

THE

allied

FLORIST

December 2010



Wishing You A Very Happy



Holidays

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

WELCOME TO THE AFH

AFH December Meeting

Come one, Come all..

to our

holiday happy hour December 7th

Where: Taylor Wholesale
When: 6:00 - 9:00 p.m.
Wine and h'ordeuvers
No Cover Charge

We will also be hosting a
diaper drive for the orga-
nization Little Footprints



They work each year with families and children on the street to break the cycle of aimless poverty before it duplicates itself in the lives of children.

They are looking for donations in the form of
diapers, baby wipes and formula.

Please bring all donations with you to the December meeting.
For more information about this great organization please visit:
www.littlefootprintsem.com

Allied Member Order Exchange

High's Flowers & More
your florist for generations

www.highflowers.com

518 Westbrook Dr. Houston, Texas 77037
(281) 999-0890 (800) 238-2512

Flowers of Kingwood

Robin Martinez, AAF, TMF

1962 Northpark Drive
Kingwood, TX 77339
281-360-1364
1-800-345-7382
flowersofkw@aol.com
www.flowersofkingwood-tx.com



WHAT'S INSIDE

January AFH Meeting Information.....	4
Letter From the President.....	6
CFD, AIFD Certification Information.....	7
News and Press Releases.....	8
Do You App?.....	10



UPDATES

As members of Allied you have the privilege to be listed in our member directory, on line and in the January edition of our monthly newsletter. In order to make this an effective tool for you, we need to make sure all your information is as up to date as possible.

So, we are asking that you take the time to send us the following information to ensure that as we are updating our records we will have the proper information to give to all our members.

Please send an email to:
info@alliedfloristsofhouston.org
with the following information:

Your name
The name of the shop/
wholesaler/ grower
you own/work for
Business address
Business phone
Business fax
Website
Email
Wire services you
work with
Description of any
specialties or services

We want to thank you in advance for your cooperation. Please remember that we need your current information as soon as possible. This will ensure that we can provide all our members with your correct information, so that together, we can build a stronger, more united Allied.

JANUARY AFH MEETING

Capturing a New Market With Customized Arrangements

We're kicking the new year off right with a wonderful AFH show featuring:

Beth O'Reilly

With a round table discussion from a social networking expert:

David Cherry

Here are the details:

Tuesday January 11th 2011

at Commerce Park

5:30 -6:30 Round Table

6:30 Dinner

7:00 Program

\$20 for AFH Members

\$25 for Non-Members

*** \$5 off if you wear your AFH T-Shirt ***

Shirts can be purchased at the meeting for \$15
Also, don't miss out on great door prizes,
chances to win and our riddle winner.

**Enjoy a special 25% OFF all hard goods
and 8% off fresh florals.**

Sponsored By: Commerce Park
Floral & Craft Wholesale

8500 Commerce Park Drive #110

Houston TX 77036

P: 713-271-8998





SHOW

US WHAT YOU GOT!

You made an arrangement on what? How did you get that up there? You pulled that together with what flowers? How many days notice?

Everyone has had these types of questions run through their head, right? The last minute customer demanding the impossible... sounds all too familiar, right? Well, we want you to show off your near impossible tasks! Send us a picture and a brief description about how you accomplished the impossible! We want to share your stories so we can learn from each other. So go on, show us what you got!

Back 2 the Basics

Are there rules for arranging flowers?

Definitely. Professional flower designers use the elements and principles of design in every arrangement they create. By learning the elements and principles of design you will look at your creative ideas differently and make decisions based on the elements and principles of design. When the elements and principles of design are adhered to you are guaranteed a beautiful arrangement every time.

What about Flower Design Classes?

Flower design classes that are offered by local professional florists, craft stores or flower associations are a great investment! You will learn further techniques and acquire tips and tricks to make your flower arranging more fun and creative!

Message From the President

December 2010,

Did you know it takes 18 miles of open ocean to turn a ship around? For the past few years, the economy, order gathers, big box stores and internet direct orders have taken its toll on the floral industry and floral organizations like AFH. Say YES I CAN to your customers through your superior service, positive attitude and turn your ship around. Give with positive attitude.

Givers Gain is the belief that when business people set goals to help others and honestly work to achieve these goals, they usually gained the most out of the experience - through a reciprocal benefit.

Givers plant seeds, cultivate relationships, build with purpose and diligence for the future. Don't Give so that you can receive Just Give. Give of your time, talents and enthusiasm to your family, community and industry.

It is time to turn the ship around.
ALL ABOARD!!

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



How do you become CFD/ AIFD

Did you know that AIFD will be in Houston in March of 2012? If you have been wondering about obtaining your CFD or AIFD certifications, now is the time to prepare, because they are coming to us! Here is some basic information about how to start your CFD/ AIFD training. www.aifd.org

To enroll as a Candidate in AIFD's Certified Floral Designer (CFD) program, a designer must first successfully complete one of five education-based pathways aimed at assuring the designer has a fundamental grasp of the elements and principles of the art of floral design, as well as design techniques and concepts.

Once a floral designer has successfully completed the required education pathway, he or she should then submit an application to enroll to be a CFD Candidate. The Candidate enrollment fee is \$150. All Candidates will be sent an Application to Participate in at least three months in advance of an upcoming Professional Floral Design Evaluation (PFDE). This Application to Participate needs to be returned with a deposit toward the PFDE. The

Candidate will then be instructed to complete Part One of the PFDE. Candidates must receive a mark of 80% or better on this initial online PFDE test in order to be eligible to participate in an upcoming PFDE hands-on design session. The Candidate will have two attempts to reach this required score without additional fees being required.

After successfully completing the education pathway, making a Candidate application and scoring 80% or better on the online test, the Candidate is fully eligible to participate in the PFDE design session.

For more information on how to become CFD please check back next month or visit: www.aifd.org

'Tis The Season for Holiday

FLORAL

Vases • Ribbon • Dried Flowers

Silk Flowers • Floral • Bridal • And More!

u pay less...u get more



ARNE'S
WAREHOUSE STORE

Call 713-869-8321 or visit www.ArnesWarehouse.com



Floral Wholesale Distributor Sales Flat

The overall market growth for floral distributors during the first nine months of 2010 were flat compared to 2009, according to the WF&FSA Benchmarks Report. Operating expenses were up 1.3%. The “sales per employee” was \$194,984 which is down nearly 6% from a year ago.

WF&FSA Educates Bridal Consultants About Importance of Flowers

WF&FSA spokesperson, Joyce Mason-Monheim AIFD CFD PFCI AzMF, addressed the Association of Bridal Consultants at their national conference held November 8, 2010 in Phoenix, AZ. The purpose of the program was to encourage the use of flowers at weddings. The title of the presentation was “Floral Sense and Cents”. “Bridal consultants are in “awe” of flowers and what you can do with them,” said Mason-Monheim. “They want to increase their knowledge of flowers in general. They are looking for more. There was standing room only at the presentation,” said Mason-Monheim.

Scholarships Available for March 2011 Management Institute in Atlanta

The 2011 WF&FSA Management Institute will be held March 24-26, 2011 at the Embassy Suites Airport, Atlanta, GA. There are two scholar-

ships available to employees of WF&FSA members.

Mike Garcia Scholarship

This scholarship honors Mike Garcia, a past chairman of the former Young Executives Committee, and former president of Plus One Imports, a division of the Pete Garcia Company. It was created to recognize, encourage and reward exemplary service by an industry member who exhibits the enthusiasm, industry dedication and commitment to career achievement that were characteristic of Mike Garcia. Mike Garcia passed away in 1992.

Laura Kantakis Scholarship

This scholarship is offered in honor of Laura Kantakis, supply manager of Associated Wholesale Florist, Inc., Rochelle Park, N.J. She was chairwoman of the Young Executives Committee from 1993 - 1994, and was named Young Executive of the Year for 1989 and 1990. The scholarship was created by friends who remember Laura’s inspiration, both professional and personal. Laura Kantakis passed away in 2008.

To apply for either scholarship:

Send a letter indicating why you would like to attend the Management Institute.

Have a representative from your company submit a letter detailing your accomplishments.

Both letters should be sent together to: WF&FSA, 105 Eastern Ave., Suite 104, Annapolis, MD 21403, Fax to: (410) 263-1659 or Email: plilly@thompsonmanagement.com.

The deadline for receiving applications is January 15, 2011.

Internet Marketing / Social Media Best Practices Webinar Series

2011 Online Marketing Trends to Know Now. In 60 minutes learn how to address the key market, distribution, product, core competencies and innovation assumptions that you need to consider and redefine to better serve your online marketing goals and objectives. Thursday, December 9, 2010 at 3:00 pm EST.

Here are two more webinars in this series: Online Sales Success - Lead Generation and Buyer Behavior Thursday, January 13 @ 3:00 pm EST -

Mobile Marketing - Engaging Them at the Point of Need and Device of Choice Thursday, February 10 @ 3:00 pm EST -

Leonard Levy Receives IFD's Dave Mears Award

International Floral Distributors, Inc (IFD) honored Leonard Levy with the Dave Mears Distinguished Service Award. The award was presented to Leonard Levy, Hillcrest Garden, Paramus, NJ, during the 2010 WF&FSA Conference. The Dave Mears Distinguished Service Award is presented to those individuals whose efforts have contributed significantly to the welfare and progress of the floral industry and to the progress of IFD.

CCFC Elects New Commissioners
The California Cut Flower Commission

(CCFC) elected the following producers to the Board of Commissioners: Chad Nelson, Eufhoria Flowers, Nipomo; June Van Wingerden, Ocean Breeze International, Carpinteria; David Van Wingerden, Westland Floral, Carpinteria and Michael A. Mellano, Mellano & Company, Oceanview. A total of eight producers and one public member make up the Board of Commissioners.

H. Bloom Wants to be the Netflix of Flowers

H. Bloom is an online floral delivery service offering floral subscription plans. Their basic package is \$35 per floral bundle (including shipping) and can be delivered on a weekly, monthly or bi-monthly basis. The company recently announced that it raised \$2.1 million to help it expand its team and break into the Washington DC market. Currently the company only serves the New York market.

New Rules for International Shipments
New INCOTERMS (International Commercial Terms) to take effect on January 1, 2011. INCOTERMS are widely accepted international rules applying to the tasks, costs, and risks involved in the delivery of goods.

BJ's Wholesale For Sale

BJ's Wholesale Club's recently made the decision to auction itself off. The move comes months after private equity firm Leonard Green & Partners made an offer to acquire the discount warehouse chain and likely take it private.

For more information please visit www.wffsa.org

GIVE THE GIFT OF EASE

Reach your most valuable customers with floralapp™ GOLD

Keep your shop accessible and sell more flowers with floralapp™ Gold. iPhone® and Android® capable. Sell your flowers and gift items on anyone's cell phone. Available by November 2010 including iPhone and Droid

Push notifications of special offers and updates. Alert your mobile customers when you have a special offer without the hassle of traditional marketing campaigns. Floralapp™ GOLD gives you the tools to reach your customers when you want, with the offer that makes sense for your business.

Customer retention. Give your customers the ease and convenience they desire with multiple payment methods including Pay Pal. Convenience like never before, floralapp™ GOLD keeps your business top-of-mind and in the palm of their hand.

You are in control. You can add special offers, set prices and use our holiday specific functionality (floristsmart) to handle your florist specific functionality along with direct shipping options. Control custom cut off and block out dates, inventory, delivery, shipping and more with floralapp's fully

functional administrative tools. You can have the flexibility you want. No third-party is required.

Stay ahead of the curve. Floralapp™ GOLD will keep you up-to-date with future development and free updates for your mobile clients.

Just in time for the Holidays. Don't miss out on this timely offer. The Holiday's are right around the corner, make sure you are ready to make the most of the season.

* Over 51 Million iPhones have been sold since its launch in 2007

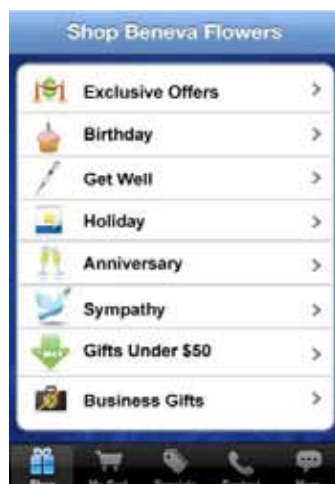
* There are already over 250,000 iPhone Apps available

* 2 Billion applications have been downloaded in less than 18 months

* eBay shoppers have already spent about \$400 million on the popular commerce site using the company's free iPhone application

* Your business can be one of the first in the floral industry to reach this growing audience

For more information visit: <http://www.floralapp.com/index.htm>





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 December:

What can you put in a wood box that will make it lighter?

*if it looks familiar it's because no one guessed it last month... so here's a hint:
It won't hold water*

Good Luck!

Kathy@olivetreeflorist.com

CAL EN DAR

December:

7: December Diaper Drive and Happy Hour from 6-9 p.m. at Taylor Wholesale.

9: Magnolia Hometown Christmas at 426 Melton St. Visit magnoliahometownchristmas.com for more information.

11: Kemah's annual Christmas Boat Lane Parade. Visit kemahboardwalk.com for more information.

11-12, 18-19: Houston Holiday Market with Santa Clause at Traders Village. Visit tradersvillage.com for more information.

14: Galveston's A Tuna Christmas at The Grand Opera House. Visit thegrand.com for more information.

18: Public Garden Tour/Volunteer training at Mercier Arboretum starting at 9:00 am.

January:

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

11: AFH general meeting from 5:30-9 p.m. at Commerce Park. Featuring David Cherry and Beth O'Reilly. Also enjoy 15% off all hardgoods and 8% off fresh florals.

12: WGN- Houston It's All Greek to Me... But It Doesn't Have to Be! Night full of Dreams. Visit wgn-global.com for more information.

ALLIED BOARD OF DIRECTORS - CONTACT INFORMATION

President:

Robin Martinez - AAF TMFA
Flowers of Kingwood
Phone: 281-360-1364
info@alliedfloristsofhouston.org

2nd Vice President:

Kathy Green - TMFA
Olive Tree Florist
Phone: 281-345-1166
kathy@olivetreeflorist.com

Retail Directors:

Karen Williams
Rainforest Flowers
Phone: 281-367-0436
rainforest@rainforestflowers.net

Mary McCarthy - TMFA
The Blooming Idea
Phone: 281-465-4288
Marym@thebloomingidea.com

Jason Holguin
All That Blooms
Phone: 281-538-0702
sales@allthatblooms.com

Treasurer:

Keith Taylor
Taylor Wholesale
Phone: 1-800-725-0707
keith@taylorwholesale.com
Billing inquiries to:
allied@alliedfloristsofhouston.org

Past President:

Lana Scarborough - TMFA
Over The Top Florals
Phone: 281-701-1554
Lanascarborough@yahoo.com

Secretary/ Newsletter Editor:

Frances Egbert - TMF
The Blooming Idea
Phone: 281-795-9981
AFHMagazine@gmail.com

Letter From the Editor

What a magical time of year. I love the Christmas spirit that fills the air. It's always fun to see people come in the shop and order gifts for those they love with no more reason than, just because.

The holidays are always a wonderful time of year to give and serve. Allied Florists of Houston provides just that; an opportunity to get involved and serve. Not only do you get to mingle with great people, you also get the opportunity to learn from the best. When we bring designers to town they always ask to have some help from our AFH members.

Interested in helping out with one of our upcoming shows? We are currently looking for volunteers to help with the January AFH meeting at Commerce Park, featuring Beth O'Reilly and David Cherry. Please contact Karen Williams for more specific information. It is a great way to learn from the pro's and get to network with other florists.

I hope that you all have a wonderful holiday season. Merry Christmas!
~Frances Egbert TMF



**We put the 'Smart' in
'Smart Design'.**

**Holiday flowers
Wedding flowers
Coxflor lilies
A.S.K.**



Design Smart... Find it Here.

**2112 Leeland
Houston, TX 77003
713-223-0299
Fax 713-223-2173**

1-800-299-5323

A person wearing a white button-down shirt is shown from the chest down, opening a brown cardboard box. The box is resting on a black metal grate. The word "FLOWERS" is printed in large, dark letters on the side of the box. The person's hands are visible, with one hand on the top edge of the box and the other on the side. A ring is visible on the ring finger of the right hand. The background is dark and out of focus.

**They steal your customers.
They pilfer your profits.
Talk about an ugly floral
arrangement.**

Florists lose \$500 million every year to drop-shippers.

When it comes to your bottom line, there's nothing pretty about drop-shipping. That's why Teleflora is 100% committed to helping Save the Florists. This includes guaranteeing 100% of our orders are hand-arranged and delivered by independent florists like you. For more information, call 800.421.2815.

teleflora. ©2009 Teleflora PR2347

**SAVE THE
FLORISTS.**