



Arizona State Florists Association

Focal Point

WINTER 2014

SPECIAL POINTS OF INTEREST:

- **SBDC Business Counseling**
- **Spring 2015 Certification**
- **ASFA Expo**
- **Wedding Trends 2015**
- **AIFD Symposium**
- **Local First**
- **Scholarship Forms**

INSIDE THIS ISSUE:

Business Alliances	2-3
AzMF Certification	4
Valentine's Boot Camp 2015	5
Scholarship Forms	6-7
Wedding Trends	8-9
ASFA Expo 2015	10
AIFD 2015 Symposium	11

Floral Business Reflections of 2014

As we are near the end of 2014, it is a time of reflection of the years highlights and opportunities. We often make lofty New Year's Resolutions to change what we don't like about our personal lives, but do we look at our businesses in the same way?

What are your resolutions for 2015? What are you going to do differently in 2015 than you did in 2014? Do you tweak your business plan every year? Do you have a business plan? Even if you freelance and don't have a brick and mortar shop you should have a business development plan and a financial goal in mind for 2015.

I have become a big fan of SBDC (Small Business Development Center) in Maricopa County. They are funded by the government and most of their classes and counseling are free. Are your business skills up to par or could you need a refresher course or two? FREE HELP is an amazing gift. Will you use it in 2015?

As a florist association, we constantly look at ways we can add value to our members. We had a Wedding Bootcamp and a Valentines Bootcamp and of course our Annual Expo in 2014. Some of our great wholesale partners had educational opportunities this past year with great guest designers. Roy Houff, S & S Floral, Askren & Sons and Baisch & Skinner to name a few. Teleflora had a couple of great shows also. As a business owner did you invest in your staff and send them to learn techniques and design styles? As a freelance designer, did you take the time to learn how to improve your skills?

ASFA wants to help you succeed. We have a lot of experience on our board and we have resources to help you. Get involved in 2015—make it one of your New Year's Resolutions. All 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. Email me with suggestions of what would help you in your business. What do you need to succeed in 2015 and boost sales and hopefully reducing stress.

Become involved and let's change the world!



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Email: sbdc@domail.maricopa.edu

Web: www.maricopa-sbdc.com

The Maricopa Small Business Development Center Network provides confidential, one-to-one advising at no cost to Maricopa County businesses and to people in our communities that are starting a new business. How do we deliver top quality services without charging you? We're funded by the US Small Business Administration and our host the Maricopa Community Colleges. There are nominal fees for some of our trainings, online courses, programs, and other resources. For more details, go to these areas of the website.

Our mission is to help build Arizona's best businesses and strengthen the economy by assisting businesses like yours.

Free Resources:

We have articles, several documents and recommended books with the business advice and information that you need to succeed. Some are one-page of advice on a single business topic, and some documents are longer and more in-depth. The bottom of this page has templates and great pieces of information that you can use in your business development that include some of the following topics:

- Accounting and financial management
- Business and strategic planning
- Financing your business
- Human resource management
- International trade
- Marketing
- Technology
- Government Procurement



THE MOVEMENT

Local First Arizona (LFA) is a statewide non-profit organization working to strengthen communities and local economies through growing, supporting, and celebrating locally owned businesses throughout the state of Arizona.

We educate consumers, stakeholders, business leaders, and policymakers about the significant economic, civic, and cultural benefits of strong local economies. We build vibrant communities that make residents proud to call Arizona home. And when people are proud of their hometown, they tend to care more, to volunteer more, to vote more, and give more. They even cheer a little louder when the home team wins!

EDUCATION

Facilitating technical assistance for businesses, consumers, and policymakers that builds our community's capacity to participate in the opportunities of a sustainable economy.

COLLABORATION

Connecting businesses to each other, and to the marketplace.

EMPOWERMENT

For businesses: Engaging in promotion and market development that opens opportunities for sustainable economy businesses.

For individuals and families: The economy isn't something far away that someone else is going to fix for us! WE ARE the economy and we can fix it ourselves if we spend money like we want to create jobs and local wealth. Spending with independently owned businesses instead of publicly traded companies keeps more money close to home and builds prosperity for many people instead of only a few.

CONTACT US

- 407 E. Roosevelt St., Phoenix, AZ 85004
- (602) 956-0909

info@localfirstaz.com

AzMF Certification Schedule



Arizona State Florists Association

**CHECK OUT OUR
WEBSITE FOR
COMPLETE
CERTIFICATION
INFORMATION
OPTIONS AND
PRICING**

www.azflorists.org



**Call Brian Vetter
602.908.9024
For more
Information**

Spring 2015

**February 22nd
March 8th & 22nd
April 12th & 26th
May 3rd**

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

**Baisch & Skinner
525 W Turney Ave
Phoenix, AZ 85013**

Product for classes donated by:



**Two Scholarships are given each year for certification
◆application is on page 6 & 7◆**

Applications must be mailed by January 1, 2015

ASFA Members

We are desperate for your email addresses!!

**If you have not received an email this year from ASFA,
please contact:**

**Christie Cothrun
Asfapres@gmail.com
602.318.0311**

We only send out important information!

*Check your "Spam" in your email to see if we have sent you an email and
add us to your "Safe-list."*

Arizona State Florists Association

Presents

Valentine's Day Boot Camp

Learn from experts!

- ◆ How to Order Pre-Books
- ◆ Up Sale Techniques
- ◆ Designing for Profit
- ◆ Delivery Strategies

**January 11, 2015
Sunday 1pm–4pm**

**Arizona Family Florist
2050 S 16th St, Ste 100
Phoenix, AZ 85034**

Free for ASFA Members/ \$25 for Non-Members

**RSVP by 01/05/15
602.318.0311**



**LIMITED
SEATING!**



AzMF Certification Scholarship Application

Name: _____

Address: _____

Telephone: _____ **Cell:** _____

Email: _____

Parent/Guardian (if under 18): _____

Academic Record:

High School, Trade Schools, or College, program of study and completion dates

Are you currently attending school? _____ If yes, where? _____

Affiliations:

Types of activities you do—could be professional, social, scholastic or volunteering in the community

Organization	Years Involved	Awards or Positions

Employment (last 2 years):

Name of Business	Duties



Scholarship Application

Floral industry awards or recognition you have received:

Have you received other scholarships, grants or awards (include dates/ amounts)?

What school do you plan to attend?

What is the cost of the school?

What other estimated expenses may you incur?

When would you attend the school?

Documents that must accompany this scholarship application :

1. **Write a 200 word essay on why you are applying for this scholarship and why you wish to pursue these courses in the field of floriculture.**
2. **Submit two letters of recommendation. One from your employer and someone you know professionally—not a relative. If self employed, two professional letters of recommendation.**

Return application, essay and letters of recommendation to:

ASFA
3802 W Cavalier Dr
Phoenix, AZ 85019
asfapres@gmail.com

Wedding Wonderland! The 2015 Wedding Trends Are Here!

By Lynne LaFond DeLuca

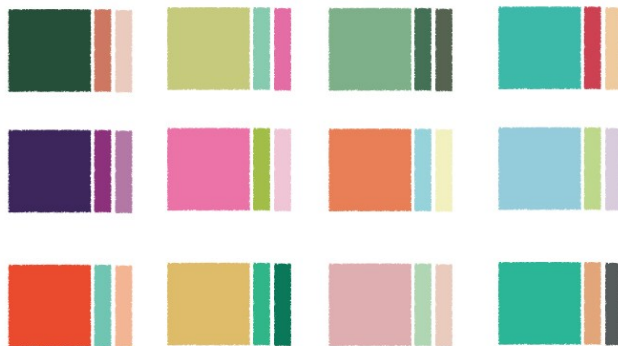
It's that magical time of year when we start to get really excited about the upcoming wedding trends! And, being that we are in the middle of "engagement season*" right now, it just could not be a more perfect time to get acquainted with what all of our new brides will consider "all the rage". . .

Color, Color, Color!

In 2015, we are seeing a slight departure from the pastels of 2014. Unexpected color combinations such as teal and orange, peach and orange, and purples with blue and green will reign as couples make their color palette a signature of their personalities. Bright and vibrant colors will dominate, and the undisputed "metallic of choice" for 2015 is gold. We will see it as the primary color of events as well as a beautiful accent color to these bright palettes.



12 FRESH COLOR COMBINATIONS FOR 2015





Themes and Décor

Our 2015 brides are taking stylized design to a whole new level! Tying in every detail and aspect of the event to a common theme will be the “look of choice”, and like an event designer or wedding planner put the whole thing together. The use of wedding planners has also grown because of this need for bridal couples to create this highly personal and stylized look. Trendy themes and décor will include:

- Woodland – brides cannot get enough of this rustic look!
- Gold Accents Pieces
- Bright, Vibrant, Exotic “marketplace” décor
- Mercury Glass – all colors
- Escalated, Classic Vintage
- Guests Dress in a Certain Color Palette
- Mono-Floral Arrangements
- Magical Lighting
- Celebrations & Traditions that are unique to the couple & reflect their taste we are seeing this in every aspect of the event – food, décor, music, clothing and colors. It’s customization based on personality bigger than we have ever seen it. This ensures something other than a “cookie cutter” event. Couples want their guests to see their personality and experience an event that is like no other that they have attended.
- Organic Woods
natural wooden farm tables, natural wood handled flatware
wooden plates made of olive wood

Using Trends to Elevate Your Image

Trends are not just “eye candy” and fun. Trends are perfect upsells because they are the hottest things around, so our bridal couples want them! Make sure you update your marketing materials to reflect that you are current and relevant. Blogs, Newsletter Articles and Websites are perfect platforms to show your expertise on the current trends. Also, meet with each of your other “Creative Partners” to brainstorm on ideas and how you can work together – florists, venues and bakeries are perfect “creative partners” for this industry. Trends are so fun when you make them work for you, elevating your image and your revenues!

ASFA Expo 2015

We have a great line up planned for you! Two international designers are in the works & Tim Huckabee, President of Floral Strategies who has webinars and on site customer service training for floral professionals is already committed!



Tim is sponsored by:



Est. 1999



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

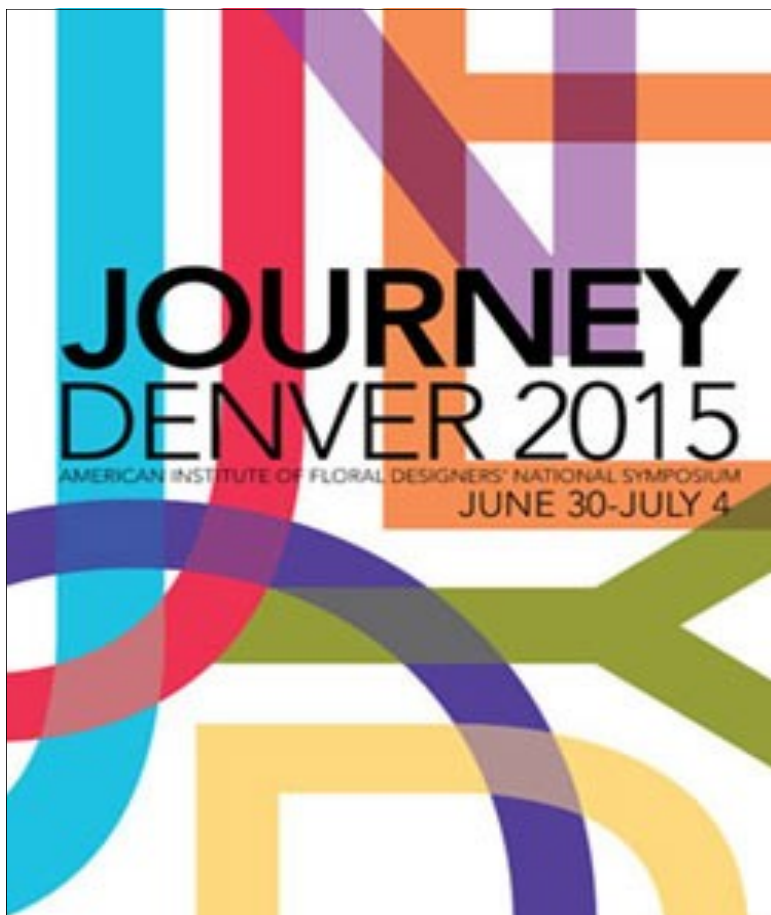
Journey" – a fitting representation of the legacy of the past creative artists, the current members and an eye toward the future members of the organization.

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

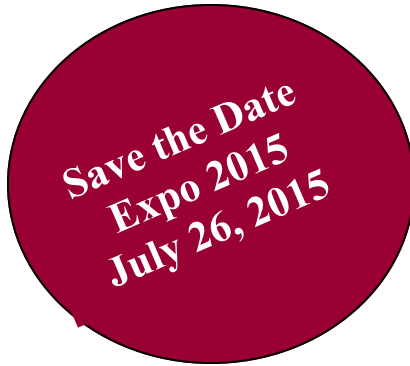




ASFA Mailing Address:

3802 W Cavalier Dr
Phoenix, AZ 85019
602.318.0311

Education, Information, Inspiration.



Please Deliver To:

2013-2014 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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Secretary
Sunshine Committee
Scholarship Committee
Expo Co-Chair / Benevolent Projects
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Membership Committee
Education Chair • Past President

