



SAFD FLOWER PRESS

An educational, non-profit organization for floral designers

www.safdhouston.org

February 2018



February 2018 President's Message

With all my love, did you know there are equally important days in February as Valentines Day? How can you not love the flowers, candy, gifts, dinners and cheesy Valentine Day cards; all of these things are sure to put a huge smile on your face whether giving or receiving in the name of ***LOVE***. But did you know that February 9th is **Hershey's Chocolate Day** as it was founded on

this day in 1894.

This is extremely important because **dark chocolate** have so many health benefits. They are as follows: 1. It is a powerful antioxidant, 2. May improve blood flow and lower blood pressure, 3. Raises HDL and protects LDL against oxidation, 4. May lower the risk of cardiovascular disease and lastly, may improve brain functions. Thus, the reason to go out and have a Hersey Bar today, (forget about all that sugar and just live a little)!

Now February 17th is **Random Act of Kindness Day**, many are not aware of this very important holiday. Therefore, here is a great opportunity for our SAFD members to lead the way and show others how we serve. This would be the perfect opportunity to invite someone from your church, social groups, jobs or neighbors to our February General Meeting to see **Andy Hooper from Blooms Design Studio** and invite them to our **Tabletop Gala on April 26th**. These are

going to be **spectacular** events. Your guests will never forget your random act of kindness.

Lastly, February 17th is **Be Humble Day**. The definition of humble is having or showing a modest or low estimate of one's own importance. As we seek to grow SAFD, we have to keep our motto "we learn, we share and we give it away" to heart. We must be very welcoming to our guest by taking the time to explain who we are and what we really do. It is hard to explain SAFD in one conversation. You have to reach back out to them after their visit to see if they have additional questions and invite them back again. Regarding new members that join, it is so crucial that we interact with them, YES, and do a little hand holding until they become comfortable with not only coming to the meeting but learning about flowers, the community service we do as well as the wholesale shops that we are privy to. Remember, leadership is having the ability to make other people feel like they are important. Happy February Yall!

XOXO
Eileen Collins



February SAFD Meeting

Our February 20, 2018 meeting will be held at Christ The Good Shepherd Church from 6:30-9:00 pm. The designer for the meeting is Andy Hopper. He is the Creative Director for Blooms Design Studio. He will present how to do Easter arrangements.

He will have a minimum of 7 arrangements total where he will design and explain 3 Easter arrangements, and he will have 4 pre-made centerpieces. He will demonstrate the latest and greatest floral ideas in front of the group. The designs and container will be auctioned off to the SAFD members.

Regards,
Ilissa Collins
SAFD-Programs Chair

Volunteering:

Community Affairs workshop benefiting Park Manor nursing home.

Recently, a dedicated group of SAFD volunteers came together to make some beautiful floral arrangements to help cheer up the residents and staff at Park Manor nursing home on the Lantern Bend Drive. We had a fun time creating beautiful arrangements with roses, carnations and solidago all set in the warm color palette of red orange and yellow. The staff and residents at Park Manor were extremely appreciative to receive our beautiful creations. Thank you to all who helped and to all of SAFD that make our community affairs workshop happen. We will have one more workshop in March on the 13th starting at 10 AM at Christ the Good Shepherd a sign-up sheet will be passed around at our February meeting hope to see you there.

Pam Dube





Beautiful centerpiece designed by SAFD member, Betty Lind, for The DIVAS

Other news:



Tabletop raffle tickets now available. Once again this year we will be selling raffle tickets for a grand prize of \$1000 in Visa gift cards to be drawn at our annual tabletop gala. We have the tickets available for sale and pick up by our members. We are asking all members to sell a minimum of 10 tickets. Each ticket cost \$10 and the winner will be drawn at the gala on April 26, 2018. If you did not pick up tickets already, you can pick them up at the February meeting. Maybe this year you or one of your family or friends will be the lucky winner. If you cannot attend a meeting but would like to have tickets to sell, you may call me at 281-731-6825 to arrange to get you the tickets. Thank you as always for your support of SAFD. Pam Dube



SUNSHINE NEWS

Welcome to the 2017/2018 SAFD Season!

If you know of a SAFD member who is ill, has had surgery, has an injury, has lost a loved one or just needs some cheering up, SAFD wants to spread some sunshine. Just text or call me at **832-444-6524** or send an email to kimberlynjean@yahoo.com.

Kimberlyn Jackson

SAFD SUNSHINE/COMMUNICATIONS



YELLOW ROSE BUNCH

SAFD's signature flower, the yellow rose, means friendship. In an effort to demonstrate that friendly feeling of caring and compassion to our members, the Yellow Rose Bunch was started last year. In the event of a serious illness, injury or the loss of a loved one, an arrangement featuring yellow roses is made by one of the members in the Yellow Rose Bunch and personally delivered to our ill, injured or grieving member. If you would like to join the Yellow Rose Bunch and donate a little of your time and talent in making and/or delivering one of these arrangements please contact either Kimberlyn Jackson at 832-444-6524 or kimberlynjean@yahoo.com or Pam Dube at 281-731-6825 or pamdube@sbcglobal.net so that we can get some supplies to you and put you on our list of volunteers.

At a glance.....

- * **SAFD awards two in-house Scholarships** to be used on a floral class. Scholarship Points are earned throughout the year for your SAFD involvement.
- * SAFD offers **Community Affairs Workshops**: Small Arrangements are made by YOU and delivered to nearby nursing homes/hospice, etc. **Community Event Outreach Workshops**: SAFD donates centerpieces to other non-profit organizations for their fundraisers.
- * SAFD offers **"Hands-On" Teaching**. Workshops are held 1-2 times per year, usually on our General Meeting Day and Time. Led by a professional, you make and then take home a beautiful floral arrangement. *You must prepay for these workshops prior to the event.*
- * Need more info? Contact: Denise Severa denisev.severa@gmail.com

Membership

Please note: SAFD membership dues are now \$65. (If you are over the age of 65, dues are \$55). Guests may attend one meeting for free. After the first complimentary meeting, you must pay full dues to continue participation with SAFD. Since we are a non-profit organization, your membership dues make it possible for us to sponsor other non-profit events in our community, to provide training and support to floral lovers of all levels and to award scholarships each year. Your continued support is greatly appreciated and we love new members!

*With your paid membership you receive a card that gives you the privilege of purchasing flowers and hard goods from the wholesale companies listed above. Present your membership card at the time of purchase. **You are required to pay state sales tax on your purchases.** We ask that you respect this privilege by not sharing the SAFD account information with the general public.*

Society for the Advancement of Floral Design (SAFD) Membership Application

To become a member of SAFD, return this application with your check for \$65 or \$55 if age 65 or over. Make your check payable to SAFD, and mail to the address below or turn it in at a monthly meeting.

SAFD, Inc.

Membership Chairman

P.O. Box 683166

Houston, TX 77268-3166 (You must include the 3166 in the zip code)

Check one: New Member _____ Renewal of Membership
_____ Amt. Pd. _____ Date pd. _____

Check # _____ Cash _____

Name _____ Birthday _____

(M/D) _____ Mailing Address: _____

Street: _____

City, State, Zip: _____

Home Phone #: Work #: Cell #:

E-mail Address: _____

Each member is expected to participate in making our club successful. In an effort to encourage participation and recognize individual talents, please complete the information below.

I can help with the following:

_____ Help featured designers set up for monthly meetings or assist with clean up after meetings.

_____ Help Social Chairman set up snacks and drinks for meetings or workshops or clean up after.

_____ Bring snacks to meetings or workshops.

SAFD Buying Power

Craftex Wholesale
7215 Ashcroft
Houston 77081
713-771-6691
(Silk florals, ribbons, other supplies)

Pikes Peak of TX, Inc
4340 Directors Row
Houston 77092
713-686-4500
(Fresh/perm flowers. Wed: 20%)

Garden Expo
1220 W 20th St
Houston 77008
713-861-5100
(Nursery-Live plants)

Southern Floral Co.
1313 W 20th St
Houston 77008
713-880-1300
(Fresh flowers, supplies) Tues

Greenleaf Wholesale
2112 Leeland
Houston 77003
713-223-0299
(Fresh and Perm flowers. Tues: 20% off)

Taylor Wholesale
1601 21st St
Houston 77008
713-869-7481
(Fresh flowers/supplies)

Weatherford Farms
13223 Murphy Rd
Stafford, TX 77477
281-498-7261
(Green and blooming plants)

FYI.....

- SAFD is a 501(c) tax exempt charitable organization.
- You can deduct your miles involving SAFD business.
- You can deduct your membership dues.
- You can deduct your donations for raffles for tabletop (cash or item donated)
- You can deduct items used for your tabletop display as long as it is not used for your personal gain
- You can deduct item donated for our Community Affairs care arrangements.

Just be sure to keep good records and copies of receipts for your CPA and your files. (Be sure to check with your CPA if you have any questions. These could be subject to interpretation by your CPA and will depend on your filing status as to whether they qualify to be deducted. But, either way, it is always a good idea to keep track of expenses)

Please remember to participate in "SAFD Tuesday" by sharing pictures and information on FB, Instagram and other social media platforms. Even if you share our SAFD newsletter with a few friends, this can really go a long way to get the word out about this terrific organization!