

THE

# allied

FLOREST

November 2010



What are you  
**thankful**

for this year?

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

# 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](http://www.littlefootprintsem.com)

## Allied Member Order Exchange

*High's Flowers & More*  
your florist for generations

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

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**Flowers of Kingwood**

Robin Martinez, AAF, TMF

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1-800-345-7382  
flowersofkw@aol.com  
[www.flowersofkingwood-tx.com](http://www.flowersofkingwood-tx.com)



59¢ ea or  
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 \$3.29 Bun  
 Mums  
 \$6.99 ea or 2/5

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# 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.



Photos from:

Top Row: The Blooming Idea, Pikes Peak

Second Row: Flowers of Kingwood, The Flower Studio

Third Row: The Blooming Idea, The Senter Piece

If you have pictures you would like to share please email them to: [AFHMagazing@gmail.com](mailto:AFHMagazing@gmail.com)



# 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!

*Look left to see some photos of amazing things that have been keeping our member shops busy.*

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## Back 2 the Basics

Does the foam keep the flowers fresher?  
Over the years fresh flower foam has been perfected to have proper PH levels and specific cell structure to allow water hydration to occur. The flower foam holds a limited amount of water for

the flowers placed into it. If the flower foam does not have an ample reservoir of water the flowers can suck out all the water. Tests have shown that flower foam, while providing an artistic option does not allow flowers to last any longer than water. Some varieties of flowers such as roses do not last as long in flower foam as they do in plain flower nutrient water.

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

Dear Allied membership,  
October 12,2010

The 2010/2011 Board of Directors is concerned about the current state of Allied Florists of Houston. Membership is in decline from all segments of our membership: retail, wholesale, and employee. The student membership is actually up because of the efforts of Houston School of Floral Design's Angela Henry. AFH cannot continue to provide and plan programs each month for so few members to attend; there was 8 RSVP's for the October meeting with 6 of the 8 being Board members. AFH has tried calling for reservations and evites for reservations but still each month receive more "no's" than positive "yes". Please take a minute and respond to this email by telling this Board how we can help the current AFH membership.

What programs would interest you?

Current business trends? Networking?

Design only?

Fewer meetings?

Or same number of meetings with 4 in the central Houston area with 4 being more regional meetings. EX: North side, South side, West side, East side of the city/loop 610 area

Do you like meeting at the wholesale houses? It's getting tougher to ask for the Wholesaler to commit when only 8 people are willing to attend a show at their location.

Communicate differently? Currently we call, email, and have a website calendar, AFH newsflash, and AFH newsletter.

Back to postcard mailers?

Calling all members again? Call nonmember stores as well, targeting different regional areas?

Would you be willing to be on a calling committee for your area or outside of your local area? Ex: Call 5 stores and promote Allied and a current meeting.

Teaching meetings with hands on programs?

Different fees for members and non members - what do you consider affordable.

Food? No Food? Different Food? What are you willing to pay for the meal?

Should that be separate charge from the program fee?

Two different pay stations for what you're interested in paying for? Ex: food & program vs program only

Any designers you're interested in seeing?

What are you willing to pay for a premium national design program? Member price vs nonmember price?

Constructive input and suggestions are welcomed. This Board is interested in hearing from the current membership and past membership. Please feel free to submit more than 1 response from a store as the owner as well as employees might have different ideas. Please share with member and non member stores that might not be on the email list.

Please let us hear from you

Sincerely,

Robin Martinez, AAF, TMFA

Flowers of Kingwood, Inc.

Allied Florists of Houston Board President 2010/2011

# turkey day traditions

Traditions are a big part of the Thanksgiving holiday, and every American family has their own way of celebrating. From stuffing the turkey to taking in a football game, here are the five most popular.

## 1. Turkey and Trimmings

From the first Thanksgiving to today's turkey burgers, turkeys are an American tradition dating back centuries. Regional twists offer variations on the traditional roasted bird, including coffee rubbed turkey from Hawaii, salt encrusted turkey from New England, and deep fried turkey from the South.

## 2. Time Out for the Pigskin

Throughout the United States, football on Thanksgiving Day is as big a part of the celebration as turkey and pumpkin pie. Dating back to the first intercollegiate football championship held on Thanksgiving Day in 1876, traditional holiday football rivalries have become so popular that a reporter once called Thanksgiving "a holiday granted by the State and the Nation to see a game of football."

## 3. Parading Around

The first American Thanksgiving Day parade was held in 1920, organized by Gimbel's Department Store in Philadelphia, not Macy's as most people believe.

## 4. Making a Wish

Does your family fight over the wishbone from the Thanksgiving turkey? Known as a "lucky break" the tradition of tugging on either end of a fowl's bone to win the larger piece and its accompanying "wish" dates back to the Etruscans of 322 B.C. The Romans brought the tradition with them when they conquered England and the English colonists carried the tradition on to America.

## 5. Giving Thanks

Last, but certainly not least, Thanksgiving is about giving thanks for the people and blessings of the past year. From pre-meal prayers to providing holiday meals to the homeless, the holiday is truly a celebration of praise and thanksgiving. [about.com](http://about.com)

## ARNE'S GRAND RE-OPENING



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is ticking!**



  
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## WF&FSA Press Release:

David Armellini, President of Armellini Industries, Palm City, FL and newly elected President of the Wholesale Florist & Florist Supplier Association

New President Says WF&FSA should 'Not be Nixed' to One Market, but Rather Should Embrace all Markets. WF&FSA Conference, November 5, 2010, Miami, FL - In the last ten years, as the ground moved from underneath us, we have all been trying to find our footing, our niche, the place where we function best and bring value. This current economic crisis has caused all of us to rethink our strategies.

As a member of WF&FSA you should be asking "where is WF&FSA going, and how does that benefit MY company?" I think WF&FSA benefits its members in very tangible ways. Let me explain.

In October 2009, the WF&FSA Board of Directors held a retreat to make sure WF&FSA was on the right path. From that meeting emerged some key strategies that will directly benefit member companies.

**Not Nixed:** What came from the retreat is that WF&FSA must evolve with its members, and broaden WF&FSA's focus beyond the traditional industry. Like its membership, WF&FSA should NOT BE NIXED to one market, but rather should embrace all markets that sell floral.

WF&FSA is expanding its marketing campaign to help members expand their business and open doors to new opportunities.

In a national survey, wholesalers

projected a desire to maintain their retail florists as customers but they also want to dramatically increase their business with additional marketing channels to include event planners and independent grocers.

## Retail Florist of the Year

Let's look at the florist segment of the market first. WF&FSA helps its members help florists.

WF&FSA co-sponsors the Retail Florist of the Year Award with Florists' Review magazine. WF&FSA supports this award to demonstrate to florists that wholesalers value them. This award recognizes not only excellence but also the passion that florists have for the industry. Only WF&FSA wholesalers can nominate a florist for this award. This is the eighth year that we have co-sponsored this award.

As a byproduct from this award, WF&FSA provides members with ready made best practices that they can personalize and send to their customers. This coming year WF&FSA will create audio conferences that members can promote to their customers featuring these award winning florists.

## Direct2Florist

It has been projected that by 2020 as much as 35% of floral sales will be made through the Internet. WF&FSA is working hard and has made an investment to get florists more orders at full value as we enter this era of Internet growth.

WF&FSA, in partnership, owns the rights to Direct2Florist.com in the U.S. and Canada. Today, Direct2Florist provides Internet orders to over 1,800 florists in the U.S. and Canada at full value. The way to think about

Direct2Florist is that WF&FSA has invested in an Internet company and it will take time to fully develop and mature. Direct2Florist is designed to help florist compete on the Internet. Anyone anywhere in the world can send an order through a florist in the U.S. and Canada and the florists get 100% of the order. The consumer pays an \$8 transaction directly to Direct2Florist and nothing is deducted from the value of the flowers.

We are not naive. We know that Direct2Florist is playing in a field of giants when it comes to flower sales on the Internet in the U.S. and Canada. However, we also know that even a small piece of this Internet business is big business.

Direct2Florist has hired a Search Engine Optimization Company that has promised results. Within a month of hiring this new company Direct2Florist has seen a 61% conversion increase and a 51% increase in traffic. We hope to continue to see these sorts of positive results.

#### Event Planners/Independent Grocers

After retail florists, wholesalers said that the most important market segments to their business are event planners and independent grocers.

WF&FSA helps its members better penetrate the event planning and independent grocer markets. The WF&FSA Marketing Committee has developed a three-step program for these markets segments.

WF&FSA is approaching both markets with the same approach.

#### Step One - Investigate

Investigate the business practices of each segment and educate WF&FSA members on how these segments do business.

#### Step Two - Communicate

Market and communicate directly to event planners and directly to Independent grocers and about the value of floral to their business and the value of wholesale distributors.

#### Step Three - Stay the Course

Build on the efforts of the first two steps and grow

the relationship with these market segments over time.

#### Passion for the Industry

Those of you who know me well, know that I can be very passionate about the floral industry. I think our best days are still ahead of us. I am involved with WF&FSA to the degree that I am because WF&FSA is an innovative organization with a passion for the industry as well. And, as President, I will make sure that the passion only grows and becomes stronger.

It doesn't matter if you are the president, CFO, branch manager, flower buyer, hardgoods buyer, sales manager, salesperson, operations, etc. You are all a part of WF&FSA.

Don't be afraid to show your passion for the floral industry. Share it with your co-workers, your family, your friends and even with strangers. Everyone loves flowers and finds the floral industry fascinating.

Don't be afraid to let your passion for flowers show.

WF&FSA Red Kennicott and the Late Todd Bachman Receive SAF's Highest Award. Harrison "Red" Kennicott III was inducted into the Society of American Florists' Floriculture Hall of Fame. For more than 50 years, Kennicott, the CEO of Kennicott Brothers in Chicago, has been a champion of diplomacy, an advocate for cooperation and a master of perseverance in the floral industry.

Ramon Garcia Receives Paul Ecke Jr. Award. Ramon Garcia, Pete Garcia Company vice president, Atlanta, GA, received the 2010 SAF Paul Ecke Jr. Award from the Society of American Florists. The Paul Ecke Jr. Award recognizes individual dedication to one's business, to the industry as a whole and to one's community.

# worth a laugh...

## “Flower Switch”

A new business was opening and one of the owner’s friends wanted to send him flowers for the occasion. They arrived at the new business site and the owner read the card, “Rest in Peace”.

The owner was angry and called the florist to complain.

After he had told the florist of the obvious mistake and how angry he was, the florist replied, “Sir, I’m really sorry for the mistake, but rather than getting angry, you should imagine this: somewhere there is a funeral taking place today, and they have flowers with a note saying, ‘Congratulations on your new location’”

Hard work doesn’t harm anyone,  
but I do not want to take any chances.  
- Author Unknown

Bulb: potential flower buried in Autumn,  
never to be seen again.  
- Henry Beard

What do you get if you divide the circumference of a pumpkin by its diameter?  
Pumpkin pi.

There are women whose thoughtful husbands buy them flowers for no reason. And then there’s me. One day I couldn’t stand it any longer. “Why don’t you ever bring me flowers?” I asked. “What’s the point?” my husband said. “They die after about a week.” “So could you,” I shot back, “but I still like having you around.”





# 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 November:

**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

## November:

3-5: WF&FSA conference held in Miami. Please visit [www.wffsa.org.conference](http://www.wffsa.org.conference) for more details.

6-28: Renaissance festival on weekends, Located on FM 1774 between Magnolia and Plantersville. Visit: [www.texrenfest.com](http://www.texrenfest.com) for more information.

11-14: Nutcracker Market at Reliant Park. Visit: [nutcrackermarket.com](http://nutcrackermarket.com) for more information.

13: Chocolate festival of Texas. Located at the Sam Houston Race Park. Visit: [chocolatefestivaloftexas.com](http://chocolatefestivaloftexas.com) for more information.

18: Annual interfaith Thanksgiving service. Visit: [rothkochapel.org](http://rothkochapel.org) for more information.

20: Tomball Holiday Parade. Visit [tomball-chamber.org](http://tomball-chamber.org) for more information.

## December:

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

## January:

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

11: AFH general meeting from 6-9 p.m. at Commerce Park.

## ALLIED BOARD OF DIRECTORS - CONTACT INFORMATION

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# Letter from the editor...

I find myself asking one simple question this month... Where did October go? It feels to me that just a few moments ago it was September and now I'm staring at the calendar and realizing that it's November 1st. It's amazing how time flies when you're busy, right?

I love this time of year with its rich color scheme and interesting textures. One of my favorite things is to find a tree, almost completely bare with a few red leaves clinging to its branches. It's the symbol of change and cooler weather.

This month I want to ask you, as members of Allied Florists of Houston to please read the letter on page 6 and reply. We are eager to serve you but we need to know how you would like us to accomplish that. What are your desires, dreams, and expectations as members of Allied?

I hope we all take a moment and consider the amazing opportunities that AFH affords us. Let us be grateful for those who volunteer their time and serve you. Happy Thanksgiving!  
~Frances Egbert TMF



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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 person's left 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.

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**SAVE THE  
FLORISTS.**