

# THE *allied* FLORIST

February 2011

**Race of the  
ROSES...  
Are you ready?**



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

**You can't drop-ship  
artistry.**



**Florists lose \$500 million every year to drop-shippers.** Drop-shippers cut independent florists like you out of the equation. They also cut into your profits – an estimated \$500 million last year alone. At Teleflora, we've made it our mission to Save the Florists. Which is why 100% of our orders are hand-arranged and hand-delivered. Never box-shipped. Visit [savetheflorists.com](http://savetheflorists.com).

**teleflora.**

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**SAVE THE  
FLORISTS.**



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# AFH March Meeting

## 32nd Annual Houston Cup Competition

### FLORAL INNOVATIONS

Here are the details:  
Tuesday March 8th 2011  
at Greenleaf Wholesale  
6:00 -6:30 Networking  
6:30 Dinner  
7:00 Program &  
Hands on Class

\$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

This month we are beginning our series of hands on classes to help prepare our AFH members for the CFD and AIFD certification testing when they come to Houston in 2012. This month's theme will be: **STRUCTURES** Creating Armatures with "WOW" that can be used for corporate or weddings over and over and over. 3 simple but versatile designs.  
More information of pg. 17

## VOLUNTEER WITH AFH

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! Our presenters need designers to help them prepare for their shows, present their arrangements and to have company all day while they work their magic. Sign up today to be on the volunteer list for Allied and we'll contact you when these amazing opportunities arise!

Contact Karen Williams

“Don’t do anything haphazardly, don’t scratch the surface, don’t give a job part-time attention, give it your best. It is not about how much you get done, it is about how well you have done what you set out to do.”

I found this quote while scanning Facebook. The quote was on Mandy Majerik AIFD PFCI’s status update. Mandy said she found the quote and shared it but doesn’t know the author. Thank you Mandy for inspiring me today!

Our inspiration comes in many ways. With Valentine upon us, most of you won’t read this until well into the end of the month! Please let AFH know what inspired you this holiday. What was your moment of realization that you really do like the floral business with all of its beauty accompanied by the hurry and flurry of holidays.

Don’t just scratch the surface - dive in with wholehearted abandon and embrace the floral industry as changing and growing. See the Growth. Be the change. Be the difference.

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



**MARCH AFH MEETING**



**32nd Annual  
Houston Cup  
Competition**

**FLORAL INNOVATIONS**

Official Entry Form

Name: \_\_\_\_\_  
Shop: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**March 8, 2011  
Greenleaf Wholesale  
2112 Leeland Avenue Houston, TX 77003**

Please complete the entry form and return it with a short bio and registration fee (\$45.00) to Lana Scarborough c/o Color of My Day, 30598 FM 1488 Waller, TX 77484 .

**Deadline for entries: March 1st 2011**

Please make checks payable to Allied Florists of Houston.

Please send all materials to Color of My Day, 30598 FM 1488 Waller, Tx 77484

Contact Lana Scarborough if you have any questions at: 281-701-1554

# Houston Cup Official Rules:

All Entrants must be in good standing with The Allied Florists of Houston. The Winner of the Houston Cup advances to the TSFA Texas Cup competition in July 2011. Winner must maintain AFH and TSFA membership throughout all levels of competition. Previous Houston Cup winners are not eligible to compete. All entrants must be present for judging and for the announcement of the winner.

All entrants must be registered with the Houston Cup Chair Lana Scarborough by no later than March 1st 2011. All entrants must include a short bio and a non-refundable registration fee of \$45.00 with the entry form below. Please make all checks payable to The Allied Florists of Houston.

Interpretive Design theme is: Floral Innovations. Designs will be completed and brought to Greenleaf Wholesale no later than 5:00 p.m. on March 08th 2011 for judging. Interpretive designs must be a centerpiece not to exceed 30"x30" with no height restrictions. An Explanation of your interpretive design should be included with your piece for the judges benefit. Interpretive designs must be the sole effort of the entrant with absolutely no assistance from anyone at anytime. Each Entrant must present a completed price list and receipts for all flowers, foliage, containers, props, and supplies used. The Wholesale flower value must not exceed \$50.00. Props including containers and supplies must not exceed \$75.00. Each entrant must attend a mandatory meeting at 5:00 p.m. at Greenleaf Wholesale.

Preliminary Phase will be complete with judging of interpretive designs. Finalists will be the five entrants earning the most points in this category. - The Final Phase of the competition will immediately follow finalist selection and will include 2 categories: Sympathy (30 minutes) and Wedding Bouquet (30 minutes). All materials for these designs will be provided by AFH.

Judging will be divided into 9 categories: Creativity, Scale, Unity, Line, Balance, Focal Emphasis, Depth, Color, and Mechanics. The judging will be on a scale of one to five (poor to excellent). In the event of a tie, the judges will re-evaluate the work of the tied entrants considering strictly artistic expression.

Each entrant must bring their own tools: knife, scissors, wire(s), tape, wire cutters, pick machine, picks, glue, glue pan, and extension cord. No Paints, ribbons, decorative wires, or accessories of any kind may be supplied or used by the entrants. Only materials supplied by AFH may be used. Failure to comply with this rule will result in disqualification, at the discretion of the Houston Cup Chair.

## Prizes:

### 1st Place:

\$300.00 & AFH's representative to the TSFA Texas Cup Competition at the TSFA Annual Convention July 2011

### 2nd Place:

\$200.00

### 3rd Place:

\$100.00

## ENTER TODAY!

Deadline is **March 1, 2011**. if you have any questions or concerns please feel free to contact the 2011 Houston Cup Chair: Lana Scarborough at 281-701-1554

## Florist Takes Designs To New Heights At The 2011 Tournament of Roses Parade By: Mandy Maxwell

"It's something I've always wanted to do" says local florist Heather Miller-Beldsoe from Heather's Flowers in McDonough, GA. Heather was one of the hundreds of volunteers to help with Cal Poly's award winning float at the Tournament of Roses Parade in Pasadena California. FlowerShopNetwork.com had the wonderful opportunity to talk to her about her experiences. Her friends back in Georgia told her, "You're either crazy or stupid to be going to LA by yourself!" But that didn't stop this Georgia girl from fulfilling her dreams.

Heather left for her Tournament of Roses adventure on Dec. 27. She was joined by residents, parents and students who take weeks off work every year, just to come out and help during Deco Week. (Deco week is the time when the flowers are actually applied to the float.) Most sponsors pay companies to create their floats, but Cal Poly's is always 100% volunteer. They work all week under a head designer (this one happened to have just finished designing for the Oscars!) To create this mega, floral creation!



Galactic Expedition - The Cal Poly 2011 Tournament of Roses Float "Whenever I go to events that have these kinds of things, most of the people are older. It was kind of nice to see that there were younger people still interested in learning this craft, because I think it gets lost."

Cal Poly has two sister universities, Cal Poly, San Luis Obispo and Cal Poly, Pomona, and each built half of the float. So the front half is built by one campus, and the back is built by another. They bring them together only one week before Deco Week! The Cal Poly campuses are technical colleges so, of course, their float had a lot of creatively animated parts, which proved quite the challenge for float decorators. No part of the float can be seen raw. Everything has to be covered with 100% natural materials: some kind of dried flowers, seed, bark, fresh flowers. No part of the actual float can be shown.

Galactic Expedition was the theme of Cal Poly's 2011 Rose Parade float. It features 'seven childhood friends building the rocket ship of their dreams and taking their imagination to soaring heights. An operative crane, a spinning planet, moving child workers and a full complement of tools and toys were all situated on an airy cloud high above the



earth's surface.' Via Cal Poly's website. California had such bad weather right before Deco Week, so the designers didn't even know what they had to work with until about 48 hours before. The flowers did not even arrive until 24 hours before the judging! "We were trying to trade off other items to just to start, at least green-ing up." But once they were ready, the float creations took off.

"I was like a sponge. I learned to do a lot of things, from petalling, to doing dried flowers, to the different types of glues they used. Plus the whole concept of how the mechanics work." Heather says, "We designed more down than up, and as a florist we normally design up."

“I did all of the fresh flower designs on the crane, and that whole piece moved two different ways, side to side and the girl went up and down! So all of the flowers had to be secured. I ended up using floral zip ties. It was the only thing I could think of to hold it all in place!”

Spinning Saturn Rings On Cal Poly’s Tournament of Roses Float The Saturn alone used over 3,000 brightly colored roses. It’s ring turned full-circle, and it too was completely covered in roses. All together there was a total of over 12,000 roses and 7,000 Gerber daisies used on the Poly Cal float alone.

“Ten to twelve people could actually stand up in the middle of the rocket ship it was so big!”

“Something that was unusual to me,” says Heather, “We used cranberries, taken while still ripe in the middle, and cut them in half. Then glued them to make medallions for the space ship.” Cal Poly’s float was very eco-friendly this year. “They went green on a lot of stuff.” Their design was planned so they can harvest and reuse some of the material for next years float.

The college campuses grew a lot of their own flowers, like statice. They also recycled organic material that could not be sold. Such as fruit, which they used by dehydrating the rinds and pinning them to the rocket ship.

“I was really blessed to be able to do as many pieces as I did. I did 4 topiaries that were on the crane. I had 6-7 pieces hanging on the crane along with orchids and kissing balls, and then I did 5 large arrangements on the float.” Heather says proudly, “Working there makes you appreciate the flowers,

too. Because you don’t understand how many flowers it takes to create one item.”

Next to Cal Poly’s float was the 9/11 Tribute Float, which featured a hybrid Zero. “The most amazing I people can do with seeds, pepper. 9/11 Tribute Float At ment of Roses Parade They glue them and make them old photographs all done ers,” says Heather, talking about the incredible black and white photo-saïc dedicated to those who the 9/11 attack.



Judging is done at noon the

rade. Cal Poly’s float won the People’s Choice Award for the 3rd year in a row. They also won the Tournament of Roses’ Fantasy Trophy in pre-parade judging for most outstanding display of fantasy and imagination. According to their website, the Cal Poly float received 10,802 online and text-message votes out of a total of 44,730 votes submitted on New Year’s Day.

People in Pasadena take the Tournament of Roses parade very seriously. They camp out, block off sidewalks. Shops even board up their windows so the pressure of the people won’t break them. “It looks like the whole town is abandoned just for a one day event!” The 2011 Tournament of Roses was a huge success! Hundreds of thousands of people gathered to watch this stream of mega floral floats go by.

Afterward, they had a lot of flowers left over. Those are donated to local hospitals and nursing homes. “They also sent a lot home with the volunteers too. As a thank you for all of their time, hard work and sweat. Some of the hours worked were 12-14 hours a day!” But the job is worth it, just for the incredible experience alone. When asked if she was going back next year, Heather says, “Yes, [I’m] planning to go back next year and stick with it for a while. I hope to someday help design the float.”

Entries are still being taken right now (and until January 28th) for the design of the Rose Parade 2012 float. Next year’s theme pays homage to all things possible and impossible. It is about potential, our hope, our discoveries and fascinations. It is about looking for beauty in things rare and common. Sounds like it’s going to be another magical experience!

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# January In Review...

January was a month filled with fabulous inspiration from our monthly AFH show featuring Beth O'Reilly AIFD TMF. Beth had 2 fabulous volunteers to help her throughout the day



while she was working on all her fabulous designs for the show (Fiona McCarthy and Judy Dusek). Beth's designs were crisp, clean and contemporary with beautiful balance and structure.

She emphasized to all attendees at the show that we need to

be innovative. We need to showcase our talent and teach our clients what to want. If we don't show them the fabulous things we can create, they will never know what to ask for.



We discussed customizing your website. This is a perfect way to distinguish ourselves from every other cookie cutter florist out there. We are creative people, so why limit our creative aspirations to what other people design and upload to

our websites. She encouraged us to take the time to showcase our own designs. That is, after all why we went into this business in the first place, right? To create beautiful flower arrangements for others to enjoy, not just to copy what someone else thought up and classified as "appropriate" for us to sell. Take control of your market by taking control of what you sell.

If you don't like a certain arrangement, don't sell it.

Beth also encouraged us to network with photographers and videographers to help us showcase our best work.



She reminded us that we need to make sure that we are actually charging for what goes out the door. Don't be afraid to charge 25% -40% labor if the arrangement warrants

it. Some styles take more time, and unless you are appropriately marking up your flowers and supplies you will never make any money. It's not like we florists are rolling in the dough. We are in this business because we love it, but that

doesn't mean we need to give it away either. Make sure that you take care of your business so you can continue doing what you love.



Beth's designs were as stunning as ever. She showcased everyday pieces that you can pair or sell separately. Paved arrangements that have movement and incredible texture.

A big thank you to all of our sponsors for a wonderful January show.



The beautiful display from Commerce Park



Flower jewelry using beautiful Oasis wire



Lamp shade + callas = GORGEOUS!



Beautiful pave'd designs with high visual impact.



Buying chances to win really pays off! Look at the ladies from The Blooming Idea.

## Recap of Round Table with David Cherry

Before the program we had a wonderful opportunity to hear marketing and social networking strategies from David Cherry.

Here is a quick recap of the important points he mentioned:

There are 4 main sites you need to be on and using: Facebook, Twitter, Linked In and Blogging.

Facebook is a fast and free way to reach out to your customers, promote special items and get to know them on a personal level. Don't try to hardsell through these mediums. Your main focus should be to make friends and get "likes." Make sure you create a company page for your business though because if you are using your personal page for business FB will shut it

down.

Twitter is great for quick little questions, polls, information or facts. You can use sites like Tweet Deck to link all your networking sites together. He also recommended Tweelow to help find new twitter followers. If you follow them, the idea is that they will follow you.

The main key is to be consistent. Assign each day a theme (Mondays: raffle, Tuesdays: poll, Wednesdays: fact etc.) David recommended tweeting at least 3 times a day, posting on Facebook once a day and blogging 2 times a month. When it comes to blogging there are 3 main ways to blog: pictures, articles and video. For our industry pictures are key. For more information please visit: [networkingwins.com](http://networkingwins.com).



## TELEFLORA DEBUTS PARTNERSHIP WITH FAITH HILL IN AD DURING SUPER BOWL XLV

LOS ANGELES (January 10, 2011)

Teleflora, the world's leading flower delivery service, along with five-time Grammy Award winner Faith Hill, today announced the creation of "The Collection by Faith Hill." Developed with Teleflora to reflect her style, taste, and artistry, Faith Hill and her Teleflora collection "The Collection by Faith Hill" will be unveiled in Teleflora's latest television commercial set to debut during Super Bowl XLV on FOX on Sunday, February 6, 2011. Teleflora returns to the big game for a third year with a 30-second spot that will air during the second quarter. Teleflora and Hill will collaborate throughout the year on "The Collection by Faith Hill," adding to the assortment with a variety of elegant bouquets, including Valentine's Day flowers, Mother's Day flowers, and Christmas flowers, as well as everyday occasions.

Hill stars in a laugh-out-loud Valentine's Day spot staged in a recording studio where she steps in to coach her sound tech through a Valentine's Day dilemma, creating an unexpected and funny twist to the spot. Also making its debut in the commercial is the lead bouquet in "The Collection by Faith Hill" Valentine's Day assortment "The Valentine's Bouquet." The Valentine's Day product lineup in "The Collection by Faith Hill" also includes five additional bouquets, all available on teleflora.com and in the shops of local Teleflora florists. Like every floral gift from Teleflora, it is personally designed and delivered by a local florist in the recipient's neighborhood and arrives ready-to-enjoy in a keepsake vase.

"We are excited about our partnership with Faith Hill, who is a perfect fit for the Teleflora brand. Faith is an entertainer who has broad appeal and transcends musical genres. Teleflora leads the floral industry with products that showcase quality and superior designs, and this partnership is another reflection of that," said Shawn Weidmann, President, Teleflora. "There is no better opportunity to introduce consumers to "The Collection by Faith Hill" than with a spot during the year's most widely watched sporting event on television. And it's right before Valentine's Day one of the busiest times for the floral industry."

"It's been a lot of fun designing a line of hand-arranged bouquets with Teleflora," said Faith Hill. "They're a great company that takes pride in their products, their flowers and in their commercials. I can't think of any better way to kick-off this partnership than with an ad during the Super Bowl."

Also debuting in conjunction with Teleflora's latest commercial will be Teleflora's fun new "Flower Coach" iPhone application, which ties into the theme of the commercial with an unexpected twist.

The company's in-house ad agency, Fire Station, was behind the concept and creation of the hilarious new spot. The spot was produced by Hungry Man, Inc. and directed by Bryan Buckley, who has directed more than 50 big game commercials and has won numerous awards for his work. The commercial will continue to air through Saturday, February 12, 2011 on sports-focused cable channels and primetime cable shows geared towards male viewers.

## TELEFLORA ANNOUNCES 2011 EDUCATION CENTER SCHEDULE

LOS ANGELES (January 17, 2011) Teleflora, the world's leading flower wire service offering only hand-arranged, hand-delivered floral bouquets by local florists, announced today its 2011 Education Center schedule. For more than 25 years, the Education Center has provided innovative classes taught by leaders in the floral industry at floral world's only professional state-of-the-art center in Oklahoma City, Oklahoma. Teleflora's Education Center is a certified AIFD pathway provider and education partner of AIFD.

"Since the center first opened in 1984, thousands of florists have attended our classes and we are proud of the excellence our education program continues to bring to the floral world. Our curriculum has continued to evolve so those florists who are new or well-known within the community will benefit from the personal coaching, demonstrations and guided assignments," said Marie Ackerman, AIFD PFCI AAF, Vice President, Education. "One of the things so appealing each year about our class line-up is the amount of information each student receives not only from the instructor who teaches the particular class, but also from the students sharing ideas with each other."

The 2011 education program gets under way in March and continues through October. Ten classes will cover a wide range of floral-specific subjects including floral design that focuses on wedding bouquets, European and smart everyday style design, and distinctive designing with tropics. Returning to this year's line-up is the highly popular, "Prom Ready? Flowers to Wear," class, offering tips and trends within an area that can help florists grow their businesses. Also returning for a second year is "TESTING, Testing...1, 2, 3: A Primer on Using the Principles & Elements of Design," which is for those designers who are seeking design certification at the state or national level.

### Teleflora's 2010 Education Center Schedule

New to this year's curriculum is the "Floral Educator: Commentating & Teaching" class, to help prepare florists develop and deliver content rich programs in their areas. This exciting new class will end with a live show featuring all of the students.

Teleflora's 2011 class schedule is as follows:  
March 20-23, 2011  
TESTING, Testing ... 1,2,3  
A Primer on using the Principles & Elements of Design  
Instructor: Kevin Ylvisaker AIFD PFCI

April 3-6, 2011  
Prom Ready? Flowers to Wear  
Instructor: Joyce Mason-Monheim AIFD PFCI

June 5-8, 2011  
Sympathy Expressions  
Instructor: Wilton Hardy AIFD PFCI AAF

June 26-29, 2011  
Weddings TODAY: Bouquets with Style  
Instructor: Bert Ford AIFD PFCI

July 17-20, 2011  
Distinctive Designing with Tropics  
Instructor: John Hosek AIFD PFCI

July 31-August 3, 2011  
European Design  
Instructor: Els Hazenberg AIFD AAF

August 28-31, 2011  
Business Smarts Summit: Operating a Successful Retail Flower Shop  
Instructors: Paul Goodman CPA, Marie Ackerman AIFD PFCI AAF  
and Special Guest Speakers

September 25-28, 2011  
A Season of Prosperity: Autumn & Christmas  
Instructor: Tim Farrell AIFD PFCI

-more-

October 2-5, 2011  
Smart Everyday Design  
Instructor: Susan Ayala AIFD

October 16-19, 2011  
Floral Educator: Commentating & Teaching  
Instructors: Marie Ackerman AIFD AAF PFCI &  
Tom Bowling AIFD PFCI

Tuition for Teleflora members is just \$599.95 U.S. for the first nine classes and \$699.95 U.S. for the Floral Educator Class and can be billed on their Teleflora clearinghouse statement or placed on a major credit card. If a florist brings someone to the same class, each person will receive a \$50 discount. Scholarships to attend the Education Center are available from local Teleflora Units.

For more information on Teleflora's Education Center or to register for classes, please call (800) 456-7890. A description of each class can be found online at [www.myteleflora.com](http://www.myteleflora.com).

**About the Teleflora Education Center**  
The Teleflora Education Center founded in 1984 conducts classes for thousands of retail florists. Housed on the second floor of the Teleflora office in Oklahoma City, the school features a state-of-the-art classroom, custom workroom and pleasant hospitality area. Classes are limited in size to enable personal coaching of each participant.

**About Teleflora**  
Teleflora is the world's leading flower delivery service connecting customers with the nation's best local florists for over 75 years. All Teleflora flower arrangements are artistically arranged and hand-delivered in a keepsake vase using only the freshest flowers available through its member florist network. Headquartered in Los Angeles, California, Teleflora has over 16,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Through its extensive member florist network, Web sites including [www.teleflora.com](http://www.teleflora.com) and [www.findaflorist.com](http://www.findaflorist.com), and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products.

## **OUTTHINK, OUTMANEUVER, OUTSELL, OUTNEGOTIATE!**

David Yoho is one of America's leading Sales and Management Consultants. He provides systems to help some of the country's most successful organizations outthink, outmaneuver, outsell and outnegotiate their competition. He's delivered thousands of speeches and seminars - he's created and produced more than 300 customized audio and video educational programs on sales, negotiation and database marketing. He advises and coaches successful executives and managers nationwide.

David will challenge and inspire attendees with an energetic, hard-hitting style. You'll be discussing his insights, recommendations and "Yohoisms" long after you arrive home because he'll connect his content with your most important issues.

Don't miss your chance to register for this event. Space is limited! Visit [www.wffsa.org](http://www.wffsa.org) for details and registration information.

## **HOW THE 2011 SOCIAL SECURITY TAX CUT AFFECTS SMALL BUSI- NESSES AND EMPLOYEES**

**Employers:** The employer has been required to pay 6.2% in Social Security taxes for many years, i.e. the same amount as the employee. Under the new law, only the employee's share of Social Security tax is reduced by 2%. The employer's share remains the same at 6.2%. Sorry! But this 2011 law does affect the employer, because the employer must change the payroll withholding calculations for the employee's reduced rate of 4.2%. Your payroll software should take care of this, and you should begin using the new rate of 4.2% effective January 1, 2011.

For more news and press releases please visit: [www.wffsa.org](http://www.wffsa.org)

# 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 February:

## WHAT QUESTION CAN'T BE ANSWERED BY YES?

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

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



## Back 2 the Basics

The best way is fill a large receptacle with flower nutrient water then place the fresh flower foam (holes down) on top of the water and allow the water to naturally soak into the foam. This method is called float soaking: allowing the foam to float upon the water as the cells of the foam are naturally filled with water. This process takes about a minute with a normal brick of fresh flower foam. It is not necessary for the foam to soak for any period of time after the water has soaked into the foam. Once the entire brick is soaked it is ready to design. It is always best to float soak the foam rather than placing it in the container and add-

ing water to the container.

NEVER push the foam under the water. Some believe this will hurry the process, but in all actuality, it allows water to rush in from all sides of the foam and TRAP air in the middle of the foam. This is very unseemly when the flower stems are placed into the foam and the end of the stem comes in contact with the dry foam cells. The flower has no water to absorb and it will die.

# HANDS ON CLASSES

Florists and Education By Jason Holguin

How will we survive? Surprisingly, it's a question that I ask myself frequently. The truth is, when I consider floral designers as a whole, it's one of those questions that I am too afraid to address because of the obvious answer it implies...many of us won't. We've sacrificed so many of the things that make our industry great just to stay alive. I'm not completely convinced that this cookie-cutter-mass-production mentality is anything more than a short term fix.

We are TRULY blessed to be in the industry we are in. How many artists can really support themselves and their families with their art? There are many great sculptors, painters, musicians and other artists of the world that have been forced to feed themselves by some other means. Anybody can make flower arrangements...few do it really well. Isn't that the foundation of our industry the craftsmanship, knowledge and finesse? When it comes to education we don't promote, encourage or require it. It is self depreciating to think that we as designers don't deserve to have certifications that require high skill levels and extensive knowledge of design techniques and the materials we work with. There are some out there, just not nearly enough or as accessible as they need to be.

We are partly to blame for that, with lack of attendance or interest in the ones that are available to us. Maybe I am haven't been in the industry long enough...I'm utterly in love with it. I love the possibilities of what our industry can become and the places it can take us. In this new global economy that has become part of everyday life, there

are countless opportunities for us to grow beyond our wildest expectations. The way to get us there is education. We can continue to do things as we always have or we can choose to walk new paths. In doing this we must look not only forward but look back, at our triumphs, mistakes, and "tried and true" techniques. We must think globally and draw inspiration from the Europeans, Asians, South Americans, and Middle Easterners. The knowledge is out there, we have just done a poor job of disseminating it. One of my favorite things to do is to go to the book stores, get a coffee, and search for my next inspiration or tip I never would have thought of. It saddens me to see that floral design maybe has 1 shelf to search from and part of that is gardening.

I think it speaks volumes about our industry's value of education and it is inexcusable. We take part in so many important moments in people lives...happy days, sad days, births, first dates to last moments. How is that not valuable? How is that not worth the time or money? Why do we sell ourselves short? I am as guilty as anyone of this. Maya Angelou once said, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." The work we put out should make an impression, convey an idea, or inspire a feeling...hopefully a positive one! Our work should be inspired and inspiring to others. Let's teach each other how to distinguish ourselves from the masses and the hobbyists. Let's make a genuine effort to support the organizations that promote education in our industry and take advantage of those opportunities.

# CAL EN DAR

## February:

SAFD Meeting - Tabletop designs. Visit [www.safdhouston.org](http://www.safdhouston.org) for more information

14: Valentines Day

## March:

SAFD Meeting - Kevin Perry orchid expert. Visit [www.safdhouston.org](http://www.safdhouston.org) for more information

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

8: AFH general meeting. 32nd Annual Houston Cup Competition at Greenleaf wholesale. See pages 6-7 for more information.

## April:

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

12: AFH general meeting. National museum of funeral history. More details to come.

All AFH events are also on our website: Click here: [alliedfloristsofhouston.org](http://alliedfloristsofhouston.org)

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# LETTER FROM THE EDITOR☆☆☆

Happy Valentines Day! I hope that you are all ready for the soon to be ensuing chaos. I know that our wonderful wholesalers have been anxiously showing us all the beautiful products they have available. I for one know that I can not wait! I love the reason for the holiday and learning what it means to different people. Have you ever seen the movie Valentines Day? If not, it's a must watch for any florist/ wholesaler/ grower. There are some seriously funny floral jokes that anyone with a hand in our industry will appreciate.



Also, I wanted to let you know about some fabulous You Tube videos by some of our most recognized growers, like Rio. They did a Valentines Day fashion show, in 5 segments showcasing all their roses. It's a great resource to learn about new varieties of roses and possible substitutes. They also go through each rose type and describe good and bad characteristics of both, stem length, size of head, density of petals and so on. You can also "Like" them on facebook and watch the videos there.

From one flower lover to another, I wish you the best of success with the upcoming holiday, Happy Valentines Day!  
~Frances Egbert TMF

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# 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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