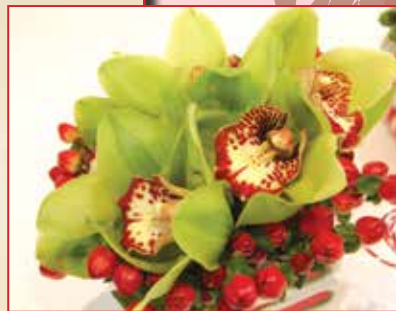




# *The Bloomin' Texan*

DECEMBER 2016



*Send Love*  
*some*

*Get Love*  
*some*

**AND EARN A \$6.00 REBATE\***

Simply send more orders  
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# The Bloomin' Texan

DECEMBER 2016 | VOLUME XXXXII | NUMBER 12

## From the President



Norman Northen TMFA

*Happy December! Happy Holidays!*

'Twas the nights before holiday giving, the season of endless poinsettias, the offering of abundant centerpieces, decorating homes for the holidays, and as the song goes "the most wonderful time of the year!" So please take a moment to breathe and join me as I am reminded of the best ways to enjoy this special season of friends, family, food, and fulfillment.

One of my favorite college professors, Elizabeth Gibson, when sharing how best to make the most of life, used the catch phrase "It's All about Management." With that phrase she instilled in her students a few points to help along the way. As we move through the busiest season of the year I am reminded of her guidance!

**Write a TO-DO LIST and DO IT**

**SET GOALS**

**PRIORITIZE**

**DO NOT PROCRASTINATE**

**FOCUS**

**MULTITASK**

**RELAX and BREATHE**

It is my hope that these reminders help you make the most of the holiday both professionally and personally. I also hope that making the most of this time of year will set the stage for you to enjoy all that awaits!

TSFA begins 2017 with a well-planned schedule of opportunities. I invite you to take a look and add each of interest to your [TO DO LIST](#) and to your calendar! January 21st is the date scheduled for the 2017 Texas Designer of the Year Competition at the Dallas Market Center. As a featured presentation during January Market this certainly makes the most of your time during market! January 25th is the date for the first Texas Floral Showcase of the year. To be held in Corpus Christi, Tim Farrell AIFD will exceed expectations! In February, we travel to the Texas State Capitol where a floral interpretation of the Six Flags Over Texas will grace the Ground Floor of the Rotunda. March will continue with a second Texas Floral Showcase in Waco with an opportunity to visit The Baylor Club at McLane Stadium and perhaps a few other surprises along the way!

My family joins me in wishing you, our TSFA family, a warm and prosperous holiday season. May it be a season filled with many blessings, a time to reflect, and a time to look ahead to what's next with TSFA!

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### THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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# TEXAS Floral

2017 • SHOWCASE • 2018

**Texas will *Exceed Expectations*  
as we travel across the state!**

**Plan now to attend a  
Texas Floral Showcase in your Area!**

## *Exceeding Expectations* with Tim Farrell AIFD

In addition to the overall support of the Texas Floral Education Underwriters, these companies have partnered with Texas and *Exceed Expectations*.

Acolyte | Design Master Color Tool, Inc.

J.B. Parks Wholesale Florist

Priest International, Inc. | Oasis Floral Products

Rio Roses | Southern Floral Co. | TSFA Past Presidents

TSFA Growers Division

## *Texas Thanks You*

for not only providing the product to make these ideas profitable to produce but also for the additional funding to bring these ideas to Corpus Christi, Waco, Houston, and Odessa.

## Texas Floral Showcases Travel Texas *Exceeding Expectations*

Tim Farrell AIFD AAF PFCI is an accomplished floral designer, known throughout the United States for his creations of beautiful floral compositions. His understanding and ability to teach the elements and principles of floral design make him a sought after presenter for garden clubs, horticultural schools, and retail florist organizations throughout the country.



He opened Farrell's Florist in Drexel Hill, PA in 1983, while attending Villanova and received a Bachelor's Degree in Accounting from Villanova University in 1984.

Tim served as the 2014-2015 President of the Board of Directors of the American Institute of Floral Designers AIFD, the premier accreditation body in floral design in the United States.

Tim's work has been showcased in the Philadelphia Flower Show as a featured designer in the gallery of AIFD, as a guest speaker for the Pennsylvania Horticultural Society, and as a judge for the competitive classes for several years.

The American Academy of Floriculture AAF inducted Tim into its membership in 2001. Tim was inducted to Professional Floral Communicators International PFCI in 2006, and is a member of the World Flower Council.

Tim's work has appeared several times in the national publication FLOWERS&. Tim also designed and produced the stage arrangements for the 2001 Presidential Inauguration Ball in Washington, DC. Since 2014 he has assisted White House staff of floral decor with special events. In 2016 he designed flowers for the U.S. Papal visit of Pope Francis in Washington DC and Philadelphia PA.

In May 2009, Tim was chosen as the florist spokesperson for Teleflora to promote the benefits of hand arranged, hand delivered flowers on national television through the HSN Network.

From 2006 until 2010, Tim was a member of the Oscars Design Team assembled by Charisma Designs, which created the floral designs for the Red Carpet and the Kodak Theater in Los Angeles, CA for the annual Academy of Motion Pictures awards show.

In 2007, Tim was honored to represent the United States in an international design competition in Tokyo, Japan.

Tim has just returned from being a featured presenter at the annual meeting of the World Flower Council in Kenya, Africa in September 2016.

Texas is thrilled to welcome this most accomplished designer and well spoken businessman as the 2017 Texas Floral Showcase presenter. Make plans now to attend one of the Texas Floral Showcases when Texas travels to bring education to you!

### MARK YOUR CALENDAR FOR THE TEXAS FLORAL SHOWCASE NEAREST YOU!

#### Texas Floral Showcase in the Gulf Coast Region

January 25, 2017

Emerald Beach Hotel | Corpus Christi  
Chair Debbie Castro

#### Texas Floral Showcase in the Central Region

March 29, 2017

The Baylor Club | Waco  
Chair Tom J. Wolfe, Sr.

#### Texas Floral Showcase in the Southeast Region

June 7, 2017

Houston  
Chair Amy Neugebauer TMFA

#### Texas Floral Showcase in the West Texas Region

October 11, 2017

Odessa  
Chair Tom Williams TMF

## SHOWCASE REGISTRATION



### JANUARY 25, 2017

Emerald Beach Hotel  
1102 South Shoreline Blvd.  
Corpus Christi, TX 78401

- 6:00PM | Shop the Product Gallery and see all that is New!
- 7:00PM | Dinner and Time to Interact with your Floral Friends
- 7:30PM | Tim Farrell will present *Exceeding Expectations*
- 9:00PM | Product Gallery Shopping  
Design Auction to support the Texas Floral Endowment  
Floral Scholarships

### *Exceeding Expectations*

With a marketplace that offers our customers expanded options  
*Exceeding Expectations* is a key to successful retailing.

*Exceeding Expectations* in every component of the business is a must to ensure success today. Whether it be the quality and variety of product or the visual value of design or perhaps it is the first impression entering the front door or the receipt of the florals that are delivered out the back, each and every aspect of retailing and the importance of *Exceeding Expectations* will be addressed in this well thought out presentation.

Tim Farrell AIFD AAF PFCI is the perfect presenter for this topic. With his knowledge of design combined strategically with his accounting background and long term business success he has what it takes to take the lead on this multi level subject that is most important to the success of today's retailer.

So get ready for the 1-2-3 of how to exceed all that is expected! Get ready to learn how you can take your business to the next level creating customer loyalty and securing your success.

Attendee Name

Business Name

Address

Phone

Email

\$50 Registration Includes  
Dinner | Design Presentation  
Product Gallery Shopping

Take 30% off Registration as a TSFA Member

I am registering for the January 25th  
Showcase in Corpus Christi.  
At the door registration will be an  
additional \$10.00.

Credit Card No.

Expiration

Code

Zip Code

Signature

Mail check to:  
Texas State Florists' Association  
PO Box 170760 | Austin, TX 78717  
OR REGISTER ONLINE AT TSFA.ORG

### Staying the night in Corpus Christi?

There are \$99 Queen and King room  
rates at the Emerald Beach Hotel  
in Corpus Christi, Texas.  
Call 361.883.5731 and ask for the  
Texas Floral group rate to receive  
this special pricing.



## Texas Designers to Compete for *2017 Designer of the Year*

Texas Designers will compete in three categories for the title 2017 Texas Designer of the Year. As penned by Albert Laslo' Barrabas long ago, "Imagination is at the heart of all Innovation." Texas is certain to view the highest level of design to interpret in flowers this meaningful quote. The "Imagination" of Texas designers will lead to well thought out "Innovation" taking center stage in the International Trade Plaza on Saturday, January 21st during January Market Days at the Dallas Market Center. This is the largest attended market to include international focus and thus a world class stage for this most prestigious competition.

Working with the Dallas Market Center the competition has expanded the design focus to include an approach to holiday design in one category. The Dallas Market Center will review Decades of Design offering a close study of design through the years. Provided with this inspiration Chair Alan Masters established three competition categories.

The Interpretative Design Category will reflect the theme of the Competition with an overall approach of the designer's Imagination | Innovation. This category is not related to holiday design. It will be designed onsite in a custom container or prop previously created by the competitor. In the second category, a Holiday Design, while inspired by the the overall theme of the competition will also be influenced by the 2017 Dallas Market Center Inspiration Board. The container, flowers, and supplies, as well as other creative and holiday decor elements will be provided plus a first time look at the inspiration board that set this category. A Surprise Situation will be presented to the competitors to complete the competition! As you can see this is one event not to be missed! Save the Date! January 21st! Plan to start the New Year in Dallas!





## Alan Masters AIFD to Chair the *2017 Texas Designer of the Year* Competition

It all began 32 years ago in a small home town florist in Lufkin Texas. While in junior high school, Alan Masters AIFD CFD was inspired by Theresa McNeese to develop his skills in order to make the most of the God given talent he had been blessed with. Through the years he has worked as a designer and managed several flower shops as well as mass market and craft store floral departments. In 2003 he opened a shop with two partners, in the North Shore area of Houston, called "The Toile Shed". The store was a combination flower shop and antique store bringing together floral design and home decor which are well known as two of Alan's passions. In October 2008, Alan joined the staff at Compton's Florist in La Porte, where the need for continuing education was instilled. He continues today to bring his best.



ALAN MASTERS AIFD CFD

Competitive Design was soon added to this list of passions with great success. In 2013, Alan competed in The Texas Cup Competition and placed second out of twenty. In February of 2014 he competed in the Rodeo Cup at the Houston Livestock Show and Rodeo and again placed second, but this time out of forty. The following April he placed forth in the Houston Cup Competition.

Fulfilling a lifelong dream Alan joined 143 designers from around the world with 5 from the Houston, Texas during the 2014 AIFD Symposium where he tested for his accreditation as a Certified Floral Designer. He shortly thereafter received an invitation to join the elite family of designers who are AIFD. He was inducted into AIFD at the AIFD Symposium in Denver, Colorado in July of 2015.

Just prior to Symposium in April of 2015 he won The Houston Cup Competition. In 2016 he went on to win the Texas Cup Competition and be named 2016 Texas Designer of the Year. Alan represented TSFA and won the National Alliance of Floral Associations' Cup in October of the same year.

Alan's passion for floral design continues to develop with a strong emphasis on education. Sharing his talent through presentations and through industry participation he will long be involved in his love of flowers!

## 2017 Texas Designer of the Year Competition **OFFICIAL ENTRY FORM**

☐ **Yes, I want to enter the  
Texas Designer of the Year  
Competition**

**Saturday, January 21, 2017  
Dallas Market Center  
International Trade Plaza**

Entry Deadline: January 12, 2017

Entry Fee: \$100.00

You must be a TSFA Member to enter.

Entries are date and time stamped

Maximum Entries - 20

The Texas Designer of the Year rules are available  
at [tsfa.org](http://tsfa.org) or by contacting the TSFA office.

Name\_\_\_\_\_

Date\_\_\_\_\_

Firm Name\_\_\_\_\_

Mailing Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_

Email\_\_\_\_\_

Cell\_\_\_\_\_

Signature\_\_\_\_\_

Checks should be made payable to Texas State  
Florists' Association and are not refundable.  
Send check and form to TSFA, P.O. Box 170760,  
Austin, TX 78717, or fax form to 512.834.2150.

To charge the entry fee to your credit card please  
complete the form below and fax or email the  
completed form to: [txsfa@sbcglobal.net](mailto:txsfa@sbcglobal.net)

Please charge my account as indicated

☐ MasterCard ☐ VISA ☐ Discover ☐ AMEX

Card #\_\_\_\_\_

Exp Date\_\_\_\_\_ Code\_\_\_\_\_

Cardholders Name\_\_\_\_\_

Cardholders Signature\_\_\_\_\_

Billing Zip Code\_\_\_\_\_

### **NEED A HOTEL WHILE IN DALLAS?**

Dallas Market Hotel Link

[http://dallasmarketcenter.com/hotelandtravel/  
default.aspx?m=929](http://dallasmarketcenter.com/hotelandtravel/default.aspx?m=929)



## REGISTRATION

To Attend the Texas Designer of the Year Competition and to Gain Access into the Dallas Market Center Please Complete this Information and Return it to the TSFA Office so that you may be added to Dallas Market Center Registration if you are not a Registered Buyer.

Please complete this information and return to the TSFA office to be added to Dallas Market Center Registration.

Name \_\_\_\_\_

Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Email or Fax to TSFA office:

txsfa@sbcglobal.net or fax to 512.834.2150

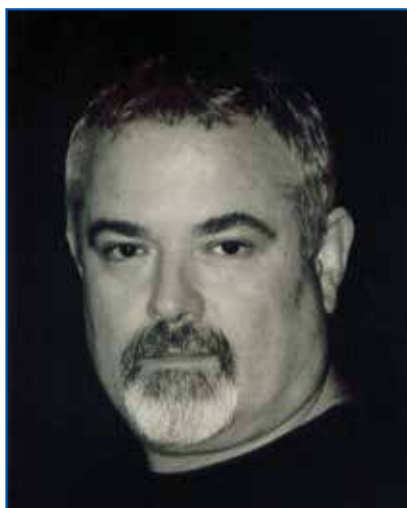
Windows of opportunity will open to the winner of this most prestigious competition. With the development of the new approach to education in Texas and all that is connected to these multi level events, the 2017 Texas Designer of the Year will represent Texas on several stages throughout the year. A commitment to promote the members of TSFA in every way possible is one reflection of the mission of the Association.

## J. Scott Hasty AIFD to WOW DALLAS with Imagination Innovation

Former Texas Designer of the Year J. Scott Hasty will WOW Dallas as he presents the 2017 Texas Designer of the Year Competition with Imagination and Innovation. Prior to the start of the competition attendees from around the world will be entertained while being educated by this most amazing designer.

In his interpretation of A Fresh Look: Holiday 2017, Scott will share what he knows to be successful in today's retail. While showcasing containers and holiday decor from the Texas Floral Education Underwriters he will explore ways to expand the opportunities reflected in the various celebrations of the season. On this world stage in the World Trade Center Hall of Nations this preview will provide buyers with needed information to expand options of purchase to produce these well thought out opportunities.

### Meet Texas' Own J. Scott Hasty AIFD 2003 Texas Designer of the Year.



natural touch and acquired knowledge in flow to create stylized designs. Because J Scott's A Florist is capable of evolving its ideas and functions to sustain a persistent novelty and high standard within its designs, they are able to instill within their patrons a continual intrigue and fascination of their floral art.

Hasty participated in two fundraisers, "Agallery" and "Agallery II", in which he interpreted art with floral designs to music while commenting to the audience for the Orange Community Players building renovation project. He has served on the Greater Orange Chamber of Commerce board.

In the summer of 1977, Scott's Planter, a small plant shop, opened but soon transitioned into a business of fresh flowers after the encouragement of an employee. Hasty later sold the shop in 1981, and went to work for DuPont; yet, continued to freelance in floral design. After his unit shut down in 1993, he decided to open a new shop, which persists now into its 22nd year.

Attending many design shows as well as instructing several, Hasty has obtained much perspective and experience, which has enabled him to entwine both his

Hasty won the Allied Florists of Houston Cup in 2003, allowing him the opportunity for competition later that year in the Texas Cup, in which he proved victorious as the 2003 Texas Cup Champion. In 2006 he was inducted into the American Institute of Floral Designers.

Hasty is currently studying for the European Masters Certification in floral design.



# Texas Agriculture impacts our daily lives!

## *Go Texan Pavilion*

### State Fair of Texas



*Food, family-friendly fun, and all things agriculture were among the highlights of this year's Texas State Fair!*

Agriculture Commissioner Sid Miller welcomed visitors to the State Fair of Texas this past October and invited them to stop by the Texas Department of Agriculture's GO TEXAN Pavilion to enjoy some Texas-sized fun and learn about the many ways Texas agriculture impacts their daily lives. The Pavilion is located near the famous Cotton Bowl Stadium in the center of Fair Park. As always, the Pavilion was packed with some of the tastiest food and beverages around, and world-class entertainment and shopping. Nancy Richgruber owner of Livengood Farms and a member of the Texas State Florists' Association, added a touch of floral color to the kick off celebration by providing the floral arrangements for the stage, the centerpieces for the tables, as well as the boutonniere for Commissioner Miller. TSFA Past President Susan Weatherford attended the kick off celebration on behalf of TSFA!

"Come on out and join the Texas Department of Agriculture at the State Fair this year to experience all things Texan and show off your Lone Star pride," Commissioner Miller said. "Agriculture is so important in Texas that it's the theme of the entire fair this year! I've been saying for a while now that Texas agriculture matters and I feel like the State Fair is a great opportunity for y'all to discover some of the best Texas-grown and Texas-made products from our GO TEXAN members and learn why Texas agriculture is so important."

The GO TEXAN Pavilion, sponsored by Southwest Dairy Farmers, is a 25,000-square-foot facility showcasing Lone Star agriculture and hundreds of GO TEXAN products. GO TEXAN promotes the products, culture and communities that call Texas home. The Pavilion also had many exhibits throughout that provide visitors with a glimpse into the

impact agriculture has on their daily lives. You could also view the newest addition to TDA's quilt collection, a Wine and Floral pairing theme, inside the Pavilion.

One of the most popular attractions in the Food and Fiber Pavilion was the Pioneer Brand GOTEXAN General Store, which was stocked to the brim with all kinds of Texas-made products, from aioli sauce and apple pie jelly to pet products and steak dust to Texas tea.

Also featured in the Pavilion was TDA's Food and Nutrition division's The Great Plate of Texas booth, an interactive exhibit designed to engage children in the journey that their food takes from farm-to-plate. Inside, visitors found a farmers market stand, a cafeteria line where kids can create healthy plates and various videos that teach children from where their food comes. The star in the center of this booth was a hands-on display for kids to learn about the components of a healthy plate, including grains, dairy, protein, vegetables, and fruit. The child also participated in fun games like guessing different fruits by their smells and animals by the sounds they make.

***What an experience it was!***  
***GOTEXAN Proud!***



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& Best Service

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AUSTIN



Jimmy Klepac

Ph: (830) 833-4574  
Cell: (830) 385-9683  
P. O. Box 790  
Blanco, Texas 78606  
[jimmy@klepacgreenhouses.com](mailto:jimmy@klepacgreenhouses.com)

BLANCO

# TSFA LEGISLATIVE ACTION DAY

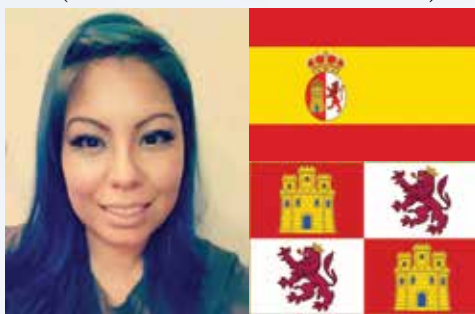
*Texas Designers Festoon the State Capitol with Interpretative Designs  
reflective of the Days that Six Flags Flew Over Texas*

**TSFA is pleased to announce the designers representing Texas florists on this most important day.**

*Representing the florists of Texas these noted designers will bring their incredible talent to be seen by  
State Senators and Representatives and all who visit the Capitol that day.*

## SPAIN

(1519-1685; 1690-1821)



### LORRI MEDINA-LOPEZ

Lorri Medina-Lopez was born and raised in Austin, Texas. Her time in Austin has been professionally spent discovering the world of flowers with focus on wedding and event design. Her passion for art and design stems from her childhood and grew into a livelihood when she accepted a temporary position to fill in for the florist at an Albertsons Grocery at the age of 16. Little did she know that this temporary position would lead to her 20 year career as a lead floral designer.

She eventually left her position at Albertsons to focus on family. With the birth of her daughter and once all was well at home, she took a position with Walton's Florist. She designed at Walton's Florist for six years. She currently holds the role of lead designer at The Flower Studio in Austin, Texas.

Since her time with The Flower Studio she has produced hundreds of weddings and event florals, been recognized state-wide by the Texas florist community, become a finalist for a national design competition for Flowers & Magazine, and won the 2009 TSFA Texas Cup Competition.

She also designs floral arrangements for local and national non-profit organizations including the American Heart Association and the St. David's Foundation on a yearly-basis always making a difference for those that need the beauty of flowers to enhance the benefit.

In her spare time Lorri can be found at home with her four children and husband while experimenting with her hair color and blasting Tool through the car stereo!

## FRANCE

(1685-1690)



### SHERI JENTSCH

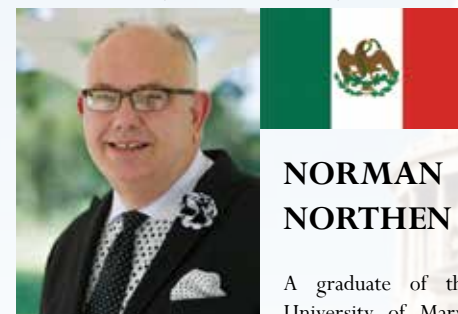
Sheri Jentsch CFD TMF is the Owner and Creative Director at Blumen Meisters Flower Market in New Braunfels, Texas. She worked for many years in the Insurance Defense Industry before finding her passion for flowers in 1999 and purchasing Blumen Meisters. Over time, Sheri has gained recognition for her unique design style and innovative approach in the floral marketplace. Her every approach to life is an extension of her authentic creative self.

She is a member of the Texas State Florists' Association Education Committee and Bloomin' Texan Advisory Committee. She is a member of The Chapel Designers, a worldwide group of talented event designers. Her work has been featured in Florist Review, The Bloomin' Texan, Green Wedding Shoes, Style Me Pretty, 100 Layer Cake, Glamour and Grace and other national floral blogs. Sheri is deeply involved with her home town community of New Braunfels, Texas where she shares her love and knowledge of flowers as a medium unlike any other with incredible texture, abundant fragrance and an infinity of color.

She has studied with Gregor Lersch in Germany and under numerous Floral Masters in the United States. She was the 2014 Allied Florists' of Houston Cup winner and the 2014 Texas State Florists' Association Cup Winner. In 2016, Sheri passed the American Institute of Floral Designers Professional Floral Designer Evaluation and was extended an invitation to become an Accredited Member of AIFD. As an Accredited Member of AIFD, she will commit herself to AIFD's mission to advance the art of professional floral design through service, leadership and education.

## MEXICO

(1821-1836)



### NORMAN NORTHEN

A graduate of the University of Mary-Hardin-Baylor with a degree in Home Economics with an emphasis in Interior Design and a minor in English and Art, Norman Northen TMFA has brought forward his education with an accomplished forty two years experience in the retail floral industry. Earning Texas Master Florist Certification in 1991 and Texas Master Florist Advance Certification in 2001, he continues to believe in the importance of education.

Named Texas Designer of the Year in 2001 his sought after designs continued to be featured at Precious Memories Florist and Gift Shop in Temple, Texas where he has designed since 1995. This prestigious shop was named National Retail Florist of the Year in 2007.

His talents have been shared as part of local, state, and national programming. He placed Third in the 2007 DMC National Christmas Tree Contest. His experience was best served as a member of the State Capitol Rotunda Design Team for TSFA Legislative Action Days. His floral designs have been showcased in several trade publications.

His industry leadership has excelled on several levels over the years leading to the elected position of President of the Texas State Florists' Association.

Community involvement is important to Norman where he serves on the Bell County Museum Board of Directors. He attends Immanuel Baptist Church in Temple sharing his talents as Chair of the Decorations and Sanctuary Renovation Committee. As a Praise Team member and sings in the Church Choir.



*On February 22, 2017 the Ground Floor of the Rotunda of the Texas Capitol Building will be festooned with flowers. Texas Designers will surround the space with interpretative designs reflective of the Days that Six Flags Flew over Texas.*

The flags of six nations that have flown over Texas include:  
 Spain (1519-1685; 1690-1821)  
 France (1685-1690)  
 Mexico (1821-1836)  
 Republic of Texas (1836-1845)  
 Confederate States of America (1861-1865)  
 United States of America (1845-1861; 1865-Present)

## REPUBLIC OF TEXAS (1836-1845)



**FABIAN  
SALCEDO**

Having accidentally stumbled across his love for floral design, Fabian Salcedo knew he had found a passion worth exploring. This passion founded on a love for floral design led the way into the floral industry some ten years ago. Upon graduation from the University of Texas with a Bachelors in Art in Psychology in 2005, he soon traveled to Seattle and attended classes at the Floral Design Institute. Upon his return to Austin, he began washing buckets and processing flowers and foliages while learning from two great mentors.

His experience at The Flower Studio in Austin, Texas opened many doors. Designing for events and weddings throughout Austin and the Hill Country expanded his vision. The height of creativity was apparent in all he designed raising the bar for what he hoped to accomplish in the world of design. Ultimately opening F2 (squared) Floral Design, an event based floral studio in the summer of 2014. Working with clients that look to him for expression he brings style and an imaginative approach to the bench everyday through his artful florals.

His skills were recognized in 2008 when he went on to win the Texas State Florists' Association Texas Cup Competition and was named Texas Designer of the Year. His involvement in TSFA continues, doing what he can to promote flowers and educate others on the unlimited possibilities. He participated at *Your Wedding Experience* by David Tuter in 2015-2016. His presentation, *Not Your Momma's Flowers*, to those attending the Dallas Market in June was standing room only. He brought great ideas with Texas Grown flowers as a featured designer during the *Inspired by Texans* Luncheon at the first Texas Floral Forum in Tapatio Springs. Just as his clients revel in the beauty of his work those that have attended his educational presentations will long remember all that he shared.

## CONFEDERATE STATES (1861-1865)



**ALAN  
MASTERS**

It all began 32 years ago in a small home town florist in Lufkin Texas. Through the years he worked as a designer and managed several flower shops as well as mass market and craft store floral departments. In 2003 he opened a shop in the North Shore area of Houston, combining flowers and antiques. In October 2008, Alan joined the staff at Compton's Florist in La Porte, where the need for continuing education was instilled. He continues today to bring his best.

In 2013, Alan competed in The Texas Cup Competition and placed second out of twenty. In February of 2014 he competed in the Rodeo Cup at the Houston Livestock Show and Rodeo and again placed second, but this time out of forty. The following April he placed forth in the Houston Cup Competition.

Fulfilling a lifelong dream Alan joined 143 designers from around the world with 5 from the Houston, Texas during the 2014 AIFD Symposium where he tested for his accreditation as a Certified Floral Designer. He was inducted into AIFD at the AIFD Symposium in Denver, Colorado in July of 2015.

Just prior to Symposium in April of 2015 he won The Houston Cup Competition. In 2016 he went on to win the Texas Cup Competition and be named 2016 Texas Designer of the Year. Alan represented TSFA and won the National Alliance of Floral Associations' Cup in October of the same year.

Alan's passion for floral design continues to develop with a strong emphasis on education. Sharing his talent through presentations and through industry participation he will long be involved in his love of flowers!

## UNITED STATES (1845-1861; 1865-Present)



**JIMMY  
BURRAGE**

Having graduated from the South Florida School of Floral Design in 1998, Jimmy Burrage has been involved in the floral industry for seventeen years. The first twelve years were spent working in various shops surrounding Atlanta, Georgia. These opportunities established a foundation for what would turn out to be quite the career in retail floral design. A move to Texas Jimmy joined Knapp Flower Shop in Galveston, Texas and was employed there from 2010 to 2015. Recently an opportunity was presented to move to Austin, Texas where Mr Burrage is currently employed with Freytag's Florist. Attending an Advanced Class at the Southern California School of Floral Design in 2014 sparked a new love for learning and as result Jimmy achieved the Texas Master Florist Certification in 2015.





# Flowers

## FROM THE FORUM

LOANN BURKE AIFD PFCI

*A Texas Thank You to Texas Floral Education Underwriter Platinum Level BloomNet! We appreciate the years of support that you provide for the florists of Texas and all that you do to make a difference in the flower shop each and every day! Thank you for bringing Loann Burke AIFD PFCI to the Texas Floral Forum in Dallas where she shared an abundance of holiday information with all who attended and provided this information for the series Flowers from the Forum!*



Featuring golden containers from Napco, Loann shared the importance of offering colors other than traditional red and green for the holidays. A selection of non traditional florals certainly offer high style with florals that are easily available. Loann accents with a subtle holiday glitz using two products from Oasis Floral Products in a different way!

The bullion orbs are created from pulling several yards of bullion wire and shaping it into a ball, much like a making a meatball. The more bullion you use, the larger the orb.

The more you roll the bullion, the more dense the orb will be.

The tassel is made by taking two 12" lengths of sequin ribbon. Cutting each piece into four strips Loann then gathered the pieces in the middle and tied it off with bullion wrapping the tassel multiple times to form the gold band.



Using jewelry pliers the wire curls are created with Diamond Wire available at your local wholesaler. Keeping the tip of the wire near the tip of the pliers, the small jewelry pliers are best for control. These curls then assist the vertical placement of the tulips. Designed in ribbon candy containers from Napco offer a festive flair!



The holiday red containers are Oasis Floral Products ECOssentials and are completely biodegradable. The medallions are individual sections of lace cut from the Medallion Lace. These containers are filled with an assortment of holiday florals and may be sold both separately and also as a composite grouping for parties and events. Think of all the possibilities with this idea! A collection to adorn a table to where each guest may take home a remembrance of the evening! Teacher gifts! A little something for a hostess! There are several sales opportunities with this idea!



The topiary shown during the program at the Forum was tall and thus it is important to emphasize the mechanics of just how to do this! The base of the topiary was developed with a brick and a half of floral foam placed end to end placing the half brick on top. The block and a half is then wedged in place with additional pieces of foam to secure the base within the container. To prevent the water from completely draining from the top brick, a small piece of plastic (from a flower sleeve) is placed between the full brick and the half brick. Now here is the most important information and that is communication with the recipient!!! The lucky person to receive this work of art must be told in written instructions and verbal instructions to water from the top and to also keep the reservoir filled with water!! Without this knowledge only half of the topiary will last any time at all!

The other option is to design a smaller topiary with just one block of foam placed on it's end. Your choice! Always an option where design is concerned!

Once the foam is secure, four hyacinth stakes are placed vertically along the four corners of the foam and taped in place with waterproof tape. Two hyacinth stakes are inserted down through the center of the foam. This creates a center "spine" and secures the outside and braces for stability.

For speed, the topiary is pre-greened with a light airy foliage such as plumosa which covers the bare foam, and yet allows for easy insertion of the other materials through the plumosa.

From there just be creative and have fun!!!

## Simply Social



We all know homes can seem sparse after the tree and holiday decorations are taken down. Using social media to guide your audience through transitioning their home to winter whites is a great way to reach your consumer and remain top of mind after

the holidays are over. Here are a few ways you can use social media platforms to connect with your audience after the holidays.

**Educate** - Educate your audience by bringing to mind the value of post holiday decorating in the home.

**Demonstrate** - Demonstrate simple ways your audience can incorporate this style into their home. By providing valuable information to your audience you connect with them and create a relationship where they want to hear from you.

**Inspire** - Use images to be the source of inspiration for your audience. Create images that are personal and visually something they cannot get anywhere else. This is a great way to get your audience to relate to you; and the more they relate to you, the more likely they are to invest in you and your product.

For more information, contact [ashley@simplifiedsocialmedia.com](mailto:ashley@simplifiedsocialmedia.com)



## Foundation Grants & Scholarships Now Online

Application Deadline: January 31, 2017

For complete information visit:

**[aifdfoundation.org](http://aifdfoundation.org)**

## There is Opportunity after the Holidays!

### *Make the Most of It!*

The beauty of all white graces today's home to welcome an early spring. The days following the holidays offer opportunity for floral presence in the home. After several months surrounded with vivid color our customers are ready for a change. These examples in winter whites may be just the thing! The permanent botanicals offered at Winward featured in these designs bring the look of fresh inside with exquisite detailing and amazing quality. Plan now and be ready to maximize the sales potential that you have this time of year. Take a moment and mark your calendar to visit Winward's

NEW showroom in Dallas during Market Days in January! The Texas Designer of the Year Competition will be there too! Will you???  
Dallas | January 21, 2017



Designer Credit | Matt Wood | Winward



Incredibly talented McKinney Boyd High School students helping the designers prepare for Texas Floral Forum Dallas!

Left to Right

Abraham Dominguez, Kaylee Wilcox, Floral Design Teacher  
Tana Hoover, Sibley Turrentine and Abby Keng





*Produced in partnership with the Texas State Florists Association | Partially underwritten by the Texas Department of Agriculture and the Texas Floral Endowment*



**July 28-31, 2017 | Embassy Suites by Hilton San Marcos Hotel Conference Center & Spa**

*Texas Designers will Flourish at the Texas Floral Expo. Take the time now to Save the Date and mark your calendar July 28 -31 San Marcos!*

## *Texas Floral Expo Highlights*

### **PRODUCT GALLERY**

The best of the best will present their product offerings in a gallery concept for an experience to remember. Lots of shopping time with activities throughout the Gallery to make it a Go To kind of place!

### **PRODUCT GALLERY DEMONSTRATIONS**

Demonstrations will offer up close and personal knowledge of the many products available in the Product Gallery.

### **TEXAS WINES & TEXAS FLOWERS**

Designers will pair wine with flowers showcasing a new and easy business opportunity for today's retailer.

### **COURSES OF STUDY**

For the first time Texas will offer a Business Course of Study and a Design Course of Study. Members requested and Texas listened!

### **BUSINESS COURSE OF STUDY**

Profits in the Design Room, Profits in the Office, Marketing, Sales, A Business Approach to Weddings, and so much more!

### **DESIGN COURSE OF STUDY**

In depth study on the subjects of weddings, florals for the interior, innovative florals for everyday, an approach to plant materials not seen before, celebrated events, holiday design, and surprises that will unfold as you read the magazine cover to cover over these next months.

### **NEW VARIETIES**

The year long presentation Exceeding Expectations will take on new meaning as we offer yet another way to exceed your customer's expectations. A display of the new varieties featuring flowers from the world's most prestigious growers and offered by Texas Wholesalers will be featured throughout the Texas Floral Expo!

### **MORE HANDS ON DESIGN EXPERIENCES**

Nationally recognized and Internationally famous designers travel to San Marcos to bring their best to Texas. Hands On!





**MAKING TEXAS FLORAL EDUCATION POSSIBLE**

please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links

## In Memorium



Joseph Ervin "Joe" Stehle of Seguin, passed away on September 13, 2016 at the age of 94. Visitation was held on Thursday, September 15th, from 5:00 p.m. until 7:00 p.m. at Tres Hewell Mortuary. Funeral services were held on Friday, September 16, 2016 at 10:00 a.m. at First United Methodist Church with Rev. Ron Welborn officiating. Interment followed at Elm Creek Methodist Cemetery. Joe was born on April 27, 1922 in Gonzales, Texas to John M and Mary H. (Weeber) Stehle. Being one of 8 children, Joe was accustomed to a large family, and as such, he loved spending time with his children, and grandchildren. Joe was a wonderful family man and will be greatly missed by his loving family.

Joe had been a long time supporter and sponsor of the Texas State Florists' Association and was honored with the TSFA Achievement Award.

Joe is survived by his loving wife of 70 years, Mary; children Vernon Dale Stehle, and wife Yvonne, Linda Dietz, and husband James, Donna Raby, Patricia Peacock, Carol Calentine, and husband John ; grandchildren Gary Stehle, Steven Stehle, Joseph Stehle, Timothy Stehle, Mark Dietz, Codi Breckenridge; Randy Peacock, Justin Luke Peacock, Jim Raby, Jr., and John Wesley Calentine; 20 great-grandchildren; 3 great-great-grandchildren, as well as numerous nieces and nephews.

## Ted Bruehl AIFD PFCI represents Texas Designers and sets a table for the Texas Cowgirl Museum and Hall of Fame Induction Luncheon

Ted Bruehl AIFD PFCI represented Texas Designers setting a table for the Texas Cowgirl Museum and Hall of Fame Induction Luncheon. Held each year, the luncheon is a benefit event for the Texas Cowgirl Museum honoring new inductees into the Hall of Fame. The Texas Department of Agriculture extended the invitation to TSFA to represent the Texas Floral Industry.



The National Cowgirl Museum and Hall of Fame honors and celebrates women, past and present, whose lives exemplify the courage, resilience and independence that helped shape the American West. The 33,000 square-foot National Cowgirl Museum and Hall of Fame is found on the Will Rogers Memorial Complex located in the heart of Fort Worth's Cultural District. The 228 National Cowgirl Hall of Fame honorees include pioneers, artists, writers, entertainers, humanitarians, business women, educators, ranchers and rodeo cowgirls including: *Sacagawea, principal guide for the Lewis and Clark expedition; painter Georgia O'Keeffe; writer Laura Ingalls Wilder; sharpshooter Annie Oakley; Enid Justin, who created the multi-million dollar Nocona Boot Company; Hollywood icon Dale Evans and U. S. Supreme Court Justice Sandra Day O'Connor.*

The desire for the overall look of the table was to make certain that while the design was Texan, cliches such as cowboy boots or lassos were not incorporated but an emphasis on flowers. The decision that component pieces would achieve the needed drama with spaces between each design providing an open spaces so that the overall arrangement did not appear too heavy.

Various sizes of bark-covered vases were selected to evoke Texas mesquite. Some were placed vertically and others horizontally to add interest and develop line. Each vase featured either a mounded arrangement or a horizontal one so that the design was clean and the sight lines unobstructed.

One requirement was to have all complete the day before the event so a water source was most important. Floral foam was placed in each vase to help control flower placement. It was especially necessary in those placed on their sides. Because the vases had clear bottoms the foam in the horizontal placements was wrapped with a leaf so bare foam was not visible.

The flowers selected were either grown in Texas, or capable of growing here, and mostly rustic in appearance to keep with the western theme. The linens were black and lights were kept low for a power point presentation thus typical Texas fall colors would have receded with no visual value. For these reasons vivid hues were selected.

Texas thanks Ted Bruehl for his commitment to TSFA and this industry. For years he has been one that always steps forward when asked. A special thank you to The Chocolate Rose in Irving for the generous support of this event. TSFA is pleased to offer yet another marketing opportunity for well presented design representing the florists of Texas!



# WHAT A TOUR!!!

## We are on the Road to Success!!!

**D**r. Delphinium on Lover's Lane was the first stop with tour host and owner Charles Ingram. He purchased the business 14 years ago. This facility is a must to see if visiting Dallas. Charles and the staff recently completed the remodeling the entire building. As we entered the building the "green wall" took center stage. This display is a fantastic way for 125 six inch plants to be creatively placed on an iron grid with a drip line system attached to the wall. This is the showcase for this location which is one of three locations owned by Charles Ingram. The relocation of the design stations to the showroom floor promoted an open concept facility.

Dr. Delphinium's clients expect the finest quality product and service, which is very evident by the product in inventory. The staff creates their own design menus and changes each five times a year. Purchases are approximately 50% from the menu and 50% from actual custom designs. Just behind this building is the greenhouse offering varieties of plants to include foliage, blooming, tropical, and succulents, for purchase as single plants, garden baskets, terrariums and plantscapes. From the Lover's Lane location we travelled to Dr. Delphinium Design and Event Center which was opened nine years ago. Just inside the entrance is the event consultation area. The sales area is located close by. The design area is located within the delivery, processing and storage areas creating quite an efficient operation.

Following a barbecue lunch hosted by Dr. Delphinium we were off to Petals & Stems, established in 1972 and owned by the Weinstein family. The Weinstein's welcomed us by saying, "You have just arrived here from the Queen of Dallas florists (Dr. Delphinium) and on your way to the King of Dallas florists (McShan Florist)!!" The family once had locations in the Fairmont Hotel, the Anatole Hotel and Union Station before settling on Montfort across from the former North Park Mall. Like Dr. Delphinium, the design staff of Petals & Stems has ventured out to the showroom floor. This shop has a large corporate account base in addition to personal accounts. The business growth is attributed to the strategy of purchasing client lists from shops no longer in business. Petals & Stems though smaller in square footage holds its own in volume of business. Upon our departure Brad Weinstein shared gifts with all as he bid us farewell to our final stop.

We made our way to McShan Florist, established in 1948 and also a family owned and operated business. Bruce McShan and his daughter Jody welcomed us to their business with a wine and appetizer reception next to the indoor coy pond festooned in Autumn colors. We continued to the second floor where the administrative offices and telephone sales are located. They have several tenured employees with forty plus years on staff. We descended the back

stairs to the first floor finding ourselves in the design area. This area has many individual stations divided into sections featuring the various aspects of design to include for example funeral design, everyday arrangements, plants, and so on. Each section has designers that specialize in that style of design. Also, there are multiple coolers housing fresh product. In the middle of this floor is delivery dispatch. Behind all is storage and a very large greenhouse. We found something quite interesting at the back of the greenhouse. A "Crown of Thorns" plant that has been there since 1948 and in its original container greeted us with several blooms. Apparently the plant knew guests were coming which excited the employees.

We returned to the main building where we watched the delivery system in action. McShan's has long been recognized as one of the most technologically advanced florists in the country. Their latest advancement is "See What You Send" photography. They photograph every delivery before it leaves the premises and sends it to the sender for approval. Their delivery drivers also use iPads for signature confirmation of delivery. After the demonstration, we proceeded to the holiday warehouse where seasonal inventory is housed.

TSFA thanks Gold Level Texas Floral Education Underwriter Flower Shop Network for sponsoring the bus tour! Flower Shop Network has long supported the educational efforts of TSFA and we are grateful for the support of this most important approach to business education. A special thank you to long time TSFA member and Flower Shop Network representative Ken Cochran for sharing the experience with all of us! We will continue on the Road to Success with all we learned today!

Experienced and Written by Ed Fimbel TMFA







# It's Up to *You*

Your nominations for TSFA Officers and Directors determine whom you'll vote for in July!

The Texas State Florists' Association Nominating Committee will meet in January 2017 and is now accepting recommendations for nomination of persons desiring to run for office at the 2017 Texas Floral Expo. Candidates will be nominated for the following offices: President, Second Vice President, Retail Directors (one to be elected) and Grower Director.

Only those members who have been active in the Association for at least two (2) years prior to the election, whose Association dues are currently paid, and who will have sufficient time to devote to the affairs of the Association, shall be eligible for nomination for the office of Director.

Candidates for the offices of President and Second Vice President shall have been members of the Association for at least three (3) years and shall have served on the Board of Directors for at least two full years prior to the election, with membership dues currently paid. If you wish to be considered for an office, or if you would like to nominate someone else, please forward your recommendations to reach the TSFA office by January 20, 2017.

You may use the form on this page or write a personal letter. The committee will appreciate your responding to this request to assist them in selecting a slate of officers for 2017-2018.

To: TSFA Nominating Committee  
P.O. Box 170760, Austin, Texas 78717  
Fax to 512.834.2150  
or email: [txsfa@sbcglobal.net](mailto:txsfa@sbcglobal.net)

I would like to be considered for the following office:

I would like to nominate for the following offices:

President \_\_\_\_\_

Second Vice President \_\_\_\_\_

Retail Director \_\_\_\_\_

Grower Director \_\_\_\_\_

Recommended by: \_\_\_\_\_

Your Name \_\_\_\_\_

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TEMPLE

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**2017**  
Valentine's Day Pre-Book Event...  
Houston - Wednesday, January 11th  
Austin & Corpus - TBA  
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**MERRY and BRIGHT**  
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# TSFA *Calendar of Events*



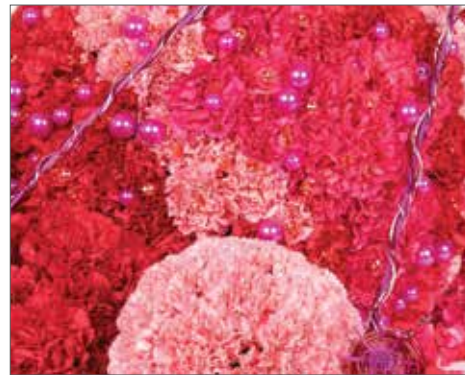
## DECEMBER

- 24 Hanukkah (start)
- 25 Christmas Day
- 31 New Years Day



## JANUARY

- 1 New Years Day
- 20 Inauguration Day
- 21 Texas Designer of the Year Competition  
Dallas Market Center | Dallas, TX
- 24 TSFA Nominating Committee Telephone Conference | 3:00 pm
- 25 Texas Floral Showcase  
Emerald Beach Hotel | Corpus Christi



## FEBRUARY

- 14 Valentine's Day
- 22 TSFA Legislative Day and Six Flags Over Texas Floral Display  
Texas State Capitol  
Ground Floor Rotunda

## TSFA *Advertisers*

**Inside Cover** BloomNet | 866.256.6663

- 8 Freytag's Florist | 800.252.9145 | [www.freytagsflorist.com](http://www.freytagsflorist.com)
- 19 Heights Floral Shop | 713.862.8811 | 800.723.3252 | [www.heightsfloralshop.com](http://www.heightsfloralshop.com)
- 8 Klepac Greenhouses | 830.833.4574 | [www.klepacgreenhouses.com](http://www.klepacgreenhouses.com)
- 19 Love Floral | 903.675.1702 | [www.lovefloralimports.com](http://www.lovefloralimports.com)
- 19 McShan Florist | 800.331.3349 | [www.mcshanflorist.com](http://www.mcshanflorist.com)
- 18 Precious Memories | 254.778.2242 | [www.preciousmemoriesflorist.com](http://www.preciousmemoriesflorist.com)
- 18 Rio Roses | 866.746.7673 | [www.equiflor.com](http://www.equiflor.com) | [www.riocorazon.com](http://www.riocorazon.com)
- 18 Southern Floral Company | 713.880.1300 | [www.sofloco.com](http://www.sofloco.com)
- Back Cover** Teleflora | 800.421.2815 | [www.myteleflora.com](http://www.myteleflora.com)
- 19 Tubbs of Flowers | 800.288.1978 | [www.tubbsofflowers.com](http://www.tubbsofflowers.com)
- 18 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | [www.vickerygreenhouse.com](http://www.vickerygreenhouse.com)
- 18 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | [www.vickerygreenhouse.com](http://www.vickerygreenhouse.com)



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