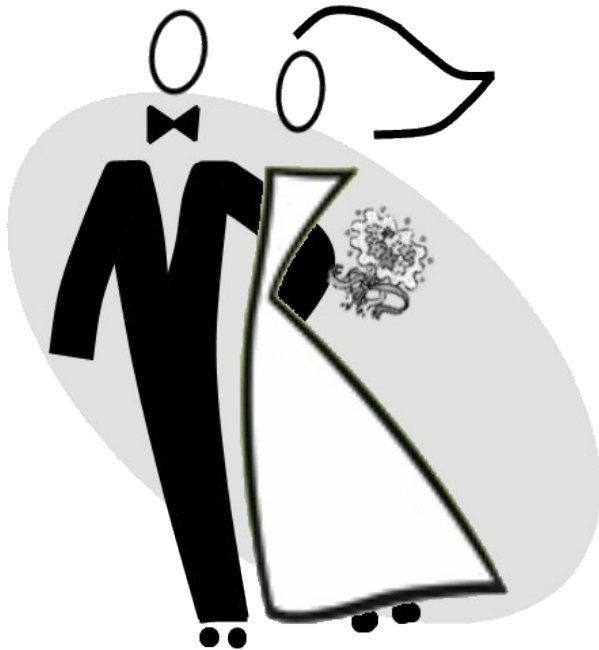




1477 Center Point Parkway, Birmingham, Alabama 35215



Weddings from a Different Perspective

Imagine four designers working with four different color pallets and four distinctive styles and you know you'll get quite a different perspective on the wedding. So it will be on January 29, 2011 when the Alabama State Florist Association will present its annual Wedding Program at the Matt Jones Gallery. (2830 6th Avenue South, Birmingham, Alabama 35233.) "Home grown" Alabama designers Ross Railey of Norton's Events, Kimberly Nelson of Kimberly Nelson Floral Designs, as well as 2 more surprise designers will show off their abilities as they add their perspective on what makes a wedding the memorable event that it is. The cost for this event will be \$15 for paid ASFA members and \$25 for non members. A catered lunch will be provided. For more information, Contact Mandy Majerik of HotHouse Design Studio (205-324-2663)

The President's Perspective

Hello Everyone

First off, I would like to say that I am so blessed and honored to be your 2012-2013 ASFA President. I have been on board with this Association for many years and have felt very passionate about turning this Association into the best it can be. So thank you for allowing me to do so.

The Holiday seasons are already upon us. I know everyone is gearing up to have the best one ever!! I wish everyone much success.

The ASFA Board met back in September to discuss the plans for the annual ASFA Wedding Show. The Wedding Show will be held at Matt Jones Gallery, Birmingham, Al. on January 29th, 2012. We will also have our annual Bridal Bouquet Contest . Please mark your calendar to attend. Space is limited

Convention 2012 is well under way. Our Convention Committee has decided to hold Convention in Montgomery, Al at the Embassy Suites. The theme for Convention will be "The Wizard of ASFA". How exciting does this sound!! "The Wizard of Oz" has always been one of my favorite childhood movies. I remember waiting each year for this movie to come on TV. So get ready to put on your "red glittery shoes and stroll down the yellow brick road" with programs that not only will be educational but very informative with tools to help your floral business. Make your plans today to join us in Montgomery.

As most of you know we have a new Web Master, Steve Sorrell. Steve has really been such an asset to the ASFA Board. I encourage all of you to google AlabamaStateFloristAssociation.org and see all the new and exciting changes that Steve has made. Thank you Steve for such a great job.

I am so excited about the new ASFA Board. They are new and young faces that have plans to take ASFA to a new level. Changes have already been made to the by-laws to allow Wedding/ Event Planners and Freelance Designers to become apart of our organization. So I am very blessed to have a Board that is so passionate about educating "everyone" in the floral industry.

As always, thanks to everyone that supports ASFA and remember that Education is the Key to Success. I am only a phone call, email or text away. "Happy Trails" and "War Eagle"

Sincerely,
Jackie Johns

Musings by Mandy

ADDICTED.TO.PINTEREST...

For those of you who just don't think you use enough of your *spare* time connecting with Facebook and all the other social media sites, I want to make sure you don't miss this one - the one, the site for all inspiration!

WHAT IS PINTEREST? YOU ASK...

Here is their website answer...

"Pinterest lets you organize and share all the beautiful things you find on the web. People use pinboards to plan their weddings, decorate their homes, and organize their favorite recipes. Best of all, you can browse pinboards created by other people. Browsing pinboards is a fun way to discover new things and get inspiration from people who share your interests. "

WHAT IS PINTEREST TO MANDY MAJERIK? YOU ASK....

Others often ask me what inspired me? Well, PINTEREST is a really cool way to get inspired. You can search based upon what you are looking for... for instance: shadow puppets or wedding reception decor. I have so many brides and planners that are creating PINTEREST boards for their weddings! Pinning pictures of bouquets and decorations and even clothing! I can go view their board anytime and get the vibe/feel they want their event to have! Sometimes, we even look at the boards during a consultation! Of course, in return, they can see mine and see what my personal style is. The key is the categories or Boards that you create to organize your pins.

IFf you are interested, go visit my PINTEREST boards...I would love to spend the afternoon adding more pins, drinking a cup of hot chocolate with Jasper (my cocker spaniel) at my feet! Believe me, my friends, it is ADDICTIVE!

I just wanted to share this quick site with you, my floral friends - to encourage you to keep up with the new things that are out there - you just might impress your bride if you are already on PINTEREST!

Happy Pinning!

Now, go Go GO! Request an Invitation to <http://pinterest.com>

ASFA Board of Directors

President- Jackie Johns (jjohns@alabamaflorists.org)

1st Vice President- Mandy Majerik (mmajerik@alabamaflorists.org)

2nd Vice President- Danny Wright (dwright@alabamaflorists.org)

Secretary/Treasurer- Shirley Carmack (scarmack@alabamaflorists.org)

Northeast Director- Carrie Brothers

North Central Director- David Franklin

East Central Director- Erica Clark

West Central Director- Carrie Battles

Southeast Director- Christie Stephenson

Be sure to check out the ASFA Webpage Alabamaflorists.org



Congratulations to ASFA 2011 Designer of the Year-

Sarah Morrison

Tuscaloosa Flower Shoppe

Not only on her win at Convention but also her upcoming new arrival.

Quality Fresh Cut Flowers


wholesale flowers
Quality Fresh Cut Flowers

Wes Walker
owner

2915 3rd Avenue North
Birmingham, AL 35203

Phone: 205.252.4550
Fax: 205.252.4558
MoBile: 205.229.8970
walkerrw@bellsouth.net


wholesale flowers
Quality Fresh Cut Flowers

Randel Walker
owner

2915 3rd Avenue North
Birmingham, AL 35203

Phone: 205.252.4550
Fax: 205.252.4558
Mobile: 205.283.2353
walkerrw@bellsouth.net

To Your Door

Bridal Bouquet Competition 1012

Our annual Bridal Bouquet competition will be held in conjunction with the Wedding Program on January 29. All you need to do is...

- Decide you are going to enter (easy enough)
- Send in the registration for to Mandy (so we can plan enough space)
- Decide on your design
- Organize your supplies
- Create your design and find the best way to display it.
- Bring your masterpiece to the Matt Jones Gallery on January 29 by 8:30a.m. and pay the \$15 entry fee. There will be prizes awarded.

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Registration Form

Name: _____ Shop: _____

Phone Number: _____ E-Mail: _____

Send to Mandy Majerik- HotHouse Design Studio
Birmingham, Alabama 35233

518 29th Street South
205-324-2663

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<p>Opening Soon...</p> <p>Buddy's Florist</p> <p>Graysville, Al</p> <p>Buddy Robbins</p> <p>601-3166</p>	<p>81A Weatherly Club Dr Alabaster, Al 35007 205-620-2282</p> <p></p> <p>e-mail leflleur@bellsouth.net www.lefleurlc.com</p>
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North West Alabama



Professional Florists' Association

“The Floral industry in North West Alabama”

Akins Floral Company

Russellville, Al

Barbara's Flowers

Winfield, Al

Dixie Flowers & Gifts

Haleyville, Al

Kaleidoscope Florist

Florence, AL

Mays Wholesale Flowers

Haleyville, AL

Smith Wholesale Floral Co.

Sheffield, AL

Congratulations

Sherry White- ASFA Past President- ASFA 2nd Vice President
2000 Florist of the Year

Marty Doty- ASFA Past President- ASFA Secretary/ Treasurer

Henry Akins- 1995 Florist of the Year

Randy Emerson- 2001 ASFA Designer of the Year

H. Steve Mooney- 2001 ASFA Camellia Award

Robin Patterson- 2002 ASFA Knud Nielson Alabama Cup Winner

David Smith- 2003 2nd Place- Knud Nielson Cup

**For more information about the North West Professional
Florist Association call
Josh Parker (Kaleidoscope Florist)
256-767-2056
800-239-2056**



The North Central Region

MEMBERS:

***Alabaster Florist, Buddy Robbins, Continental Florist,
David's Florist, Deb's Bagleys Florist,
Dorothy McDaniel's Flower Market,
Especially For You Florist, Flowers at Old Overton,
The Frequent Flower, Hoover Florist,
HotHouse Design Studio, Hugh Pemberton,
Le Fleur Florist, R & W Wholesale, Shirley's Florist,
Sarah's Flowers, Unity Florist
(and adding new members each meeting)***

OFFICERS:

Buddy Robbins- President (Buddy Robbin's Etc.)

Carol Martin- Vice President (Le Fleur Florist)
Frances Majerik- Secretary (HotHouse Design Studio)
Shirley Carmack- Treasurer (Shirley's Florist)

Meetings are held the first Tuesday of most months... Contact Buddy Robbins
(205-601-3166) for more information

Save the date...

September 8, 9, & 10

ASFA Convention

The Wizard of ASFA

Embassy Suites- Montgomery, AL

More details coming soon

+++++

Annual dues are due in January for 2012!

Contact Shirley Carmack for more information
205-856-5033



1477 Center Point Parkway, Birmingham, Alabama 35215

Address Correction

Requested