational resources available to everyone check out page 5. Once Covid has lifted ASFA will return to our quarterly hands-on design workshops free for members. Continuous self improvement creates a versatile master of skills.

Brian Vetter AAF AIFD PFCI AzMF
ASFA Certification Director
Design Team Member SAF
AD Vegas Design Team

Become a Member for these great Member Benefits!

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

DISCOUNT DAY AND DEALS HAVE BEEN ADJUSTED BY WHOLESALERS DURING THIS TIME. PLEASE CALL AHEAD AND SPEAK TO THE LOCAL MANAGER TO CONFIRM ASFA MEMBER BENEFITS OFFERED.

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

We Got Flowers

224 N 5th Ave,
Phoenix, AZ 85003
(602) 714-7514

What exactly are the AzMF Certification Classes?

ASFA offers the AzMF Certification Program twice yearly, once in the fall, and again in the spring. These classes cover 12 modules which touch on all aspects of the flower shop experience. One can learn basic skills to seek entry level employment in a flower shop, or if you already are working in the industry, it helps you elevate your design skills, learn some basic principles and elements, as well as background information and knowledge to be a better more valuable team member where you work.

It is a great learning experience as well as great fun and socializing with fellow florists. The AzMF credential is a great help in gaining employment, and we even seasonally have shops contacting us looking for help, full and part time, and work to match up folks. The classes are small and everyone receives personalized attention and instruction. It is a great value for the amount of education and experience you receive. Here are some comments from past attendees:

“I loved the classes, so much information, and it helped me get hired at Christmas time, I loved it!” -Sherry

“Great classes, great design information, I was wanting to start my own business but had no where to go for help, took the program and felt confident to begin my own business. It was a huge help to me” -Marcia

“Brian was wonderful, he was so patient, and giving with his time and instruction, he made sure everyone understood and was up to speed each class. He made it easy to learn and work on areas I felt unsure of myself” -Liz

Fall 2021 Classes

All certification classes are held on Sundays, located at Arizona Flower Market
8:00am—3:00pm

August 8th

August 22nd

September 11th

September 26th

October 10th

October 24th

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

Scholarship application deadline for Fall 2021 Classes is July 1st 2021

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

ASFA Spring Design Contest 2021

“Battle of Nature”

Spring takes on Winter.....and Wins!!

Really think on how you feel when Spring finally comes to the wholesale house! Thankfully we do not have the weather battles other states have, but there is always a transition in the floral world when the warmth thaws the cold winter-scape.

Give us your interpretation of Spring overtaking Winter in a breathtaking floral display.

We had such a great response to our last design contest that we decided to do a spring version. This is a great way to enter a design contest without the pressure of being in front of people, or being timed, or just avoiding a case of the nerves. This is also a wonderful way to practice and prep for our official ASFA “Designer of the Year” competition! So sharpen those knives and skills and think about “Spring”!

Details

Your piece may be fresh flowers, dried, foliage, and any accessories you feel work to convey your emotions. It must be no taller than 3 feet, no wider than 3 feet and no deeper than 3 feet. Once completed, you must take 3 photographs of your piece, one close front facing, one side view, and one further away of the piece in its entirety. Submit your 3 floral photos, and a brief description of your personal take on why and how you chose what you did (50 words or less) by email.

Your submissions must be received by May 31st, 2021. There is a 25.00 registration fee, and you must include your name, mailing address, email address and phone number as well. Winners will be announced June 5th!

Email to: asfacontactus@gmail.com

First Prize is 300.00

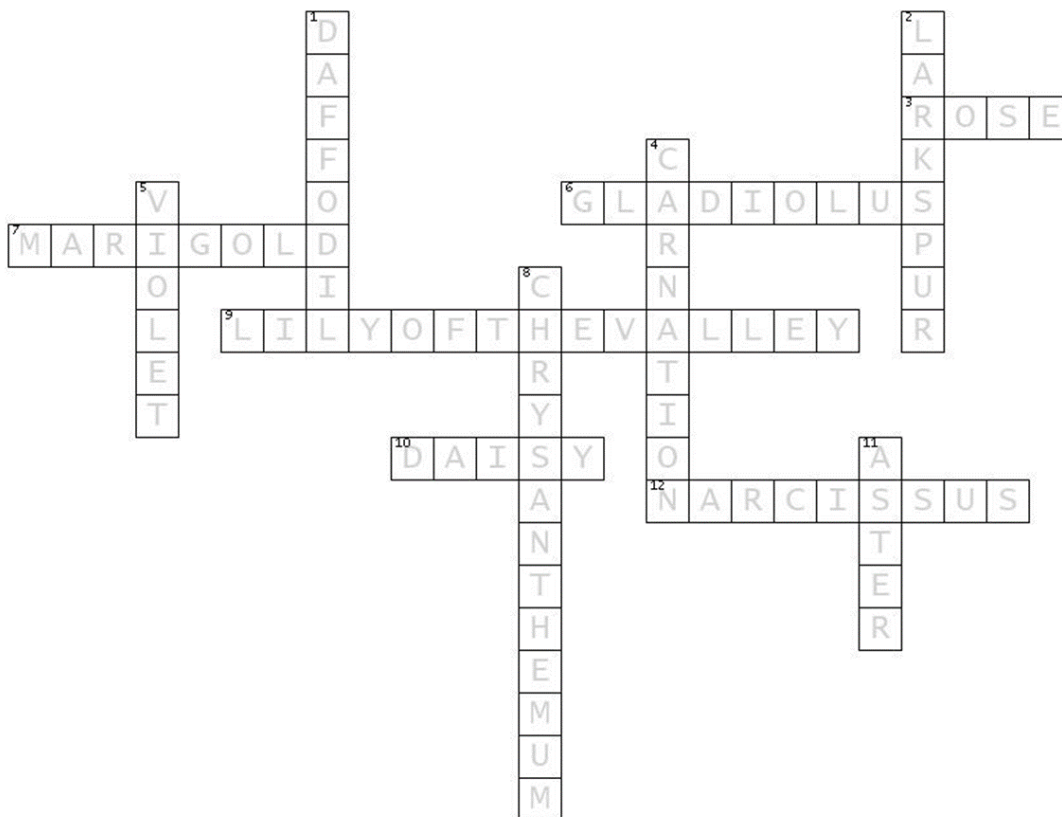
Second Prize is 200.00

Third Prize is 100.00

2021 Expo

The ASFA board of directors is keeping a close eye on the current condition of our nation. At this time we are NOT moving forward with planning Expo 2021. We will be planning a smaller, safer, pandemic friendly floral workshop early fall! Stay tuned and watch your inbox for emails from Arizona State Florists Association!

ANSWER FOR PUZZLE ON PAGE 3





**4840 E Dale Lane
Cave Creek, AZ 85331**

2020-2021 ASFA Board of Directors

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Martha Aaron TMF AIFD
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Katherine Gonzalez AzMF AIFD
Renee' Potter AIFD
Vicki Blair AzMF**

www.AzFlorists.org