



May, 2013

Volume 3, Issue 3

Weddings, Parties & Proms!

Oh, My!



HAPPY MOTHER'S DAY!

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Lake Charles, LA 70601

Don't forget the LSFA Annual Convention June 1st. & 2nd., 2013 at the beautiful Holiday Inn Lafayette. Register today and enjoy a great weekend. Please contact your Vendors and ask them to join us in Lafayette for fun, fellowship, education and the best food in the USA.

Want to Serve on LSFA's Board of Directors?

Several seats are up for election at the Convention. Please contact Nominations Chair Lucinda Peltier, LMF, AIFD, CFD if you want to run.

Amendment to LSFA By-Laws

At the April 21, 2013 Board of Directors Meeting, the Board by a roll-call vote unanimously voted to amend the By-Laws of the Louisiana State Florists' Association, Inc. to encourage all Members of the Board of Directors to attend all the officially called meetings of the Board of Directors. In Section 4. BOARD OF DIRECTORS

(F) Removal: (*The new amendment reads*)

(6) Failure to attend three (3) Board of Directors Meetings in a 12 month period without a written excuse approved by the Board of Directors.

The new amendment takes affect at the conclusion of the 2013 LSFA Annual Membership Meeting.

Complete Value

By Dr. Lori Clark

(Continued from March 2013)



Setting and enforcing fair and consistent policies and procedures that make employees want to stick around is cost effective. Besides boosting profits, a stable staff cuts the costs of recruiting and training, avoids downtime and helps in preventing disgruntled customers.

The utilization of the complete value of all the concepts makes a huge impact on the value of your work environment, which in turn makes an impact on your quality of life. What values will you utilize in order to have the greatest impact on the climate of your shop. The choice is ALL YOURS!

Are You a Good Leader?

By Mike Howard

“We are here to serve you.”

Call 318-255-2671

Email

lsfa@lsfaonline.com

How well do you lead? Did you know as a supervisor that your job is to make hero's of your team, not yourself? Below are questions that will help guide you to conclude how good of a leader you really are.

1. How motivated do you appear to the team? Do you believe in what you are doing?
2. Are you consistent in your management style and policies?
3. Do you attempt to get work done through other people, or just do it yourself?
4. How much time do you spend training your team?
5. Does your team have trouble understanding what you want from them?
6. Do you support personal growth among your team?
7. How much turnover do you have on your team?

As a supervisor or leader it is difficult to pull yourself out of the daily “fires”, but to benefit your team it is imperative that you take the time to address these questions and give your team the tools and motivation they need to reach the vision you have put into place and to be truly the “Leader”.



Deceptive Advertising

One of the biggest problems facing the Professional Louisiana Florists today is deceptive advertising in the Yellow Pages and on the Internet.

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These businesses that are practicing that form of insidious advertising are taking the most profitable part of a floral order, turn around and place a discounted order with a local Florist who probably loses money on the order. This is forcing many Florists in Louisiana to close their doors. California has passed legislation to curtail this practice. The Florists of Louisiana could band together to support LSFA and LABI (Louisiana Association of Business & Industry) to get legislation passed in our state. Emily Stich, LMF of Baton Rouge has made a presentation to LABI's Small Business Council's fall meeting. Unfortunately, only two (2) Florists belong to LABI. We need more Louisiana Florists to join and support LSFA and LABI in order to have the clout to pass a DP bill. We are working on a fact sheet to show to legislators to get their cooperation on passing a bill. When we get the fact sheet, I will send one to each of you to show to your local Senator and Representative. Emily has spoken to a potential author of a DP bill, but she will need the support of LABI to get it introduced. Please consider joining LSFA and LABI if you want your shop to be more profitable without the DP practicing businesses deceptively taking business from you. LSFA simply does not have the money to hire a lobbying firm to push this bill. However, Emily is free and she is willing to try again next year. There must be groundwork done by LSFA Members. Emily has all the research done and ready.

Emily has offered to discuss this issue with any Florist in the state of Louisiana if you are interested in helping. Please call Emily at 225-928-5388 if you wish to discuss this very important issue further.

UPCOMING EVENTS:

May 5—Cinco de Mayo

May 12—Mother's Day

May 27—Memorial Day

Many Graduations



**“Let all thy joys be as the
month of May,**

**And all thy days be as a
marriage day:**

**Let sorrow, sickness and a
troubled mind**

Be stranger to thee.”

Francis Quarles

1592-1644

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We're on the web:

<http://www.lsfaflorists.com>

