

THE

# allied

FLORIST

March 2011

## April Highlights:

April AFH Meeting:  
National Funeral Museum

Funeral Traditions

Houston Cup Winner



Allied Florists of Houston  
c/o Taylor Wholesale  
1601 W 21st Street  
Houston TX 77008

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**SAVE THE  
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# AFH April Meeting

National Funeral Museum  
415 Barren Springs Dr,  
Houston, TX 77090

Designer Julie Poeltler  
sponsored by Teleflora

Here are the details:  
Tuesday April 12th 2011  
at the National Funeral  
Museum

5:30 Round table with Afla's  
Tracie Lampson  
6:00 Dinner 7:00 Program

\$ 25 for AFH Members  
\$ 30 for Non-Members  
\* \$5 off if you wear your  
AFH T-Shirt \*

Shirts can be purchased at  
the meeting for \$15

We will be showcasing silk floral designs contributed by our own members. If you are interested in contributing a silk piece to be on display at the National Funeral Museum please contact Mary McCarthy at - 281-465-4288

We will also have representatives from TSFA to give us some juicy details about this years TSFA convention July 15th-17th which will be held close by in The Woodlands

## 2011-2012 AFH Board of Directors

Do you want the opportunity to work side by side with some of the top designers in the nation? Of course you do!

Volunteer with AFH and do just that! We are looking for volunteers to fill positions on the 2011-2012 board of directors. It is a fabulous opportunity to give back to as organization that makes it possible for you to see fabulous designers, and great programs. Please contact Lana Scarborough for more details.

Who's on your Power Team? Do you have a connection with a group of other professionals or business owners that you refer business to? Who would you call when you need the electricity fixed, new insurance, sell your home, fix the roof, landscape or anything else on your honey do list?

Networking is a powerful way to gain credibility with other professions. Take the time to talk to and learn about another business in your area. Remember to ask what a good referral would be for their company. A referral is the opportunity to do business and a lead is basically a cold call. Make a list and keep business cards for the people you know well and would trust their professionalism to recommend to your friends and customers.

I hope you are planning on attending the April 12 Business Roundtable with Traci Lampson, AFLAC. AFLAC pays benefits directly to you. Come and see how this is a good benefit tool for business owners and a positive benefit for employees. Traci is part of my Power Team. Someone I know well enough to refer to my AFH friends.

Robin Martinez, AAF, TMFA  
Flowers of Kingwood, Inc  
AFH President





## Floral Faceoff

This year the Houston Livestock Show and Rodeo began a new tradition. What they are calling a Horticulture series as part of the months festivities. This includes a few different competitions comprising of a landscaping competition, a floral design competition and a pre-made floral design competition.

Each segment rewarded the top 3 winners with a \$1000, \$500 and \$250 prizes. This year our very own Nora Cisneros won the pre-made design segment and Donna Senter won the timed competition segment.

We are happy to see that our industry is getting more attention. We look forward to seeing how these additions to the Houston Livestock Show and Rodeo will shed a new light on our industry in the coming years.

I apologize for not having all the names and information for the competitors from the various segments but to the right you will find pictures of some of the winners showcased this year.

Yeehaw! For more pictures and information please visit:  
<http://www.hlsr.com/events/horticulture.aspx>

# Photo Gallery



## What does it mean?

The death of a family member or close friend is one of life's most painful episodes. Those in mourning need support and most of us are anxious to find some way to comfort them. One of the most appropriate and appreciated ways to express sympathy and compassion, as well as respect for the deceased, is by sending flowers.

Occasionally, the obituary announcement includes the phrase "In lieu of flowers, contributions may be made to...". Often times, this terminology is used to encourage charitable gifts but not necessarily to discourage other expressions. Most families sincerely appreciate all personal expressions and may later regret having too few flowers at the funeral. It is important that each giver make their own choice and many people are choosing to send a floral remembrance to the service or family home as well as a donation to the charity indicated. While a monetary donation is a worthy tribute, there is really no substitute for beautiful flowers at a sympathy service. They comfort the living as they commemorate the lives of the deceased.

## Flowers for Funerals - They Are Important By: Candince Shoemaker and Diane Relf

Results of a study entitled, "The Role of Flowers and Plants in the Bereavement Process," has substantiated the value of flowers and plants during this experience in people's lives. The American Floral Endowment jointly funded this project with the SAF Florist Information Committee.

The floral industry has the opportunity to use information gained from this research to develop a positive educational program for funeral directors, grief therapists, and particularly the public, on the importance of flowers and plants during the time of bereavement.

The work adds to the bank of scientific study conducted previously, through Endowment grants, on the value of flowers and plants in other areas of human behavior.

The purpose of this research was twofold:

- \* To understand the value and role of flowers and plants in the funeral service and bereavement process.

- \* To determine who sends flowers, when flowers are sent, why flowers are sent. Determining why flowers are sent, including the perceived value of sending and receiving flowers was a critical objective.

To achieve these objectives, funeral directors, grief therapists, consumers, and individuals, who had lost a loved one in the past one to five years, were surveyed. Focus group interviews were also conducted.

Although the florist industry is seeing a decline in sympathy flower sales, the great majority of bereaved (93 percent) and consumers (85 percent) have sent flowers as a sympathy gift at least once. Most often, flowers are sent immediately after notification of death.

The results from these studies confirm what has been assumed - flowers are sent as an expression of sympathy. Fifty six percent of the funeral directors think flowers are an expression of sympathy for the family, 85 percent of the consumers said flowers are sent to comfort the survivors, and 82 percent of the bereaved agreed or strongly agreed with the statement "sending flowers is a way I show someone I care." The giving of flowers symbolizes the love, care, and concern for the survivors.

The results from all of the surveys and interviews indicate flowers continue to be an important part of the funeral ritual. The majority of funeral directors surveyed said they did not like doing funerals without flowers because the setting was so cold. Eighty percent of the grief therapists surveyed think receiving flowers is an aid in the grieving process. Fifty-one percent of the bereaved agreed or strongly agreed with the statement "flowers" are a critical component of the funeral ritual."

The bereaved were asked how much vari-

ous rituals associated with death and funerals helped with grief. Eighty-three percent said family and friends helped a great deal, 60 percent said receiving sympathy cards, 54 percent said receiving sympathy flowers, 46 percent said receiving food, and 49 percent said receiving notice of memorial donations.

The first aspect of the study was directed toward understanding the value and role of flowers and plants in the funeral service and bereavement process. Results indicate that professionals, such as grief therapists and funeral directors, believe the rituals surrounding the funeral (including the sending and receiving of flowers and plants) are an aid in the grieving process. Individuals interviewed in the focus groups likewise targeted the value of flowers.

As would be expected, 99 percent of the grief therapists surveyed think the rituals surrounding the death and funeral are an aid in the grieving process. Eighty percent of those surveyed think receiving flowers is an aid.

When funeral directors were asked to rank seven items often associated with funerals according to the comfort they provided the bereaved, flowers and plants ranked 4th after friends, funeral directors, and clergy. However, flowers were ranked ahead of sympathy cards and food.

Two general themes or ideas repeatedly were brought forward concerning the role of flowers in the funeral:

- \* Flowers are associated with the emotional side of death and funerals.

- \* Flowers play a functional role during the funeral.

Flowers play an important role in helping the bereaved deal with their grief. The respondents in the nationwide study answered the questions regarding many of the rituals associated with death and funerals and how effective they were as an aid in working through grief. Family and friends were by far the most helped for the bereaved. Eighty-three percent of the respondents said family and friends helped a great deal with their grief. However, receiving sympathy flowers ranked 2nd when compared to receiving sympathy cards, food, and memorial donations (Table 1).

table 1

An important role of flowers at the funeral service is providing comfort and warmth. In response to the request to indicate the one item which best defines the meaning or value of flowers and plants in the funeral service to themselves as funeral directors, 29 percent marked “provide

comfort and warmth to the funeral setting.” This was second only to serving as an expression of sympathy (40 percent). Response from the national survey of bereaved supports the importance of this role. Sixty percent agreed with the statement “flowers at the funeral make me feel good” and 69 percent agreed “flowers at the funeral give me a warm feeling.”

The functional role of flowers in the funeral includes brightening up a somber environment and providing a diversion - something to talk about or do - during the visitation. The great majority in the nationwide survey (77 percent) felt flowers at the funeral brighten up the somber environment of the funeral home. Eighty percent agreed that looking at the cards to see who sent the flowers was a comfort to them. A majority (53 percent) agreed the flowers and plants provided something to talk about during the visitation.

Flowers also play a functional role after the funeral. Flowering and foliage plants appear to be more than a keepsake from the funeral; they are a living memorial to the deceased. It was repeatedly mentioned during the studies that flowering and foliage plants were taken home by the family after the funeral. All of the funeral directors agreed that members of the family took home flowers or plants. They indicated the most likely items to be taken were flowering and green foliage plants (65 percent) and small floral displays (25 percent). People who have been recently bereaved substantiated this preference for live plants. Focus group participants spoke of the importance of taking home live plants. Fifty-three percent of the respondents to the national survey agreed with the statement “I prefer giving live plants, bulbs, or seeds as a memorial for the deceased rather than a cut flower arrangement.”

Although a great majority think that flowers are sent for the survivors, they also think the flowers should reflect something of the deceased person’s life. While 30 percent in the national survey agreed flowers were sent “for the deceased”, 55 percent disagreed. In addition, 75 percent agreed the flowers are sent “for the survivors”. Regardless of for whom the flowers are sent, 50 percent of the bereaved respondents agreed with the idea that the sympathy flowers should include the deceased person’s favorite flowers, and 35 percent had no opinion.

For more information please visit [inlieuofflowers.info](http://inlieuofflowers.info)

# Houston Cup 2011

This years Houston Cup was an incredible event this year. We were privileged to see some fabulous designers with amazing talent. Sometimes pictures speak louder than words. So without further ado here are some of the photos from that fabulous night! Pictures on the next few pages...



Gina Bautista  
2011 Houston Cup Winner



Gina Bautista  
2011 Houston Cup - People's Choice Winner™

# AFH

## Allied Florists of Houston

### Silk Pieces Needed:

#### *Pastel pieces for the funeral car:*

*Casket Spray*

*3 Standing Sprays*

*2 Baskets*

#### *Other pieces needed:*

*Child's casket spray in soft pinks and blues.*

*Victorian mantle piece in whites and ivories.*

*Presidential standing spray in red, white and blue.*

*Art deco spray*

*Casket spray for roaring 20's hearse*

*Basket in hot colors: red, yellow, green, blue and orange.*

*Day of the Dead basket in orange.*

## April's AFH Meeting at the National Museum of Funeral History

Help celebrate the tradition of beautiful flowers and the funeral industry by donating a permanent floral piece for the Museum of Funeral History.

As we all know, flowers have historically been expressions of love and sympathy. We should take every opportunity to make the public aware of our floral heritage in this age of "in lieu of flowers".

Allied Florists of Houston is pleased to announce such an opportunity. The National Museum of Funeral

History has given AFH the honor of supplying permanent floral display pieces for the Museum's funeral car.



Don't miss out on this wonderful opportunity to display your shop's finest floral designs.

Selection of design will be on a first come, first choice basis so sign up today for an arrangement!

Please contact Mary McCarthy TMFA at The Blooming Idea for design selection: 281-465-4288.



# Kathy's Korner

Kathy's Korner is a new section in the Allied newsletter that's all about fun! Each month we will have a puzzle or riddle of some kind for you to solve.

The first person to email Kathy with the correct answer to the riddle will receive a gift. Each month the gift will be a little different so make sure to enter. The answer and the gift will be presented at the next AFH general meeting and you must be present to win.

Here is the riddle for April:

**I am the only number who's spelling is in alphabetical order. What am I??**

To answer just click on Kathy's email address below, good luck!

[Kathy@olivetreeflorist.com](mailto:Kathy@olivetreeflorist.com)



## Back 2 the Basics

Does room temperature or light affect my flowers?

Absolutely, temperature and light will affect the amount of water your flowers drink. Setting your flowers in the sun or in a hot room with a ceiling fan or near a heat or air source will cause the flowers to evaporate water off the bloom faster and in some cases faster than they can suck it up their stems. Keeping flowers in a cool, shaded area away from breezes or drafts is best!

Light will help closed flowers open faster. The more they are exposed to light (even bright, indirect light helps) the faster they will open. To keep flowers closed, putting them in a dark, cool room (a basement) is helpful.

[www.ubloom.com](http://www.ubloom.com)

# Photos from the 2011 Houston Cup



# CAL EN DAR

April:

5: AFH Board meeting at Taylor Wholesale at 6:00 p.m.

12: AFH general meeting. National Museum of Funeral History.

415 Barren Springs Dr,  
Houston, TX 77090

Sponsored by Teleflora.

5:30 Business round table with Aflac.

6:00-7:00 Dinner, 7:00 Program.

May:

General meeting cancelled.

24: AFH board meeting at Taylor Wholesale at 6:30 pm.

June:

All AFH events are also on our website: Click here:

[alliedfloristsofhouston.org](http://alliedfloristsofhouston.org)

ALLIED BOARD OF DIRECTORS - CONTACT INFORMATION

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Flowers of Kingwood

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The Blooming Idea

Phone: 281-795-9981

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# Letter From the Editor...

Hello AFH members,

I hope you are having a fabulous spring. This is the time of year when I love to enjoy our fabulous weather., take a walk outside, enjoy the wild flowers and plant a few in my own garden!

There are a few things I'd like to address this month. Primarily, we are looking for volunteers for the 2011-2012 AFH board of directors. We need willing and excited members of Allied to continue planning fabulous shows and organizing events. It's a great way to get to mingle with other local florists and learn from some of the featured pros that are brought in by our sponsors. If you are willing to volunteer in any way please contact Lana Scarborough for more details.

We also want to encourage you to make sure you "LIKE" AFH on facebook and follow us on Twitter. We are always posting new pictures and updates on AFH's upcoming events.

Our April AFH general meeting is going to be fabulous. We'll be excited to see you all at the National Funeral Museum  
~Frances Egbert TMF



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**Wedding flowers**

**Coxflor lilies**

**A.S.K.**



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Houston, TX 77003**

**713-223-0299**

**Fax 713-223-2173**

**1-800-299-5323**

# Allied Florists of Houston

## RETAIL MEMBERSHIP APPLICATION

NAME: \_\_\_\_\_

AAF \_\_\_\_\_ AIFD \_\_\_\_\_ PFCI \_\_\_\_\_ TMF \_\_\_\_\_ TMFA \_\_\_\_\_ CFD \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

NAME OF BUSINESS/ FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

YEARS IN BUSINESS UNDER PRESENT OWNERSHIP: \_\_\_\_\_

NUMBER OF FULL TIME EMPLOYEES: \_\_\_\_\_

WIRE SERVICES: \_\_\_\_\_

BUSINESS OR AFH REFERENCES:

NAME: \_\_\_\_\_ CONTACT INFO: \_\_\_\_\_

NAME: \_\_\_\_\_ CONTACT INFO: \_\_\_\_\_

NAME: \_\_\_\_\_ CONTACT INFO: \_\_\_\_\_

NAME: \_\_\_\_\_ CONTACT INFO: \_\_\_\_\_

Dues must be sent with application.

Annual Dues are \$180 billed each July. Any prorating of dues will take place in the second year of membership.

Return application to:

Allied Florists of Houston C/o Taylor Wholesale Florist 1601 West 21st Street Houston, TX 77008

Contact [info@alliedfloristsofhouston.org](mailto:info@alliedfloristsofhouston.org) if you have any additional questions.

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