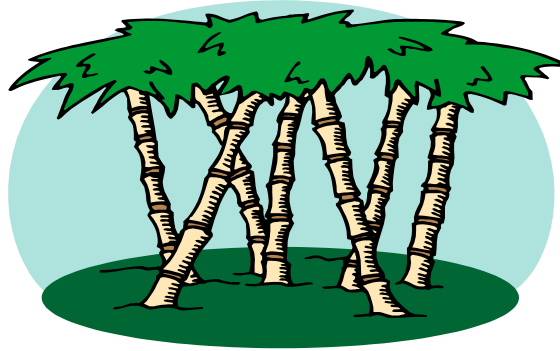


LA STATE FLORISTS ASSOCIATION, INC.



SURVIVOR 2010

Mark your calendars for July 24-25 and plan to attend the 71st annual LSFA Convention Fair and Trade Show. We are pleased to announce our new location for this year's convention—the Sai Convention Center in beautiful Alexandria. We hope that this will be a good location and close enough for everyone in the state to attend.

Our theme this year is *"Survivor 2010"*. We hope to give you all of the information and ammunition you need to make your business as profitable as possible. Our guest designers will be Ian Prosser from FTD, Jerome Raska from Teleflora. As always, we are so grateful to our

wire services for sponsoring fantastic designers.

As always, our commissioner Dr. Mike Strain will be present on Sunday to speak to the membership. I'm sure there will be lots of questions for him to answer. He has definitely been a major supporter of our industry and we are very thankful for that.

Of course nothing happens magically. We are in need of many volunteers to help make this annual event possible. Please consider helping us prepare. We need volunteers to assist the designers backstage. Also, volunteers are needed to assist with the Designer of the Year Competi-

tion. We could also use someone to assist our vendors in setting up and tearing down. There's lots to do before, during and after. Please contact Julie Spedale if you are able to help in any way. The email address is lsfa@lsfaonline.com.

Registration forms have been included in this newsletter. Please make extra copies and spread the word to your friends. You do not need to be a member to attend convention. Registration forms are also available online at www.lsfaonline.com under Convention 2010.

PRESIDENT:
Lucinda Peltier, LMF, AIFD
7814 Jackie St.
New Iberia, LA 70560
337-395-7553

VICE PRESIDENT:
Mike Rome, LMF
501 Bayou Drive
Tallulah, LA 71282

SECRETARY-TRES:
Julie Spedale
101 Rue Beau Soleil
Broussard, LA 70518
337-837-2286
lsfa@lsfaonline.com

Board of Directors:
Kathy Trahan
Glynda Lasseigne, LMF
Audrey Cheramie, LMF
Patsy Spedale, LMF
Richard Hicks
Sandra Fletcher
April Satterly

Past Presidents:
Martha Edwards, LMF
5320 Desiard St.
Monroe, LA 71203
318-343-3025

Jake Sibley, LMF
209 N. Range Ave.
Denham Springs, LA 70726
225-667-6670

DESIGNER OF THE YEAR 2010

CALLING ALL DESIGNERS!!!

It's time to consider competing in this year's Designer of the Year Competition. We know there are many talented designers out there. Don't be shy, show off what you've got. The winner of the competition get a \$500 check which can

be used to help pay expenses when you attend the Southern Retail Competition.

This is your chance to represent our state in a regional competition.

Remember, in order to compete you must have been an active member for at least one year, gainfully employed in a

retail florist shop and pay the entrance fee of \$25.00. You can pay your entrance fee when you register for convention. Let's get a good competition going this year!

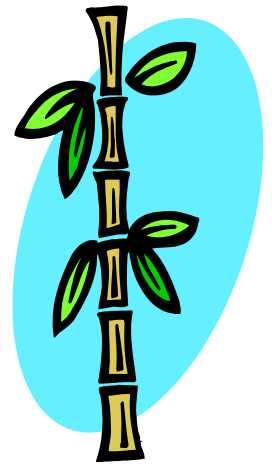
Hotel Info.

The Baymont Inn is the exclusive hotel for the LSFA convention this year. It is located right next door to the Sai Convention Center which makes it very convenient for attendees to walk back and forth to your room.

Make sure to mention the LSFA convention to get

the special room rate of \$89 per night as indicated on the registration form. These rooms will only be held at this rate until July 1 so be sure to make your reservations as soon as possible. Please contact the hotel directly for any specific questions.

**CHECK OUT MORE
CONVENTION
INFO AT
WWW.LSFAONLINE.
COM**

**Bring a Design Contest**

Our annual Bring a Design Contest has been quite popular over the last several years. This contest entails bringing in a pre-designed silk arrangement of your choice. The entire design cannot exceed

\$50 in cost. There is no entry fee involved. Just bring in your design and all participants vote on their choice of 1st, 2nd and 3rd place winner. There are two categories as well, an adult

class and a junior class. Any future designers out there? If they are 17 and under they are eligible to compete. Cash prizes are given, so get to work and show us your talent in silk arranging!

**Advertising/ Member info.**

Included in this packet is an ad form. Please consider taking an ad in this year's convention program. Many people use their program from year to year as a directory to locate other member florists around the state. It is a very convenient way to stay in touch with other members and be able to reciprocate

sales. A business card size ad is available for \$25.00. This is a color ad which includes all of your shop information.

Also, please make sure your membership information is up to date. Please include your email address as well as website if you have one. Don't for-

get to keep your program on hand each year to be able to contact those member florists before you wire out an order.

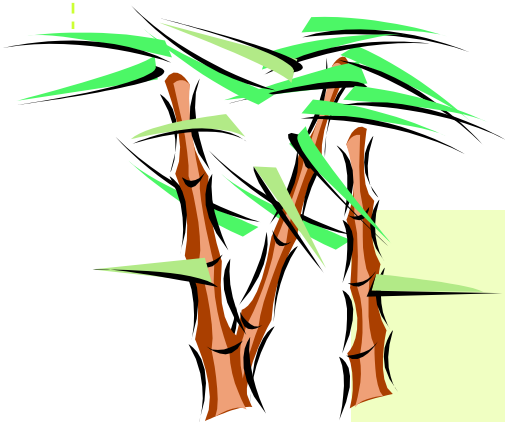


LA State Florists' Association

101 Rue Beau Soleil
Broussard, LA 70518

Phone: 337-837-2286
Fax: 337-233-4402
E-mail: lsfa@lsfaonline.com

We're on the web!
lsfaonline.com



LSFA Convention Fair & Trade Show Survivor 2010

The Louisiana State Florists Association, founded in 1959, is a professional association designed to assist in all areas of the floral industry. Members include licensed florists, retailers, wholesalers, and other individuals who service the floral industry. The LSFA serves the floral industry for all of Louisiana working closely with the Louisiana Horticulture Commission as its governing agency. For more information about our association contact;

Julie W. Spedale
337-837-2286

lsfa@lsfaonline.com

or visit our website at: www.lsfaonline.com.