

Focal Point



Letter From the President

Now more than ever do we need the floral industry. Flowers have been proven to lift spirits, boost moods and help heal those that need it.

2020 has been one interesting year and I think we can all agree to that. We have been put to the test but have also come together as a community, a family, and an industry. I have never been more proud to be a part of this world as I am right now.

The floral industry has always held a special place in my heart. When I was in kindergarten I told my mom I wanted to be just like her and play with flowers all day long. Little did I know as a 5 year old that this industry is so complex, exhausting but yet beautiful. My mother was a florist for 30 years and that creative eye and admiration for this industry lives deep within me as well. I want the florists in Arizona to grow as designers, thrive as business owners and inspire many with something so simple-flow-ers!

ASFA is always looking ahead for new trends, educational opportunities, industry innovations, social activities and more. ASFA has gone through many changes over the years from updating the bylaws and logos, to expanding its outreach, updating technology and keeping up with the changing times. We are proud to be one of the oldest associations of its kind still true to its original goals of helping the florists statewide to work together to build a stronger, healthier industry and a positive image to the local communities.

Jessica Hankins
ASFA President 2020-2021

2020 Virtual Design Competition

Thank you to everyone that participated in ASFA's first virtual design competition! We hope you had as much fun as we did, look out for another one soon!



1st Place

Martha Aaron, AIFD, Sedona Mountain High Flowers

Happy Place-I have a problem. I can not throw things away and I like to cut waste in any way I can at the shop. My coworkers are constantly trying to throw out the scrap ribbon bag, but I say NO! That bag makes me happy!

2nd Place

Tony Medlock AAF, AIFD, CFD, PFCI, AzMF, PJs Flowers & Events Creation Team

Happy Place- In Hawaii my wife and I hiked to a great waterfall. I chose a base of styrofoam to mimic the dark volcanic rock. The limonoim and airbrushed grevillea represent the foamy water and the pulmosa is for the mist. Trailing orchids taper down to the pool below.



3rd Place

Meghan Kearns, Sedona Mountain High Flowers.

Happy Place- In this wild world, my backyard is my happy place. I love tending to my vegetables and blooming plants, they nourish my body and soul alike! I paid homage to my happy place with strong lines and a base as lush as I hope my yard will one day become!



Peoples Choice

Gio Planter

Happy Place- One of the many versatile farms located in my home country of the Philippines. These farms grow so many different types of flowers, fruits, and vegetables, while also allowing the natural plants to flourish. It makes me happy to be able to experience the diversity and calmness of nature and the wonder it possess. This truly is a place of happiness.



Members Only– Winter Raffle

Members ONLY Winter Raffle- Enter to win a customized training session for your shop!

What are the challenges in your business? What do your team members struggle with the most? What is the biggest hurdle for you on a daily basis? Designer productivity? Organization? Increasing Sales? Show-room experience? Time Management? Pricing? Team Spirit? Community Outreach?

Write a short essay on what you feel is your shops most challenging area and where you feel you need to do better. If selected as the winner, your shop will receive a consultation and training session tailored to your specific needs. ASFA will have an Industry Expert come to your shop to work with/train your staff on your requested issues.

You may enter from Nov 15th to Dec 15th. The winner will be selected from a random drawing on Dec 20th and the lucky winner will be able to start 2021 with a fresh outlook, and some new ideas and training to help your shop work better toward achieving your goals and success in the new year.

Submit your essays to:

Brian Vetter AAF AIFD PFCI AzMF - bvetter.aifd@yahoo.com



Online Education

We understand that the recent events surrounding the COVID-19 pandemic are impacting your lives, your families, employees, customers, and more. We are here for you and we will journey through these hard times together.

SAF, Teleflora, FTD, AIFD and others are offering access to variety of helpful resources and updates at this time. Please subscribe to all of their sites for the most up to date information. Most of the information is Free for everyone at this time.

Here are some helpful links:

SAF -

safnow.org- Lots of helpful Webinars and other resources.

AIFD -

[Aifd.org](https://aifd.org)- Find out what AIFD is doing to help!

Teleflora –

[Myteleflora.com](https://myteleflora.com)– See upcoming virtual programs and links to previous

FTD-

ftdi.com/ftduniversity/webinars.htm– Webinars and Design series

2020 Bylaw Updates

In an effort to continue to move forward and keep up with changing times, we the Board of Directors have proposed a bylaw change to our Fiscal Year.

We have been July to June since our inception, but over the years have received much feedback on the summer months being difficult for members to keep up with dues, since it is our slowest time of the year, as well as confuse many with our “year-end” differing from the typical “year-end”.

To simplify matters, we have proposed making the ASFA Fiscal year run from Jan 1 to Dec 31. This would make annual dues come in December, paying for the year beginning Jan 1st.

ASFA Members– Please check your email for the link to vote, sent on 11/13/2020

Thanks for your continued support and involvement, we want to be as beneficial to you as we can, and make it as easy as possible for you to remain involved and engaged with the floral community.

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

We Got Flowers 20% off walk-in cooler

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

We Got Flowers

224 N 5th Ave,
Phoenix, AZ 85003
(602) 714-7514

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, or contact Brian Vetter at bvetter.aifd@yahoo.com

Spring 2021 Classes

All certification classes are held on Sundays, located at Arizona Flower Market
8:00am—3:00pm

February 28th

March 14th

March 28th

April 11th

April 25th

May 16th

For questions or additional information contact:

Brian Vetter AAF AIFD PFCI—602.908.9024—Bvetter.aifd@yahoo.com

We have two scholarships available to help with expenses:

The Sharron Luoma Scholarship
ASFA Scholarship

**Scholarship application deadline for Spring 2021 Classes is January
1st 2021**

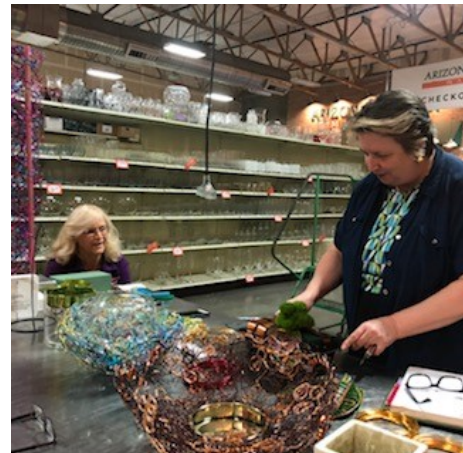
More Details online at azflorists.org/azmf-certification-program

Instructional Videos

In order to keep education in the forefront, ASFA will be doing a instructional video series Countdown to 2021!

YouTube links will be sent to members only each week for the rest of the year starting the week of November 23rd 2020!

Now more then ever, ongoing education is important to keep our industry blooming. Stay current and stay involved with these fun and informative videos from your ASFA Board Members and friends!



2021 Expo

The ASFA board of directors is keeping a close eye on the current condition of our nation. At this time we are moving forward with planning Expo 2021 as best we can with the necessary modifications.

More information will be sent out as we get closer to July 2021, we can't wait to see all of your beautiful faces (well maybe just your eyes and face mask!)





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

2020-2021 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
Katherine Gonzalez AzMF AIFD
Martha Aaron TMF AIFD**

www.AzFlorists.org