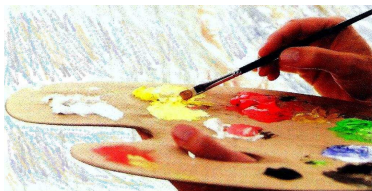




KANSAS STATE FLORISTS' ASSOCIATION

The HELIANTHUS



BELIEVE! CREATE! INSPIRE! *KSFA 2011 Convention - Aug. 13 & 14*

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Believe! Create! Inspire! is the theme for the 2011 KSFA Convention to be held August 13th & 14th at the Ramada Inn in Salina.

Board members Joy Johnson and Becky Hoffman are co-chairs for the convention. They are working very hard to put on an awesome convention that you won't want to miss!

Joy: We keep hearing from florists that the room rates are too high. KSFA has secured a special rate at the Ramada Inn of \$50.00 per night. Double up with a friend or employee and save!

Becky: We have a fantastic slate of programs with business to design plus time to attend the Trade Show!

Wondering how to get a Facebook page up and going—we've got that covered.

Want to increase your sales? We have the tools for you.

Hands-on everyday designs with a twist—you can't go wrong.

Always wanted to try design competition—we will have a new twist on that too!

Relaxation and networking with fellow florists is always a enjoyable.

Shopping the trade show is a must and always fun.

This is one event you won't want to miss!!! Pre-register by the June 1 deadline and SAVE!



Helianthus:: any plant of the genus Helianthus such as the sunflower, typically having large yellow daisy-like flowers with brown, yellow or purple centers.

BELIEVE : to accept as true!

CREATE: from one's own thought or imagination, as a work of art!

INSPIRE: with a specified feeling or thought!

2011 KSFA CONVENTION

Special points of interest:

- KSFA 2011 Convention—Ramada Inn—August 13th & 14th Pre-registration
- KSFA Spring Show—Russell—Highlights
- KSFA Membership
- KAFD Design Contest Winners
- KAFD Membership

Russell Spring Show—Forgotten Holidays

It looked to be a wonderful day in Russell until it decided to snow! But —courageous people braved the weather to attend the 2011 KSFA Spring Show in Russell on Sunday, March 27th. The theme for the hands-on seminar was Forgotten Holidays!

Lynne Moss, AIFD, The Flower Shoppe, Pratt presented "Fun and Sellable ideas for Easter and Secretary's day."

Becky Hoffman, KAFD, The Lemon Tree, Horton, presented "Not Just Another May Day Basket"

Designers competed in the KAFD design contest. Themes for the contest were Design #1 - April Fool's Day; Design #2—Father's Day; Design #3—Internation World Day of Peace. Check out the next couple of pages for the winners.

PRESIDENT'S MESSAGE



KSFA President
Wayne DeBey

Friends,

It's a busy time of year so I hope you'll take a moment to read through this copy of the "Helianthus" and find out what KSFA is doing these days.

Look at pictures from the Russell Spring Show "Forgotten Holidays" to remember what you learned or get a glimpse of what you missed! Kansas florists learned from each other in a hands-on format that let them take their designs home. Kansas florists also competed in the KAFD design contest against each other, some took a ribbon home, I hope everyone learned about their design skills in the process.

If you look at those pictures and think "I could never do that" then

"THINK AGAIN!". You can be a part of this vital organization as we all work to educate each other. We have openings on the KSFA board and are looking for individuals who are ready to become involved on that level. If you want to be a part of the KSFA board please call and ask how and what is expected of a board member. (It is work but you will gain new knowledge and friends!)

Board members are working hard to make our annual convention, August 13th & 14th in Salina the place you will want to be! We need workers to help spread the word about what is being planned, help setting up the convention, transport and separate product, judge design contests, be a "know-it-all" to

answer attendees questions or... maybe you have a skill or special design ability that you would like to share—please contact me or any board member about helping grow the industry.

It is looking like there will be a great trade show at convention with vendors and their mobile showrooms and booths to peruse new wares. We have great programs for both business owners and employees, design contests, dinner, and nationally known designer, Wilton Hardy, AIFD, to boot!

Questions, compliments, complaints—we want to hear them all. Most of all we want you to join KSFA and become part of the answer!

APPRECIATION FOR SERVICE

KSFA thanks Nancy Wright for years of service after she submits resignation as Secretary/Treasurer.

The Kansas State Florists' Association met for their regular board meeting on Saturday evening, March 26th at the AmericInn, Russell, KS. In attendance were President Wayne DeBey, Joy Johnson, Becky Hoffman, Marty Powell, Marilyn Wendling, Dennis Ade, Nancy Wright and Sheri Cyre, KSFA Ambassador.

Nancy Wright, Secretary/Treasurer submitted her resignation due to health problems.

Members thanked her for her many years of service to KSFA and accepted her resignation.

Minutes and treasurer's report was presented and approved.

Sheri Cyre presented a program she would like to start with the Ambassadors. This was tabled until after convention. Becky and Joy noted that they will need the Ambassadors help at convention.

Becky and Joy presented updates on convention.

Joy Johnson, Clay Center Floral, Clay Center, will assume the position of secretary/treasurer.

Becky Hoffman, The Lemon Tree, Horton, will produce The Helianthus for a trial period.

Again, the KSFA board members want to say THANK YOU to NANCY WRIGHT!

I'm not competing against other people. I'm competing against myself. It helps to make me a better designer.—Joy Johnson, Clay Center Floral

SO WHAT EXACTLY IS KAFD YOU ASK? It is an acronym for Kansas Association of Floral Designers. KAFD is the branch of the KSFA that is dedicated to furthering the floral design education of member shop employees. The goal of KAFD is to establish the highest possible standards of professional floral design in the state of Kansas.

WHO CAN JOIN KAFD?

Any floral designer who is employed by a flower shop that is a member, or an individual that pays their dues and is a member in good standing of the Kansas State Florists' Association is eligible to join KAFD.

DOES IT COST TO JOIN?

Yes. There are annual membership dues per member. The money is used to maintain a mailing list of all KAFD members and allows members to receive KSFA mailings directly to their homes. The operating costs of KAFD are currently paid from KSFA operating funds.

KAFD—WHAT IS IT???

KAFD DESIGN CONTEST-FORGOTTEN HOLIDAYS—AND THE WINNER IS...

Design #1—April Fool's



1st Place-John Back-Designs by John, Newton; 2nd Place-Marilyn Wendling-The Wild Geranium, Hesston; 3rd Place-Joy Johnson-Clay Center Floral, Clay Center

Design #2—Father's Day



1st Place—Dwayne Spady-Dwayne's Designs, Hays; 2nd Place—Nicole Noel-Clay Center Floral; 3rd Place—Marjorie Hensley, The Wild Geranium, Hesston; Honorable Mention—Amanda Baker, Dwayne's Designs, Hays

Design #3—World Day of Peace



1st Place-Nicole Noel-Clay Center Floral, Clay Center; 2nd Place-Joy Johnson, Clay Center Floral, Clay Center; 3rd Place-Janet Franz, The Wild Geranium, Hesston

Best of Show

Nicole Noel

Clay Center Floral



**KAFD members
showing off their
TALENT!
JOIN THE FUN AND
JOIN KAFD!!!**

FUN WITH LYNNE

Lynne Moss, AIFD



Lynne shows off some of her cute ideas for those 'Forgotten Holidays'

FORGOTTEN HOLIDAY IDEAS

Becky Hoffman, KAFD

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Becky talks about her best selling "Forgotten Holidays" ideas.

More Pictures from Russell Spring Show



These men and women are members of KAFD! Join the fun and join KAFD! You may be the next winner!!!



PROGRAMS SET FOR 2011 CONVENTION

Tim Huckabee, AIFSE, owner of FloralStrategies will be a featured speaker on Sunday. He is being sponsored by Baisch and Skinner. He will share his proven methods for getting customers to spend more money with your business. You won't want to miss this seminar.

Wilton Hardy, AIFD, sponsored by Teleflora will be our featured designer. Wilton has many years of experience in the floral industry and has a wonderful take on the meaning of colors. He stays abreast of the latest trends and loves to share his wealth of knowledge.

A Hands-On Class will give you great ideas on how to make everyday designs exciting with new twists.

For owners who haven't stepped into the Social Networking realm we will have a hands-on program to help you get started on Facebook.

For those needing to shop for products for their stores we will have a great trade show. Vendors will have booths and some will have their mobile showrooms available for you to shop.

You will want to enter the "Floral Art" design contest open to everyone attending convention. It looks to be a lot of fun!

KSFA MEMBERS

- Absolutely Flowers
- Clay Center Floral
- Someplace Special Floral & Gifts
- Al's Humble Flowers, Inc.
- Flowers By Irene
- Boots Flowers
- Golden Goose
- Dwayne's Designs
- The Wild Geranium
- The Lemon Tree
- Duane's Flowers
- Blossoms & Gifts
- Designs by John's Flowers
- Garden Gate Florals, Etc.
- The Flower Shoppe
- The Flower Nook

- Hutchinson
- Clay Center
- Colby
- Dodge City
- Dodge City
- Ellsworth
- Gardner
- Hays
- Hesston
- Horton
- Iola
- Meade
- Newton
- Norton
- Pratt
- Salina

2011 MEMBERS

- Lindee Lou's
- Loving Wishes Floral & Gifts
- Donna's Designs, inc.

ASSOCIATE MEMBERS

- Basket Specialties
- Floral Horizon
- FTD
- Hortica Insurance
- Valley Floral Company
- Olathe, KS
- Colorado Springs, CO
- Downers Grove, IL
- Edwardsville, IL
- Wichita, KS

KAFD MEMBERS

- John Back
- Amanda Baker
- Kathryn Bertelmann
- Marie Billinger
- Margaret Bourne
- Stockton
- Wakeeney
- Winfield
- Designs by John
- Dwayne's Designs
- Loving Wishes
- Boots Flowers

KAFD MEMBERS

- Sheri Cyre
- Wayne DeBey
- Janet Franz
- Marlene Funk
- Marjorie Hensley
- Jacque Hobbs
- Rebecca Hoffman
- Lynda Hurst
- Jeri Jamison
- Joy Johnson
- Nicole Noel
- Marty Powell
- Dwayne Spady
- Nola Vice
- Katie Waldman
- Marilyn Wendling
- Designs by John
- The Flower Nook
- The Wild Geranium
- Loving Wishes
- The Wild Geranium
- Loving Wishes
- The Lemon Tree
- Atwood Floral
- Loving Wishes
- Clay Center Floral
- Clay Center Floral
- Golden Goose
- Dwayne's Designs
- Loving Wishes
- Loving Wishes
- The Wild Geranium

2011 Membership Application

Please Print

Date ____/____/2011

FIRST NAME MI LAST NAME DESIGNATIONS (AIFD, KAFD, ETC.)

BUSINESS NAME

STREET ADDRESS

CITY STATE ZIP

CONTACT INFORMATION [] Please publish my information on KSFA's Website. [] I am interested in being a KSFA Ambassador

PRIMARY E-MAIL WEBSITE

BUSINESS PHONE FAX

HOME PHONE CELL PHONE

SELECT YOUR MEMBERSHIP OPTION

- Voting Membership: Retail Member (\$50.00), Wholesale Member (\$35.00), Interested in becoming a KSFA board member. Non-Voting Membership: Individual Member (\$50.00), Out-of-State Member (\$50.00).

*A KANSAS STATE FLORISTS' ASSOCIATION MEMBERSHIP IS REQUIRED BEFORE A KAFD MEMBERSHIP IS ACCEPTED.

- [] KAFD Membership \$15.00 Name: Address:
[] KAFD Membership \$15.00 Name: Address:
[] KAFD Membership \$15.00 Name: Address:

FLORIST REVIEW MAGAZINE SUBSCRIPTION 1 year- \$36.00 [] Yes [] No

** Florist Review Magazine donates \$14 of each subscription paid back to KSFA.

*** If you currently have a subscription to Florist Review this will extend the subscription by 1 year.

MAKE CHECKS PAYABLE TO: KANSAS STATE FLORISTS' ASSOCIATION Total Due: \$

Please mail COMPLETED Application and check to:

KSFA, % Joy Johnson, Clay Center Floral, 410 Grant Ave., Clay Center, KS 67432

TENTATIVE SCHEDULE



SATURDAY - AUGUST 13TH

7:00 am	-	9:00 am	Trade Show Setup
9:00 am	-	10:00 pm	Registration
9:00 am	-	10:00 am	Shop Trade Show
9:00 am	-	10:00 am	Enter Design Contest Piece - Floral Art - Open to Everyone
10:00 am	-	12:00 pm	Social Network - Facebook - sponsored by FTD (limited)
10:00 pm	-	12:00 pm	"Everyday Everyway" Hands-On Workshop (limited)
12:00 pm	-	1:30 pm	Registration
12:00 pm	-	1:30 pm	Lunch on Your Own
12:00 pm	-	1:30 pm	Shop Trade Show
12:00 pm	-	1:30 pm	Enter Design Contest Piece - # 1
1:30 pm	-	3:30 pm	"Make a Mesh" Hands-On Workshop
3:30 pm	-	6:00 pm	Registration
3:30 pm	-	4:45 pm	Design Contest #2 - Surprise Package - Hands-On
3:30 pm	-	5:30 pm	Shop Trade Show
4:30 pm	-	6:00 pm	Body Flowers Bar
5:00 pm	-	6:00 pm	Social Cocktail Hour
6:00 pm	-	8:00 pm	"Color My World" Banquet
8:00 pm	-	9:00 pm	Entertainment
9:30 pm	-	11:00 pm	Pool Party

SUNDAY - AUGUST 14TH

7:30 am	-	8:30 am	Shop Trade Show
7:30 am	-	9:00 am	Registration
7:30 am	-	8:30 am	Continental Breakfast
8:00 am	-	8:30 am	Enter Design Contest Piece # 3
8:30 am	-	10:00 am	Tim Huckabee - FloralStrategies - sponsored by Baisch & Skinner
10:00 am	-	10:15 am	Break
10:15 am	-	12:15 pm	Teleflora Presents
12:30 pm	-	1:45 pm	"Color Wheel" Luncheon / Business Meeting
12:30 pm	-	2:00 pm	Shop Trade Show
		2:00 pm	Trade Show Ends
2:00 pm	-	3:30 pm	Tim Huckabee - Floral Strategies - sponsored by Baisch & Skinner
3:30 pm	-	3:45 pm	Break
3:45 pm	-	4:15 pm	Closing Program - Design Contest Winners

KANSAS STATE FLORISTS' ASSOCIATION
CONVENTION REGISTRATION



BEST BUY

KSFA 2011 CONVENTION

RAMADA HOTEL & CONVENTION CENTER
1616 West Crawford , Salina, KS 67401

AUGUST 13th & 14th, 2011

Limited seating is available for Hands-On Workshops. You will be contacted **ONLY** if the class is filled to capacity. NO Confirmation will be sent to you. A KSFA membership is **REQUIRED** to attend the convention.

Please bring your tools to include: knife/snips, scissors, wire cutters.

Save by registering before June 1st!

Bring your employees and have a great time!

CompanyName _____
 Company Contact _____
 Address _____
 City _____ ST _____ Zip _____
 Phone _____ Fax _____
 E-Mail _____ Tax ID# _____
 Website _____

	Primary Pass ----- before June 1st (includes all workshops, Saturday night banquet, Trade show, Sunday luncheon)	Primary Pass ----- by July 1st (includes all workshops, Saturday night banquet, Trade show, Sunday luncheon)	Primary Pass ----- by August 1st (includes all workshops, Saturday night banquet, Trade show, Sunday luncheon)	Analogous Pass - Saturday Only (includes Saturday hands-on workshops, banquet & trade show)	Secondary Pass I - Saturday Only (includes 2 hands-on workshops & trade show only)	Color My World Banquet Only	Complimentary Pass - Sunday Only (includes Sunday seminars & luncheon)	Total All Events - per person
First Registration	\$100.00	\$125.00	\$150.00	\$80.00	\$60.00	\$45.00	\$75.00	
Second Registration	\$75.00	\$100.00	\$125.00	\$60.00	\$50.00	\$40.00	\$55.00	
Third or More Registrations	\$50.00	\$75.00	\$100.00	\$40.00	\$40.00	\$35.00	\$35.00	
1								
2								
3								
4								
5								
6								

Attach another sheet if needed

ALL FEES ARE STRICTLY NON-REFUNDABLE

REGISTRATION

STAY THE WEEKEND!

Hotel reservations can be made by calling the
 Ramada Hotel & Convention Center at 785-823-5606.
 1616 W. Crawford
 Salina, KS 67401

Mention KSFA to ensure the convention rate of \$50.00 per night.

MAIL COMPLETED REGISTRATION FORM & PAYMENT TO:

KSFA CONVENTION
 % JOY JOHNSON
 410 Grant Ave.
 Clay Center, KS 67432

For inquiries phone: 785-632-2325

Kansas State Florists' Association

The Helianthus

Becky Hoffman, Editor

826 Central Ave.

Horton, KS 66439

Phone: 785-486-2584

Fax: 785-486-2584

E-mail: lemontree@carsoncomm.com

We're on the Web

www.kansasstatefloristsassociation.org

Check us out on FACEBOOK!

KSFA BOARD MEMBERS

Wayne DeBey, AIFD, CFD, KAFD—President

The Flower Nook

208 E Iron Ave

Salina, KS 67401

785-827-0351

Joy Johnson—Secretary/Treasurer

Clay Center Floral

410 Grant Ave

Clay Center, KS 67432

785-632-2325

Becky Hoffman, KAFD

The Lemon Tree

826 Central Ave

Horton, KS 66439

785-486-2584

Marty Powell

Golden Goose Floral

404 E. Main

Gardner, KS 66030

913-856-8400

Dennis Ade

Education Chairman

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Hutchinson, KS 67502

620-669-9440

Marilyn Wendling

The Wild Geranium

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Hesston, KS 67065

620-327-2266