

## Expo 2023 Photos

Did you get snapped at our last expo? Check out the photos below and also our social media to see if you were snapped!



## 2023-2024

### ASFA Board of Directors

Martha Aaron AIFD AzMF  
 Blanca Mondragon CFD AzMF  
 Brian Vetter AAF AIFD PFCI AzMF  
 Renee Potter AIFD AzMF  
 Terri Robinson AIFD AzMF  
 Vickie Blair AzMF  
 Brent Denham  
 Jessica Hankins  
 Michele La Porte CFD AzMF  
 Gary Guerin AzMF  
 Alexis Rigler  
 Meghan Vargas AzMF



## Focal Point

### Presidents Letter - Martha Aaron AIFD AzMF

Dear Members of the Arizona State Florists Association,

It is an honor to address you as the new President of ASFA. As I step into this role, I am filled with a profound sense of respect for those who have come before me. It is exciting to carry forward their legacy and continue our mission of bringing our industry together and supporting the current and next generations of industry professionals.

My journey led me from Texas to Arizona in 2015 and the floral community here quickly embraced me. In 2017, I became the owner of Mountain High Flowers in Sedona. I've always had a passion for floral design as well as industry education, and it is with great enthusiasm that I take on this new responsibility.

ASFA has been a cornerstone of the floral industry in Arizona for over 70 years, and my primary goal is to see it play an even larger role. I am eager to initiate a robust outreach effort. In my experience many in our industry are unaware of ASFA as well as the educational and networking opportunities available. By fostering a sense of unity and shared purpose, we can collectively drive the growth and prosperity of floristry in Arizona.

Building strong connections within our membership is vital. I am making a commitment to work collaboratively to enhance the benefits and value that our association brings to each and every one of us. Your feedback is invaluable, and I urge you to share your thoughts and ideas. Whether you choose to email us or reach out to me directly, your insights will guide our journey together and together we can make a lasting impact.

Thank you for entrusting me with the privilege of leading the Arizona State Florists Association. I look forward to connecting with you all in the years ahead.

Martha Aaron, AIFD CFD AzMF

Contact ASFA at [asfacontactus@gmail.com](mailto:asfacontactus@gmail.com)

# Expo Re-cap 2023



## More Bang for your Bloom !

Expo 2023 was a huge success! We had a great turn out and everyone had a wonderful, productive and informative time! Our breakout sessions were on Business Profitability & Success with Renee Potter AIFD, Euro-Wraps and hand tied Presentation with Blanca Mondragon CFD, Marketing and Social Media with Gary Guerin AzMF, and Ikebana Style with Ikuko Hashimoto AIFD EMC. Attendees learned how to market themselves more effectively, brand recognition, making your work stand out from the masses, designing with minimal product for maximum impact, and so much more.



Tom Bowling AIFD PFCI did a stage program on upgrading every day designs to have more panache, and get a higher price point with less product.

These are the things we come for, to learn and share and go back to our shops excited and energized to jump start the fall season.



Our Designer of Year is always the highlight to see local talent compete and share ideas and concepts. First place this year went to Lorraine Cooper AIFD PFCI from Brady's Floral in Scottsdale, Second place went to Martha Aaron AIFD, our new President, from Mountain Hight Flowers in Sedona and Third place went to Sierra Merrell a relative new-comer who has just started her own business. Peoples Choice favorite went to Melissa Valencia from AFX.

We also had our exciting and crazy Designer Relay where teams "split" doing a flower arrangement in time increments with different product each time. It is always loud, raucous and so much fun to be in the crowd cheering....



Our Public Awareness Award this year went to the Arizona Cardinals, Missy Gaspar was on hand to accept, and explain their love of football and flowers, and our Crystal Crescent Award went to Brennen Rigler of Arizona Flower Market for continued support and contributions to ASFA.

The Legacy Award was given to Brian Vetter AAF AIFD PFCI AzMF for contributions to ASFA that leave a legacy with the organization.

# Why Should I Become a Member of ASFA?

We get this question a lot, and while there are multiple answers, the biggest one is that it is important that you belong to and support something bigger than yourself and be involved in your industry.

Yes, there are benefits, you get discounts on product from lots of local vendors. We offer free educational workshops quarterly, we have scholarships available for the AzMF program, and more. Our membership dues are minimal and if you make use of the mentioned advantages it pays for itself within the first 3 months.

The more important reason is to be a part of it. We are always asked “why don’t you offer more” or “Why don’t you do this”. Simple reason, membership. The more members we have, the more we can do for you. We are a small all volunteer board supporting our industry. In the old days our membership was huge and every florist belonged. As the industry changed and brick and mortar shops disappeared, and event, freelance and studio folks joined us they didn’t feel the need to belong like a shop would.

People always use Texas State as an example of “why don’t we”... simple reason, they have a huge membership which is able to support a paid staff, building, office support and more. They can offer more, because they have more community support.

The most important reason people overlook is the community, knowing and befriending your fellow florists is the biggest benefit of all. We help each other, loan each other product, grab deliveries for each other, loan out a designer, whatever we can do to help each other, that is what makes membership in an organization “bigger than you” important.

YOU can make a difference just by joining, belonging, becoming involved, and becoming a valuable part of the Arizona Family of Floral Professionals....





# Ask Alstro

## A Floral Advise Column

**Columnist: Alstro Meria**

**Q. How do I get my customers to be more accepting of newer styles and trends in floral design. They always seem to want the same old thing they have been ordering for years?**

A. Customers usually know what they see. True slowly introducing one or two modern trendy designs into your cooler, then just add a flair or two to one or two of your usual. Seeing the difference makes them appreciate something new, and seeing them entices them to graduate to a newer more modern design style.



**Q. My hydrangea seem to always wilt and go down in my designs, how can I prevent that from happening?**

A. Hydrangea, not unlike the name need much hydration. Upon arrival, recut the stems and put in a bucket of “hot” water, let them sit for about 30 min. Then remove and submerge the heads into a bucket of water for about 20 min or until they have absorbed water and become fully turgid. Much longer and they will over-absorb and become transparent. Then recut and put in a bucket with floral food as usual. When designing, they prefer clear water to foam so try to accommodate, if not a vase arrangement leave space with no foam at the sides to slip the hydrangea directly into water avoiding the foam and insert the remaining flowers in as usual. Lastly, always dip the cut end of the hydrangea into Allum before placing in water or foam.



Thanks for your questions.....to submit your question, send your floral concern to:

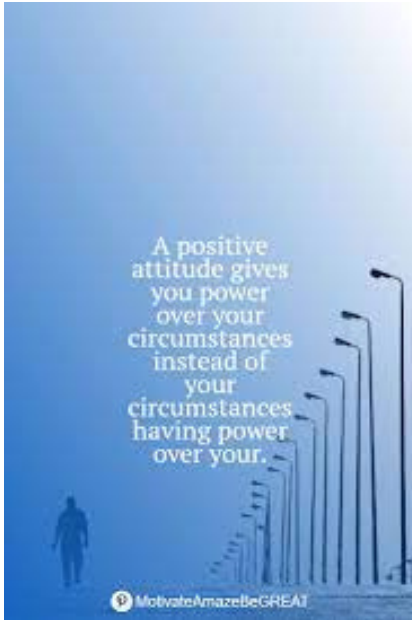
Ask Alstro @ [asfacontactus@gmail.com](mailto:asfacontactus@gmail.com)



# Changing your mindset for Success

## Shift Your Perspective: From Challenge to Opportunity

By Martha Aaron AIFD AzMF



In a busy flower shop or any business, challenges are inevitable. Instead of seeing these as roadblocks, consider them opportunities for growth and improvement. We may not all be designers, but there are lessons here nonetheless. One of the best designers I know started in delivery and discovered his passion when a broken spray needed fixing on the road. Let's say you're handed yet another roundy-moundy bouquet for a birthday order. Instead of giving in to the monotony of generic repetition, why not take this chance to practice and perfect your hand-tied bouquet mechanics? This not only hones your skills but also increases your efficiency in crafting rounded bouquets for your daily designs.

Similarly, if you're handed a sympathy basket but would rather be designing a wedding ceremony piece, remember that both designs involve creativity and similar design aesthetics. By shifting your perspective, you can approach the sympathy arrangement with the same enthusiasm and dedication you would apply to a wedding piece. By altering your mindset, you can find fulfillment in all aspects of your work.

### EMBRACE CUSTOMER INTERACTIONS: FROM FRUSTRATION TO CONNECTION

Customers are the lifeblood of any business, and building positive relationships with them is paramount. While walk-ins and interrupting calls can be disheartening, you can take a deep breath and choose to make this interaction a positive moment in their day and yours. Instead of welcoming them in and walking away, try to allocate a few minutes to focus solely on them. Remember, your expertise is valuable to them, and their satisfaction is essential for your business's success.

You never know when that inconvenient customer will wind up becoming a valuable long term client. Demonstrating your commitment to customer service, taking the time to understand their needs, and providing suggestions, you make a lasting impression. A deep breath and a couple of minutes of positive attention can increase the potential for repeat business, referrals, and positive reviews.





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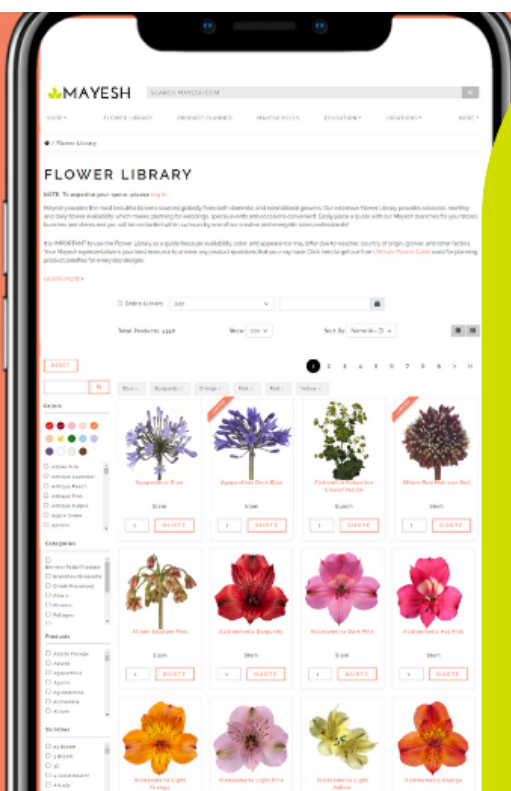
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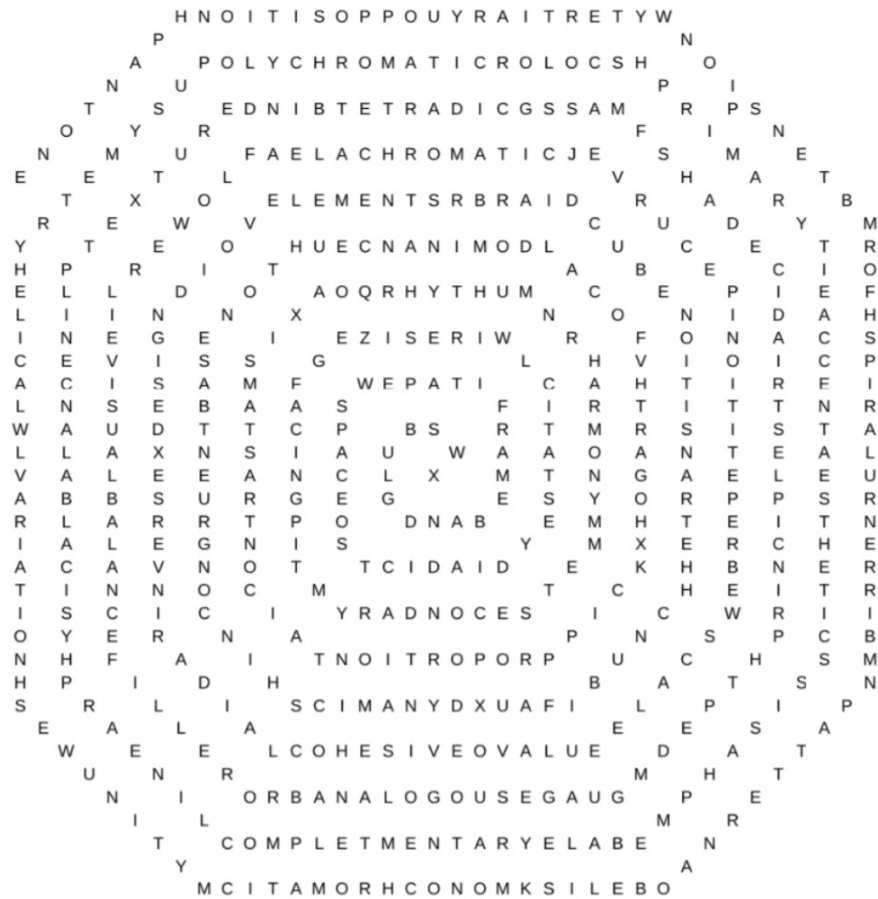
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# Word search

## Elements and Principles



### WORD LIST:

ACCENT	DYNAMIC	OPPOSITION	STATIC
ACHROMATIC	ELEMENTS	ORB	STEM
AESTHETICS	EMPHASIS	PANTONE	SYMETRY
ANALOGOUS	FACING	PATTERN	TAI
AXIS	FAUX	PHYSICALBALANCE	TAPE
BALE	FILLER	PICK	TENSION
BAND	FLOWER	PIN	TERTIARY
BASE	FOCAL	POLYCHROMATIC	TETRADIC
BIND	FORM	PRIMARY	TEXTURE
BIRREN	FRAME	PRINCIPLES	TIE
BRAID	GLU	PROPORTION	TIP
BUNCH	GUAGE	RADIAL	TOPE
COHESIVE	HARMONY	REPETITION	TRANSITION
COLOR	HELICAL	RHYTHUM	TRIADIC
COMPLETMENTARY	HOGARTH	RYU	UNITY
CONGRUENT	HUE	SCALE	URN
CONTRAST	INVERSE	SECONDARY	VALUE
CUBE	LEAF	SEW	VARIATION
CURVE	LINE	SHADE	VEIL
DEPTH	LINEAR	SHIN	VISUALBALANCE
DESIGN	MASS	SIZE	VOID
DIADIC	MAT	SOE	WEB
DOMINANCE	MONOCHROMATIC	SPACE	WIRE





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# 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 10 modules as follows:

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



## AzMF Certification Program

All Certification classes are held on Sundays, located at AZ Flower Market 2050 S. 16th #105 Phoenix AZ 85034

"FOR SPRING DATES CHECK OUR WEBSITE [WWW.AZFLORISTS.ORG](http://WWW.AZFLORISTS.ORG)

**For questions or additional information contact:**

Renee' Potter - [ASFACONTACTUS@gmail.com](mailto:ASFACONTACTUS@gmail.com)

**We have two scholarships available to help with expenses:**

**The Sharron Luoma Scholarship & ASFA Scholarship**

**Application deadlines are January 1st for Spring and July 1st for Fall**

**Must be a member of the ASFA to apply for Scholarships**

# Running a Successful Flower Shop

The floral industry is expected to grow even more thanks to the advanced technology methods now available. Running a successful flower shop will mean tapping into the technology advances and making sure your store stands out from the competition. Here are some tips on how to open and maintain a thriving flower shop in.

## 1. Know Your Market

The key to running a successful flower shop is to have a thorough understanding of the market and customer needs. Take the time to research the demand for flower services such as delivery and special custom orders. Also, consider the evolving trends in the market and make sure that your shop offers products and services that are in line with those changes.

## 2. Incorporate Technology

Utilize technology to streamline your operations and improve customer service. Automated ordering and delivery systems can make it easier for customers to arrange for flowers and get them faster. You can also take advantage of social media marketing to reach a wider audience and engage with your customers.

## 3. Utilize Data Analytics

Data analytics is essential when it comes to running a successful flower shop. By analyzing customer data, you can gain insights into customer preferences, market trends and buying patterns. With this information, you can better understand your customer needs and create targeted campaigns to increase sales.

## 4. Develop a Brand Identity

Having a strong brand identity is important for any business, but especially for a flower shop. Make sure your store has a strong visual presence with a logo and branding that reflects your values and mission. Also, create an online presence that you can use to engage with customers and promote your shop.

## 5. Provide Quality Customer Service

To stand out in the competitive floral market, you need to focus on providing top-notch customer service. Offer unique products, helpful advice and friendly service that goes above and beyond. Word of mouth is still one of the most powerful marketing tools and if customers are happy with their experience, they are more likely to recommend you to others.

**Running a successful flower shop require a solid understanding of the market and current technology. Keeping up with the latest trends and offerings will help your shop stand out from the competition and create a loyal customer base.**

**En conclusion la clave del éxito es la ayuda que puedes tener con todas las nuevas herramientas que existen hoy en día y mejor aún el servicio que tu cliente recibirá de ti!**

-Blanca Mondragon CFD AzMF





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# EXPO 2024

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## LOOKING FORWARD

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