



Arizona State Florists Association

Focal Point

WINTER 2013

SPECIAL POINTS OF INTEREST:

- **AzMF
Certification
Schedule 2014**
- **Valentine's
Bootcamp**
- **2014 Arts &
Flowers**
- **2014 AIFD
Symposium**

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Arizona Designers Get National Recognition

This has been a very exciting year for Arizona Designers!

Lorraine Cooper AIFD and Alex Jackson AIFD did a great presentation that really showed their amazing design skills and passion for floral design in Las Vegas at the AIFD Symposium.

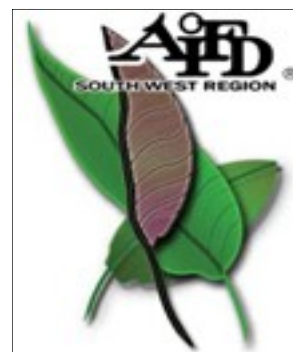


SWAIFD WEDDING EXTRAVAGANZA

March 8 and 9, 2014 – the Annual SWAIFD Wedding Extravaganza

featuring the design expertise of Ikuko Hashimoto AIFD, CFD, Brian Vetter AIFD, CFD, PFCI, Martin Flores AIFD, CFD and Sylvia Bird AIFD, CFD, PFCI and many, many more.

This will be an amazing day of fabulous design, great food and lots and lots of fun and laughter. Come join the party as we travel all over the world visiting four unique destination weddings!!!! We also have a hands-on design class with Alex Jackson AIFD, CFD so be sure to save the date and register early!





Every bit of good publicity surrounding florists and floral designers is good for the whole industry. Bad publicity works the same way—it taints everyone.

Biltmore Plaza celebrates 50th Anniversary

For the Biltmore Plaza 50th Anniversary local designers were chosen to do clothing designs for mannequins to wear to represent decades of fashion. Again the talent in Arizona is something to behold!



← **First Place—Talking Stick Resort**



**Third Place→
Saks 5th Ave**



**Tied for
Second Place**

← **Fred's
Flowers**



**For the →
People**

Dennis Thompson of White House Design Studio did a fantastic job with the Biltmore Marketing Staff orchestrating this event and we thank them for the opportunity to show off local talent and raise money for charity!



Arizona Women AIFD Designers were featured at the main event for the AIFD Symposium held in Las Vegas this summer. Led by Joyce Mason-Monheim AIFD a floral fashion show inspired by Alexander McQueen.. Standing ovations repeatedly through out the performance!! Here are just three examples of the incredible talent shown by Arizona AIFD designers.

The 10 dresses will be featured at the 2014 Arts & Flowers at the Phoenix Art Museum in April 2014

Joyce Mason-Monheim AIFD, PFCI, AzMF

Congratulations to Joyce Mason-Monheim AIFD, CFD, PFCI, the AIFD national Vice President, for her win in the annual Sylvia Cup Design Competition. The Sylvia Cup is the U.S. floral industry's longest-running annual, live national floral design competition. The theme this year was "Steam-Punk" and you can check out the pictures at www.facebook.com/SocietyofAmericanFlorists. Congratulations Joyce!



Valentine's Day 2014



Arizona State Florists Association

January 2014

- Take advantage of a slower January to deep clean and organize tools and cooler.
- Inventory supplies and reorder so you are fully stocked and no last minute panic.
- Remove pine sap from cutters and blades
- Check and chart cooler temps first thing every day for the first 10 days of Jan to ensure your cooler is holding temps between 34° and 36°F.
- To be accurate measure the temp of water in a bucket in your cooler instead of your wall thermometer. Water temp should be the same as the thermometer.
- Deep clean floors in design area and coolers, floor mats and cooler walls to get rid of bacteria
- Organize desk areas and throw out junk.

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 12, 2014
Sunday 10am-2pm

Inglis Florist
2362 E Broadway
Tucson, AZ 85719

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

RSVP by 01/10/14
602.318.0311



SPACE IS LIMITED
TO 30 PEOPLE

Mayesh Starts the Year Off with a Bang!

LONELY BOUQUET DESIGN DAY & OPEN HOUSE

JANUARY 15, 2014
BRINGING FLORISTS TOGETHER TO SPREAD
JOY ONE BOUQUET AT A TIME!



Calling all Mayesh customers! International Lonely Bouquet Day is officially held on June 30th, but we thought it would be fun to have hundreds of florists spread happiness and the love of flowers for our next National Open House!

The event will take place on the day of our National Open House, January 15, 2014. We will provide a great selection of complimentary flowers for you to create a bouquet, we will snap a picture, and then you, the designer, will leave the pretty posie for an unsuspecting recipient.

For those of you who may not know about The Lonely Bouquet, here is a quick summary: it is a global initiative with a goal of making strangers happy with flowers. Participants create a small bouquet, add a "take me" tag, and leave the bouquet somewhere public to be found and taken home.

When:

January 15th, 2014 at all locations. Chandler Mayesh has special hours for designing in the evening—5pm-9pm.

Details:

- Mayesh will provide an array of flowers free of charge to design your lonely bouquet on the January 15, 2014 during their Open House.
- Local Mayesh customers must come to their Mayesh location to design their bouquet.
- Mayesh will provide Lonely Bouquet tags to attach. Please bring a business card that you can attach as well.
- Besides Mayesh flowers, designs may contain any other accessories and use any container, as long as it is provided by designer.



Arts & Flowers

flowers interpreting art



APRIL 3 – 6, 2014

PRESENTED BY

Phoenix Art Museum 1625 North Central Avenue
LEAGUE Phoenix, Arizona 85004

PhxArtMuseumLeague.org

One Iris. Louise McCall, 2000. Acrylic on canvas.

Arts & Flowers. *Did you know?*

- Arts & Flowers at Phoenix Art Museum celebrates its 10th anniversary in 2014
- Arts & Flowers is arranged by Phoenix Art Museum League in collaboration with Phoenix Art Museum staff, floral designers and many volunteers
- 60+ premier floral designers from around the Valley and state participate
- Arrangements are created with organic floral material
- Judging of the arrangements is conducted by a panel of professional judges
- Over 4000 visitors come to the Museum during the exhibition to view the arrangements
- Visitors can participate in voting for the People's Choice Award
- In 2013, Arts & Flowers welcomed Phoenix Bonsai Society
- In 2011, Phoenix Art Museum League was the proud recipient of the Arizona State Florist Association's Public Awareness Award for "promoting the beauty and creativity of fresh flowers each year through the Arts & Flowers program"
- Arts & Flowers events include workshops, demonstrations, prize drawings, an award ceremony and more!

If you are a floral designer, interior designer, garden club member or Ikebana student and interested in becoming an Arts & Flowers participant or in sponsorship opportunities, please contact the League at 602.257.1222.

Arts & Flowers 2014 Committee

Mark your calendars!

Hollywood Costume arrives at Phoenix Art Museum March 26, 2014.

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!

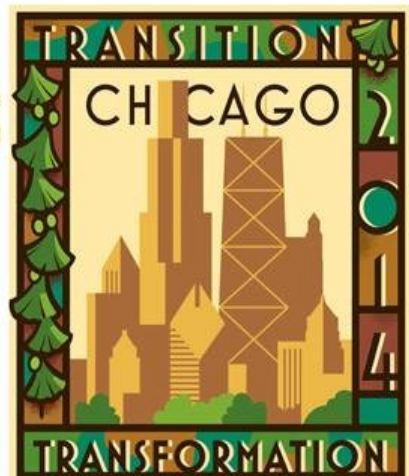
Check your "Spam" in your email to see if we have sent you an email and add us to your "safe list" in your email.

FOCAL POINT

AMERICAN INSTITUTE OF FLORAL DESIGNERS

NATIONAL SYMPOSIUM

JULY 3RD - JULY 7TH



**LOOK IN JANUARY FOR GREAT FLIGHT RATES TO CHICAGO
AND SAVE MONEY.**

Save the Date.....

ASFA

EXPO

July 27th 2014



In March you will receive all the details about our amazing Expo in July 2014. If you haven't been before, our expo has information and inspiration for every level of floral shop and floral designer. Great prizes, great Designer of the Year competition—stay tuned on Facebook and our website!!

www.azflorists.org



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

www.azflorists.org

**Call Brian
Vetter AIFD
602.908.9024
For more
Information**



AzMF Certification Schedule

Spring 2014 Schedule—Class is over half full already so you need to sign up quickly if you are interested!

**February 23rd
March 9th & 23rd
April 6th & 27th
May 18th**

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

**Baisch & Skinner
Phoenix, AZ 85013
602.285.0888**

Fall 2014 Schedule

**August 10th & 24th
September 7th & 21st
October 5th & 19th**

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

**Baisch & Skinner
525 W Turney Ave
Phoenix, AZ 85013
602.285.0888**

**FLOWERS
SUPPLIED
BY ➔**



Pantone Reveals 2014 Color Of the Year



PANTONE 18-3224 Radiant Orchid

Expressive, exotic Radiant Orchid blooms with confidence and warmth

CARLSTADT, N.J., Dec. 5, 2013 – Pantone, an X-Rite company and the global authority, today announced PANTONE® 18-3224 Radiant Orchid, a captivating, magical, enigmatic purple, as the color of the year for 2014.

“While the 2013 color of the year, PANTONE 17-5641 Emerald, served as a symbol of growth, renewal and prosperity, Radiant Orchid reaches across the color wheel to intrigue the eye and spark the imagination,” said Leatrice Eiseman, executive director of the Pantone Color Institute®. “An invitation to innovation, Radiant Orchid encourages expanded creativity and originality, which is increasingly valued in today’s society.”

“An enchanting harmony of fuchsia, purple and pink undertones, Radiant Orchid inspires confidence and emanates great joy, love and health. It is a captivating purple, one that draws you in with its beguiling charm.”

Radiant Orchid for Fashion

Radiant Orchid’s rosy undertones radiate on the skin, producing a healthy glow when worn by both men and women. A dazzling attention-getter, Radiant Orchid permeated the runways during the spring 2014 fashion shows and is already making its way onto the red carpet. Fashion designers featured in the [PANTONE Fashion Color Report Spring 2014](#), including Emerson by Jackie Fraser-Swan, Juicy Couture and Yoana Baraschi, are incorporating Radiant Orchid into their spring collections and variations of this hue will carry into men’s and women’s clothing and accessories throughout next year.

Radiant Orchid for Beauty

A modern and surprisingly versatile shade, Radiant Orchid enlivens the skin, making all who wear it feel more healthy and energetic. Blending both cool and warm undertones, purple is an appealing hue for distinctive combinations and flattering to many hair, eye and skin tones.

This multifaceted hue is seductive when combined with red and pairs well with its sister shades of lavender, purple and pink, which provides an assortment of lipstick and blush options. Radiant Orchid’s exuberance also acts as a brilliant finishing touch to nails.

Radiant Orchid for Interiors

Spruce up interior spaces by incorporating this eye-catching hue in paint, accent pieces and accessories. As adaptable as it is beautiful, Radiant Orchid complements olive and deeper hunter greens, and offers a gorgeous combination when paired with turquoise, teal and even light yellows. Likewise, the vibrant color is sure to liven up neutrals including gray, beige and taupe. Uplifting and bold without being overpowering, Radiant Orchid reenergizes almost any color palette and provides a unifying element for diverse spaces.

Home Based Business Owners: Don't Rely on the Old Policy of "No Policy"

It is easy to see the world a bit differently when operating a business from your home. Maybe its the cow slippers, or client calls in terry cloth, or the idea that your own home provides better shelter from the harsh realities of the world? Whatever the case may be, there have been too many who have let their guard down with a false sense of "untouchability" begotten of working from home. Stop. Do not pass go. Do not collect (you get the idea).

Here this: Most homeowner policies do NOT cover business exposure. No, not even if you are writing off your home office on your taxes.

So what type of business (and coverage) might a home based business owner require? A Home Based Business Policy (HBBP), of course. Here are ways it can help:

- Inventory: You are a local delivery service who also sells on eBay and Craigslist. Your hot water heater explodes and lose all your inventory ... you'll be covered up to your Business Personal Property limit.
 - You sell herb garden starter kits from your backyard greenhouse. A client trips over the hose and gets injured. HBBP proves liability beyond that which is not covered in your homeowners.
 - Tablet is stolen from Starbucks while doing some business emails. No worries. The HBBP provides up to 5K for off-premises losses.
 - Someone sits on the edge of your booth at a trade show and it buckles, burying them in collateral, signage, and soil. Well, your homeowners isn't going to cover this. But, guess who is? Yep. HBBP recognizes this as a business event (because it is).
 - Power-surge at your home destroys some electronics equipment? Did you say that was a "business expense"? Well then, good luck with the homeowners policy. What's that? You've got the HBBP? That is good news!
- Big bad wolf starts a fire at your home? You guessed it ... your HBBP will replace lost income and additional expense coverage while you get back on your feet.

Ali Lunsford | Vice President of Insurance Services

Phone: (866) 380-7007 ext. 11010 | Cell: (480) 748-8098 | Fax: (602) 263-0600

www.newtekinsurance.com

Newtek®

"The Small Business Authority®"

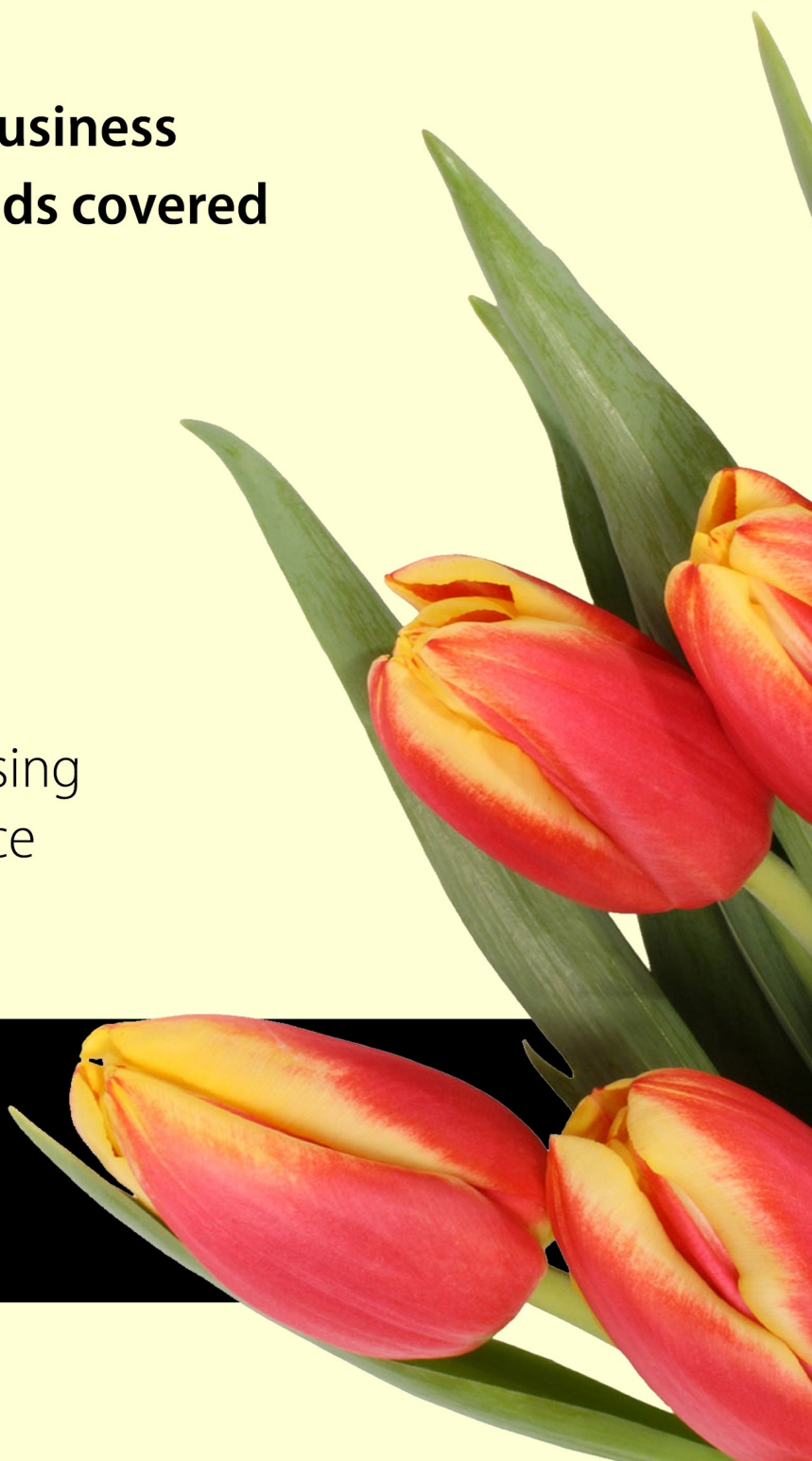


We've got all your business and technology needs covered

- Web Design
- Cloud Services
- Ecommerce
- Business Apps
- Lending
- Payroll
- Merchant Processing
- Business Insurance

**We proudly support
Arizona's small
business community
and the Arizona State
Florists Association.**

**www.thesba.com/florists/
1.866.820.8910**





ASFA Mailing Address:

3802 W Cavalier Dr

Phoenix, AZ 85019

602.318.0311

Education, Information, Inspiration.

**Save the Date
Expo 2014
July 27, 2014**

Please Deliver To:

2013-2014 Board of Directors

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