

# Focal Point



## WHO IS A FLORSIT?

As a new member of the Arizona State Floral Association, I have been amazed at the hard work and dedication of its president and board members. They are professionals dedicated to the long-term viability of our floral businesses. They are educators determined to teach the skills necessary to support our floral businesses. They are artists demonstrating their craft to share the beauty of our floral businesses. But, just like you, ASFA board members had to get started in this industry somewhere! Are you the product of a multigenerational floral business who grew up sweeping design room floors? Perhaps your interest in flowers sparked when taking a high school horticulture class? Maybe you were a visual artist who became fascinated by the dimensional flow or natural palate of flowers? Or were you cashiering at a grocery store and wound up helping the floral department at Valentine's? How about an entrepreneur who saw an opportunity and entered an unfamiliar industry? Maybe, like me, as a poor, starving college student, you hired on as a delivery driver for a floral wholesaler? Any of these examples sound familiar? As floral professionals, we all work tirelessly to help our businesses succeed. Whether our primary objectives lie strictly in dollars and cents, or beauty and art, we're all in this together. As such we all must be keenly appreciative of—and supportive of—our colleagues of every stripe. We all have specific focuses, niches, wheelhouses, and market segments. Some of these overlap and some are unique. Our underlying commonality is... flowers! Keep this in mind when feeling tempted to scorn grocery store florists, judge "Basement Betty" independent designers, or write off traditional brick-and-mortar floral retailers. Keep an eye out for how YOU as a floral professional can help lift the dialogue and share the love of flowers with your fellow floral professionals. You never know when the grocery store cashier/florist will be your next highly valued employee, or when the high school student in the FFA club will ask you for an educational work-study internship. Perhaps a nearby independent floral designer will help you learn a new social media platform while you help them learn some design fundamentals not readily-available on YouTube! ASFA has plenty of opportunities to do just that. Volunteer, educate, share, and spread the love-- and the business-- of flowers!

BEN HENDERSON

# Expo 2019 Recap!

*Life is a Party!*



**Huge Congratulations to our Designer of the Year Winners!**





# How to Survive the Busy Months Ahead with Healthy Snacks

We all get so busy and it seems like the time flies by and sometimes we forget to eat and drink until we are famished. Here are a few tips to help get ready for those days ahead (so we don't have to break open those candy boxes for our orders).

- Keep bottles of water at your work station.
  - Coffee is great but it will dehydrate you.
  - Being well hydrated will make you feel more energetic.
- Keep easy to grab snacks in the cooler.
  - Cheese Heads are fast and easy.
  - Fruit like bananas or grapes.
  - Individual Yogurt.
- Keep these easy snacks in the back room.
  - Kind bars or protein bars
  - Nuts, my favorite are almonds.
  - Popcorn is great if you have a microwave, or get it already popped.

One quick trip to Costco and you will have a nice supply of healthy snack to get you through the busy times.

## Parties Over!

WOW! You just pulled off your big event and want to relax, but now you have to face the teardown and clean up. That's where we come in! **Parties Over** is the best way to toast a great evening and know you're in good hands. We focus on the final part of your event by wrapping up all the tasks such as: taking down tables, chairs, decor, lighting, electrical, and any customizations you may have added for that special event. As a local business covering the greater Phoenix area, we pride ourselves as your final resource for an amazing event. We are excited to speak with you about your needs.

Thank you for considering using **Parties Over** so you can begin to plan your next event!

801-634-9234

# Flower Word Search

L	L	I	D	A	R	D	U	B	S	I	D	D	R	X
A	I	S	O	L	E	C	C	A	L	R	F	A	O	N
I	S	L	Z	H	W	A	X	I	L	B	O	H	S	O
X	A	V	Y	W	O	D	D	L	E	A	X	P	E	I
I	N	S	Y	O	L	O	G	H	B	E	T	H	S	T
J	T	N	S	F	F	E	Y	A	A	C	A	L	L	A
A	H	A	I	F	R	T	P	D	A	K	I	O	A	N
N	U	P	A	S	F	A	H	T	A	E	L	X	G	R
E	S	D	D	T	H	I	A	E	O	A	I	F	D	A
R	D	R	A	D	R	U	T	D	V	F	E	R	N	C
H	Y	A	N	I	N	O	A	E	G	A	S	X	I	F
P	P	G	S	I	R	Y	N	O	E	P	L	M	S	C
M	P	O	S	P	B	D	H	F	A	P	I	L	U	T
O	O	N	E	A	E	G	N	A	R	D	Y	H	E	F
G	P	S	B	R	A	S	S	I	C	A	T	D	I	Y

SNAPDRAGONS  
ASFA  
BAECKEA  
PEONY  
TULIP  
FOXTAIL  
DAISY

LILY OF THE VALLEY  
CARNATION  
DISBUD  
SINUATA  
HYDRANGEA  
WAX  
AIFD

GOMPHRENA  
BRASSICA  
LAVENDER  
CELOSIA  
PROTEA  
ROSES  
FLOWER

IXIA  
BELLS  
IRIS  
LEPTO  
SAGE  
CALLA  
FERN

PHLOX  
LISIANTHUS-  
DAFFODIL  
DILL  
DAHLIA  
POPPY

## Save the Date!

Holiday centerpiece hands on workshop and a guided tour of the AZ  
Flower Market warehouse!

**When:** Sunday November 10th

**Where:** AZ Flower Market-

2050 S 16th St #105, Phoenix, AZ 85034

**Time:** 11am-1pm



# The Future is Now

"Insanity: Doing the same thing over and over again and expecting different results." - Albert Einstein.

I still remember my sociology classes and how I didn't understand what the study of society had to do with the economy. Well, some years have passed and now it finally makes sense. Like a species we are always evolving and constantly innovating. Our children nowadays are practically born knowing how to use a smart phone. What we understood to be traditional retail is being replaced by e-commerce. The complex business models are being replaced by concepts that are simpler and easier to use and this has made us ponder about our industry and how it's changing while dealing with these challenges. The customers of today are more specific, they want simple but not basic, are more eco-friendly and know exactly what they want. Social media has heavily impacted their decision making process. Which has made us, the floral designers, question whether we truly know everything about our industry. The answer is no. As Socrates once stated "I only know that I know nothing", meaning he looked forward to learning something new everyday. We often think we know it all but the reality is there will always be something new to learn : A new trick, a new technique, new terminology, a new variety etc. As floral designers we should be more open minded when it comes to new concepts in our industry. The key to success is knowing how to adapt to change and combine it with our experience and the versatility of the new. During the whole year the members of the ASFA board and I take it upon ourselves to find and bring new resources, new techniques, trending designers, and new concepts to our local industry to boost our versatility. We invite you to be part of this floral innovation.

BLANCA MONDRAGON



# Become a Member for these great Member Benefits!

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

## **Tuesday**

Askren 10% off all ribbon, silk flowers & plants

## **Wednesday**

DWF 20% off your walk-in order

## **Friday**

AZ Flower Market 20% off walk-in order

## **1st Friday**

Floral Supply Syndicate 10% walk-in order

## **Saturday**

Mayesh 20% off walk-in order

### **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

To become a member please visit our web-  
site for more information.

See wholesalers for details and restrictions.

# 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

**If you have any questions about the Certification program, feel free to check out website at [azflorists.org](http://azflorists.org), or contact Brian Vetter at [bvetter.aifd@yahoo.com](mailto:bvetter.aifd@yahoo.com)**



# Spring 2020 Classes

All certification classes are held on Sundays, located at AZ Flower Market  
2050 S 16th Street #105 Phoenix AZ 85034  
8:30am—4:00pm

**February 23rd**

**March 8th**

**March 22nd**

**April 19th**

**May 17th**

**May 31st**

**For questions or additional information contact:**

Brian Vetter AAF AIFD PFCI—602.908.9024—[Bvetter.aifd@yahoo.com](mailto:Bvetter.aifd@yahoo.com)

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

The Sharron Luoma Scholarship  
ASFA Scholarship

**Application deadline is January 1st 2020**

**More Details online at [azflorists.org/azmf-certification-program](http://azflorists.org/azmf-certification-program)**

# For Owner's Eyes

As we enter 4th Quarter 2019 it is time once again to begin preparations for the 2020 New Year!

Here are some key items to calendar in that should be on your administrative business radar to help you better prepare for both year end 2019 and year begin 2020:

- Carefully review payroll for the first 3 quarters of 2019
- All employee information current and accurate to assist in W2 distribution
- Full legal name, current address, current contact information, rate of pay, FT or PT, FLSA exempt or non-exempt, current tax forms on file, etc.
- Pay attention to any retro-pay issues due to the change in minimum wage; if retro-pay was issued is it documented in both the personnel file as well as in the payroll records and will it appear in the correct place on the W2
- Are your required employment posters posted and current
- Review how year end 2018 went; what needs to be improved to make 2019 year end smoother: determine now who is responsible for what tasks
- Update your employee handbook, policies and procedures
- Plan and print your 2020 payroll calendar for employees
- Review all employees who will be impacted by the minimum wage change to \$12.00 per hour which is effective 1 January 2020 and how that date coincides with your payroll cycle to pre-determine if retro pay will be required.

Brief Calendar for the remainder of 2019-

## **October**

Federal holidays:

- Monday, October 14: Columbus Day and Indigenous People's Day

Important dates and deadlines:

- Tuesday, October 15: Individual tax return deadline for those who filed for an extension.
- Thursday, October 31: Deadline to file Form 941, employer's quarterly tax return for 3rd Quarter 2019. Deadline to file AZ State Form A1-QRT for 3rd Quarter 2019.

## **November**

Federal holidays:

- Monday, November 11: Veterans Day
- Thursday, November 28: Thanksgiving Day

Important dates and deadlines:

- Friday, November 1: Enrollment begins for 2020 health insurance plans for individuals through the Marketplace.

## **December**

Federal holidays:

- Wednesday, December 25: Christmas Day

Important dates and deadlines:

- Before Sunday, December 1: Remind employees to submit a new Form W-4 if withholding allowances have changed or will change in the next year (i.e., change in marital status).
- Sunday, December 15: Open enrollment period ends for 2020 health insurance plans for individuals through the Marketplace.

A Few Beneficial Websites To Help Navigate The Employer Maze:

- <https://aztaxes.gov/Home/Page>
- <https://www.irs.gov/>
- <http://metrophoenixapa.org/index.php/payroll-links/>
- <https://shrmgp.site-ym.com/>
- <https://www.fuseworkforce.com/blog/2019-hr-and-payroll-compliance-calendar-key-dates-hr-and-payroll-managers-should-know>
- <https://www.azica.gov/resources/employers>
- [https://www.azica.gov/sites/default/files/media/FREQUENTLY%20ASKED%20QUESTIONS\\_MasterwTOC%20FINAL%20020518.pdf](https://www.azica.gov/sites/default/files/media/FREQUENTLY%20ASKED%20QUESTIONS_MasterwTOC%20FINAL%20020518.pdf)
- <https://azdor.gov/news-events-notices/news/updated-guidance-arizona-individual-income-taxpayers>
- [https://gao.az.gov/sites/default/files/APG\\_V\\_C\\_a\\_A-4.pdf](https://gao.az.gov/sites/default/files/APG_V_C_a_A-4.pdf)
- <https://www.irs.gov/pub/irs-pdf/fw4.pdf>

Happy Year End 2019 To All!





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

## **2019-2020 ASFA Board of Directors**

**Renee Potter AIFD  
Blanca Mondragon AzMF  
Diane Gonzalez AIFD  
Terri Robinson AIFD  
Vickie Blair AzMF  
Brent Denham  
Caroline Naylor AzMF  
Jessica Hankins  
Brian Vetter AAF AIFD PFCI  
Michele LaPorte AzMF  
Fred Russ  
Ben Henderson**

**[www.AzFlorists.org](http://www.AzFlorists.org)**