

THE FOCAL POINT

The Pulse of the Floral Community.....

Winter 2011



Special points of interest:

- * President's Message
- * AzMF Class Schedule
- * SAF Induction
- * AIFD Inductions
- * Sad Passing of a Leader
- * Business Seminar

President's Message—Caroline L Naylor, AzMF



Greetings Flower Friends!

As we prepare for the end of 2011 and the beginning of 2012, I wanted to share a page of “Alphabet Soup for Florists” to provide help and insight as a small business owner and employer facing the year-end and year-begin process. *It is especially important to note the minimum wage in Arizona will increase to \$7.65 per hour effective 01/01/2012.* The following information provides a general overview of various federal and state agencies and websites:

ASFA, SAF, TF, FTD: As Florists we are likely all familiar with this first set of acronyms but if you are unsure of any of the following – keep reading!

AZ AG, SSA, USCIS, DHS, ICE, USDOL-WHD, ICA, DCSE, IC/WC, IRS, AZ DOR

AZ AG = Arizona Attorney General

Website <http://www.azag.gov>

SSA = Social Security Administration

Website <http://socialsecurity.gov>

Business Services Online

USCIS = United States Citizenship and Immigration Service

ICE = Immigration and Customs Enforcement; DHS = Department of Homeland Security

Websites <http://www.uscis.gov>

The employment eligibility of all new hire employees must be verified through the E-Verify program within 3 days of hire.

USDOL-WHD = United States Department of Labor, Wage and Hour Division

Website <http://www.dol.gov/esa/whd>

Phone: 1-866-4US-WAGE (866-487-9243)

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President's Message—Caroline L Naylor, AzMF

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ICA = Industrial Commission of Arizona

Website <http://www.ica.state.az.us>

Effective January 1, 2012, Arizona's minimum wage is \$7.65 per hour. Arizona's minimum wage of \$7.65 per hour will be higher than the federal minimum wage of \$7.25 through 2012.

ICA/WC = Industrial Commission of Arizona/Worker's Compensation

Website <http://www.ica.state.az.us/workersCompensation/index.html>

DCSE = Department of Child Support Enforcement 602-252-4045 or 800-882-4151

Websites <https://www.azdes.gov> www.AZ-NewHire.com

IRS = Internal Revenue Service

Website www.irs.gov

[Small Business and Self-Employed Tax Center - Your Small Business Advantage](#)

[Pub 1518](#) – Small Business Tax Calendar

AZ DOR = Arizona Department of Revenue

Websites www.azdor.gov and www.aztaxes.gov

There is a wealth of information to be gleaned from the websites listed above to assist you in your business operations in 2012 and beyond. As retailers we will likely experience another challenging year in 2012 due to the continuation of the national and world economic uncertainty. Retail sales growth is projected to slow to 6% in 2012 down from 8% in 2011. All indications at this point (mid-December 2011) are that the year will end on a high note with strong sales this holiday season; according to Kiplinger's "So far this month, the number of shoppers is outpacing the number of a year ago, cheering most merchants, and the coming Saturday before Christmas is usually the second-busiest shopping day of the year. (Yes, we know that Dec. 24 this year falls on Saturday, but Dec. 17 will be far busier.) So-called Super Saturday saw nationwide sales hit nearly \$8 billion a year ago. Rising consumer sentiment, up in December, is a plus. However, this optimism is tempered with a projected soft first quarter 2012, again from Kiplinger's "With wages stagnant, disposable income is unlikely to grow enough to keep up with this year's sales growth, which appears to be winding up with a flourish this holiday season. Sales growth will get off to an especially slow start early in the year: Most shoppers will take a break to pay off credit cards, which were used more frequently this holiday season than in recent ones." It appears the only thing certain is uncertainty and the most prudent course of action is to continue to prepare for the worst and expect the best.

In order to adapt and acclimate to an ever-changing business environment, many members have requested that ASFA make business seminars available and we are happy to accommodate that need by offering the first seminar in what we anticipate will be a series on different topics throughout the year dependent upon participation. On January 11th, 2012 "Bridezilla 101" will be offered at Baisch & Skinner. Registration is limited to 50 people in order to provide active participation. Please make plans now to join us and RSVP today. The seminar is open to all within the industry and the registration fee is nominal at only \$10.00 for ASFA members and \$20.00 for non-members. On behalf of the ASFA Board of Directors, we extend our warmest wishes for a wonderful holiday season and a prosperous and peaceful new year.

Caroline L Naylor, AzMF



ASFA Business Seminar

“Bridezilla” 101

Date:

January 11, 2011

Time:

6:00pm—8:30pm

Location:

Baisch & Skinner
525 W Turney Ave
Phoenix, AZ 85013

Cost:

\$10 Members
\$20 Non-Members

RSVP*:

602.285.0888

**** SEATING IS
LIMITED TO 50
FOR MAXIMUM
PARTICIPATION***

ASFA is proud to sponsor a comprehensive business seminar on dealing with difficult customers, negotiating the price and professionally controlling the process to create a beautiful wedding and a satisfied bride.

You will learn

- Establish open communication setting boundaries
- Eliminate the undermining behavior that drives you crazy— inventing objections, changing choices, trying to re-negotiate prices after agreements have been made.
- Learn to “interrupt” the games while improving your closing ratio, impressing your clients and making the “Big Day” spectacular!

Facilitated by:
Kristen Smith



In Remembrance

Fordyce Steinhour—It is with great sadness that ASFA announces Fordyce Steinhour passing on November 19th 2011. Fordyce owned and operated Fordyce Flowers on Cave Creek Road for many years, eventually selling to Phoenix Flower Shops and working for them. He was very active in the floral community and did much to help local schools and community organizations.

Fordyce was on the board of ASFA for many years serving as treasurer for much of them. He was instrumental in forming a co-op buying group among local florists enabling them to get better pricing on many different products to maximize profitability always offering to accept shipments, divide them up and do the book-keeping for everyone. He was admired and well love by both the floral community and his life-long customers.

Fordyce Steinhour will be fondly remembered for his contributions to the Floral Community here in Arizona.

Orlene Mason, mother of Joyce Mason-Monheim and **Alex Walker**, employee of The Roy Houff Company also passed this year. Please keep their families in your thoughts and prayers



A Special Thanks Mayesh Phoenix

Mayesh has gone above and beyond supporting ASFA classes. They have always been so gracious in hosting the AzMF certification classes and supplying product and hard goods.

Thank you so much for all of your help Amy Gebhardt and crew!

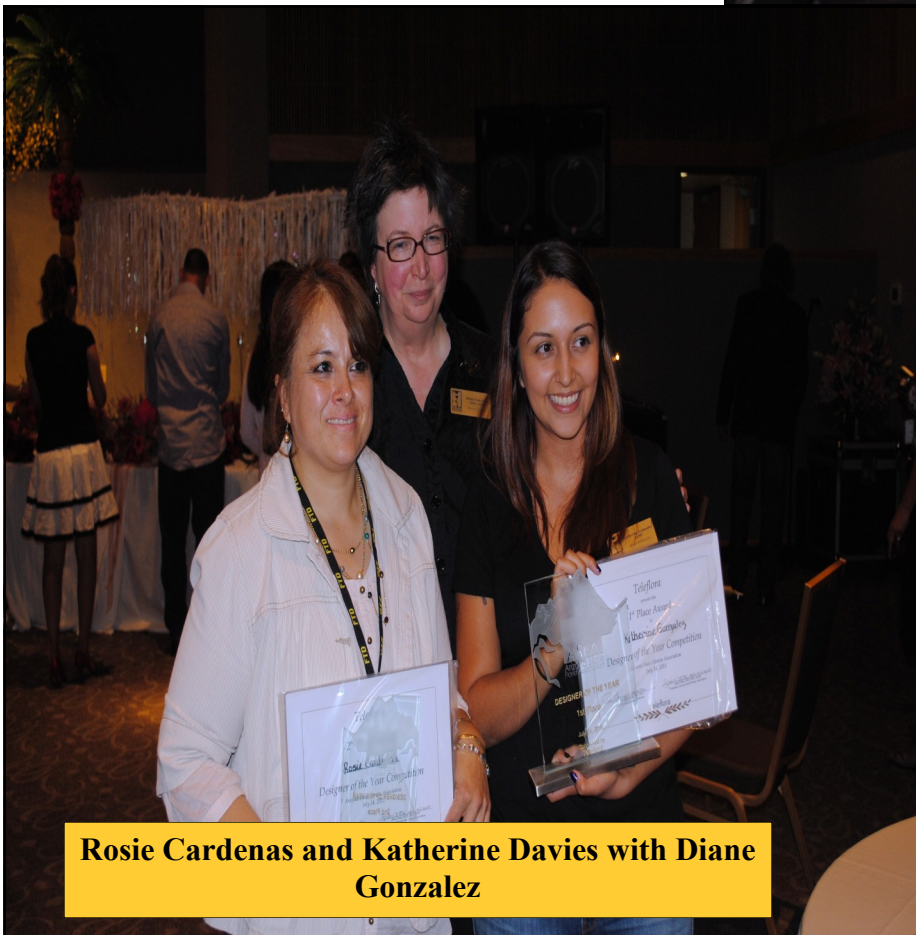
Inductions

Brothers Don Coleman Jr & Greg Coleman from Mayfield's Florist in Tucson were inducted into AAF (American Academy of Floriculture) at the SAF Convention in Palm Springs California this past September.

Our congratulations to them both on the honor!!!!



Greg Coleman is second on the left and Don Coleman Jr is not pictured



Rosie Cardenas and Katherine Davies with Diane Gonzalez

Katherine Davies, CFD, AzMF of Desert Bloom Events and Rosie Cardenas CFD, AzMF of Baisch & Skinner were invited to be inducted this summer to become AIFD after passing the competition at this years AIFD (American Institute of Floral Designers) convention that was held in San Francisco July 2011

Congratulations—great job!

2012 Wedding Trends

- ☞ **Old World Elegance**—silver, candelabras, candles, rich fabrics, pearls—think Royal wedding
- ☞ **Rustic Chic**—wood, cork, manzanita, birch, grape wood, twine, bur-lap combined with classic wedding elements like lace—not so much handmade and homey as last year
- ☞ **Eco-Friendly** —Go green! Trees, plants, succulents, paper accents, linen material, cotton
- ☞ **Modern Vintage** — modern updates to the last few years of vin-tage, soft colors—, feathers, old brooches
- ☞ **Bling, Opulent Bling**—not trashy but lots of lights and sparkles

So you can see the trend in all is a little more sophisticated than last year. Containers for all styles should be varied, tall and low centerpieces when ever possible, lots of variety on the table and lots of glass fits most of the styles.

Add some samples to your websites and blog to educate your brides



Article references—Lynne Deluca, Beverly Clark Enterprises and www.platinumweddings.com Photos —www.platinumweddings.com

SWAIFD

The Southwest region of AIFD has a great newsletter full of ideas and pertinent information. If you would like to receive it online, please email Tony Medlock AIFD, PFCI, AzMF tondymedlock@qwestoffice.net

Look for more information —a great Wedding Design Show and Hands-On Seminar is being held in Redlands, CA on March 10th and 11th put on by SWAIFD. Open to everyone—sign up!

Pantone Color of the Year 2012—**Tangerine Tango**

For over 18 years, Pantone, the global authority on color, has surveyed the designers of New York Fashion Week and beyond to bring you the season's most important color trends. This report previews the most prominent hues for spring 2012:

"Provocative **Tangerine Tango**, an enticing juicy orange, is a vivacious and appealing refresher to enliven anyone's outlook this spring. Providing a jolt of energy, **Solar Power** radiates warmth and cheer.

Fanciful **Bellflower**, a distinct ornamental purple, exudes uniqueness and creativity. Scintillating and sexy, **Cabaret** is a sensual and intense rosy-red — an excellent choice for summer clothing and cosmetics.

Sodalite Blue, a classic maritime hue, brings order and calmness to mind. Like an anchor to a ship, this dependable shade works with every color in the palette. **Cockatoo**, a tactile blue-green, is sure to make your spirits soar. This unusual hue adds a whimsical touch to the palette and will surely make a statement this spring.

Margarita, a piquant yellow-green, lifts spirits with its refreshing and stimulating glow. Reminiscent of a blossoming garden on an early spring morning, fragrant **Sweet Lilac** evokes the fresh scents of summer. This delicate pinkish lilac adds a touch of romance to any wardrobe.

Natural versatile neutrals add practicality to this season's brights. **Driftwood**, an adaptable blend of beige and gray with a slightly weathered feel, and **Starfish**, a perfect warm summer neutral, complement all colors featured in this season's top 10.

For an ultra-bold vibrant look this spring, try mixing **Bellflower** with **Tangerine Tango** and **Cabaret**. Combine **Margarita** with **Sweet Lilac** and **Cockatoo** for a subtle alternative, or combine **Margarita** with **Sweet Lilac** and **Driftwood**, for a more practical variation. **Solar Power** is best juxtaposed with **Sodalite Blue**. For a safer bet, add a natural neutral like **Starfish** to the mix.

Why is this important to you a florist and/or wedding florist?

Because if you can meet with brides and discuss these color combinations which will be reflected in clothing and accessories in every magazine and have arrangements that mirror the current trends—you truly become the trend setter and expert in your business. As you look at the color combinations, there are a lot of flowers that can fit into the categories that aren't very expensive. Make a few up to show off in your coolers or on your website.



Please Return to:

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Phoenix, AZ 85013

Please Deliver To:

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