



LSFA NEWSLETTER

NEW LSFA SECRETARY/TREASURER

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Hello, my name is Bob Peden. As of November 1, 2011, I have re-assumed the position of Secretary/Treasurer of LSFA. I held the position six years ago but had to give it up because of demands of a new traveling job I took. Since then, Julie' Spedale has held the position and did a fantastic job. In fact, all the new technology that Julie' introduced to LSFA is very impressive and mind-boggling. I will

try very hard to get up to speed on all the wonderful changes that have been made and continue to provide to you, the Members of LSFA, the excellent service that you are accustomed to from Julie'. One great change Julie' made was to send the LSFA Newsletter out to you via email. If you have not provided your email address to us, please send it to me at lsfa@lsfaonline.com



HAPPY
THANKSGIVING

OBJECT OF THE LSFA NEWSLETTER

I plan to publish the newsletter every other month (six times per year) to keep the LSFA Members informed on our activities. I will try to keep it informative but interesting at the same time. Should you have questions, comments,

ideas or suggestions, please contact me at lsfa@lsfaonline.com.

This newsletter is yours. We need your ideas and suggestions. Our object is to help you make your shop as profitable as possible. We will offer ide-

as on marketing, advertising, buying for profit, attracting good, qualified employees and keeping them happy and productive and making a profit on purpose with good management techniques. (continued on page 2)



OBJECTS (continued from page 1)

Of course, the vast majority of ideas and suggestions will not come from me. I started in the floral industry March 19, 1973 with FTD. That should give me over 38 years experience. But, some of my friends with whom I have worked say that I have only one year of experience 38 times. I do have recourses though. I have friends in the business scattered over the entire country.

One good friend that I have is Bill Schodowski up in Michigan who

works for Transflora and Delaware Valley Floral Group in National Sales Development. Bill writes a weekly newsletter and tells me that I may freely borrow from it. Of course, I will give full credit to the person who writes the piece. Another friend, Ken Ferrington in Maryland wrote the program "Profit on Purpose". Ken and I gave that program at several florists meeting around the country. Ken lets me use excerpts at will. Another

friend is Cliff Winters who has sent me plenty of material that I can use. So, if there is a topic you would like to have researched and presented on these pages, please send me an email and let me know. We are here to serve you.

With the holidays quickly approaching, one item on the minds of Florists is getting and keeping enough good employees.

I hope that the first article will help owners and employees alike.

"We are here to serve you."
Call 318-255-2671
Email
lsfa@lsfaonline.com

KEEPING THE TEAM MOTIVATED

By Kelly Robertson

According to research, employees' three most important issues are:

- Respect
- A sense of accomplishment
- Recognition



1. **Involve them.** Many employees want to be involved in the ongoing development and progress of their shop. Plus, they often have insightful ideas that can make a significant difference in the shop. And when they are involved, they buy-in faster and resist less. This means you can implement the changes more quickly and easily. (Continued on page 3)

Keeping the Team Motivated (Continued from page 2)

2. **Communicate.** Very few businesses can be accused of over-communication. A frequent axiom in business is, “No news is good news.” However, employees want regular updates on the progress of the business and their personal performance. Use memos, email, telephone, and one-on-one and group meetings to keep your team apprised. Talk to your team members regularly, have lunch or coffee with them. Let them know if the business is on track.
3. **Celebrate individual and team performance.** Catch people doing something right and focus on recognizing excellent performance.
4. **Set challenging goals.** If you set challenging goals your team will work hard to accomplish them, providing of course, they are realistically attainable. It is amazing what people can accomplish when they are given the opportunity to perform. Communicate these goals and keep your team informed on the shop’s progress.
5. **Give them the tools to succeed.** No team will stay motivated if they do not have the necessary tools required to do their job.
6. **Manage poor performance.** Your team expects you to manage individuals who do not perform to standard or contribute fully to the efforts of the team.
7. **Lead by example.** If you want your team to treat each other with dignity, you need to set the tone. If you expect them to be motivated and enthusiastic it is critical that you behave in this manner. As an owner, manager or team leader, your team looks to you for direction and guidance.

“To lead them, but not to master them—

This is called profound and secret virtue.”

Lao-tzu



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