

AUGUST 2019

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



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BRONZE



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From the President



TSFA President Tom Wolfe, Sr.

It's hard for me to believe that twelve months have passed and this is my final message as President of Texas State Florists' Association. It has not only been a tremendous honor, but an opportunity and experience I will never forget. The people and organizations I have been able to work with are simply the very best of the very best. Over the past three years, TSFA has allowed me to travel to Washington D.C., Chicago, Iowa, Palm Springs, Austin, Lubbock, El Paso, Houston, Dallas and Austin just to name a few. Each trip was a tremendous opportunity for me. The florists I met and the networking always made each trip a unique learning experience. I was able to work with and learn from some of the greatest floral talent in the country.

This year, we experienced three showcases and our largest event, the Expo. I want to give a special thanks to our Floral Events Coordinator Lynn Lary McLean AAF AIFD PFCITMF for putting all of these events together. Lynn had a lot of help from too many people to list, but all of them are former, current and future leaders of TSFA and the floral industry in Texas. It has been a sincere pleasure to work with everyone.

Our Texas Floral Education Underwriters are the companies responsible for financing the vast majority of our events. We greatly appreciate their financial support and product contributions. Please be sure to recognize and thank their representatives when you see them.

I would like to thank the Board of Directors along with all of the committees and volunteers for all your help this year. TSFA is a volunteer organization, owned and operated by volunteers. I encourage everyone to become involved. Take the opportunity to work with and learn from these talented floral professionals.

I would also like to thank my personal friend, mentor and TSFA Executive Director Dianna Nordman. It has been a true honor to once again work with her, Carole Sayegh and Taressa Dominguez for the past two years. TSFA is very fortunate to have such a fine executive staff. I also want to give special thanks to Debbie Wright TMFA for bringing my involvement back to TSFA.

I know I have left someone and some things out, but I want each of you to know how much everyone has meant to me these past few years. I am looking forward to being on the board for one more year and working with President Gina Waters TMF, First Vice President Cheryl Vaughan TMFA along with an excellent board. I invite you to become involved with TSFA and be a part of this wonderful EXPERIENCE.

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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TEXAS STATE FLORISTS' ASSOCIATION

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AUSTIN



SHOWCASE REGISTRATION

Texas Floral Showcase

September 28, 2019

Emerald Beach Hotel | Corpus Christi, Texas

6:00pm | Shop the Product Gallery and see all that is New!

7:00pm | Dinner and Time to Network

8:00pm | Jenny Thomasson to present **EXPERIENCE**

With the 2018 research emphasizing the importance of experienced based retail, TSFA presents this program, written exclusively for Texas! **EXPERIENCE** will outline various opportunities for today's retailers to expand business and set themselves apart as professionals.

Jackie Lacey AAF AIFD CFD PFCI will provide marketing information that contributes to the development of these opportunities!



Jenny Thomasson AIFD CFD PFCI EMC is the Design Director & Principal of Stems Florist in St. Louis, MO. She became a member of AIFD, American Institute of Floral Designers, a very prestigious group of international floral designers in 2011. She was inducted into PFCI, Professional Floral Communicators International, in 2015, and in 2016 she earned the designation of EMC, European Master Certificate.

Jenny has been honored to be part of decorating the White House for Christmas and being part of the AIFD Team at the Philadelphia Flower Show in 2016 and 2017. She presented a main stage program at the 2015 AIFD Symposium in Denver, led an Inspiration Session at 2018 AIFD Symposium in Washington, D.C., represented North America in "Fleur Amour 2016" and was a featured designer in "Fleur Amour 2018" in Belgium.

Her constant pursuit of education and dedication to the industry is ever growing and she enjoys pushing the boundaries of American floristry.

\$50.00 Registration includes Dinner | Design Presentation | Product Gallery Shopping

Take 25% off Showcase Registration as a TSFA Member

Join TSFA Today and Save on your Showcase Registration!

Visit tsfa.org to join TSFA and to register for this regional event!

_____ I am registering for the September 28th Showcase in Corpus Christi.
At the door registration will be an additional \$10.00.

\$_____ Total Enclosed

Mail check to:

Texas State Florists' Association

PO Box 859 | Leander, TX | 78646

OR REGISTER ONLINE AT TSFA.ORG

Staying the night in Corpus Christi?

TSFA has secured a special rate of \$109.00

Queen and King Room

Call by September 12, 2019 and reference TFA to get this special rate.

Emerald Beach Hotel

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2019 Petal it Forward



SET FOR OCTOBER 23

By Jenny Scala

Imagine the streets of your city filled with smiling people holding bouquets. Picture your social media feeds brimming with messages of thanks to your shop, for making a person's day brighter with flowers. Envision a local reporter calling, asking you why floral gifts make such a profound, positive difference in people's lives.

These scenarios and others like them have played out for hundreds of floral industry members who have participated in Petal It Forward.

SAF's 2019 Petal It Forward campaign date is set for Wednesday, Oct. 23, 2019, and the Society of American Florists is spreading the word to increase industry participation and make it easy for members to start planning their local events now.

"The Petal It Forward concept is simple and easy to do, and it is one of the most engaging floral promotions in the industry's history," said SAF Vice President of Marketing Jennifer Sparks. "The ROI is huge for industry participants, as the program's random-acts-of-kindness premise raises visibility with the local news, social media and consumers."

READY TO GET STARTED? HERE ARE SOME TOP TIPS FROM SAF

Lay the Groundwork

- >> Talk to your staff and decide if you would like to hold a Petal It Forward event in your community. Many participants say Petal It Forward provided a morale boost internally for their staff.
- >>> Start small and grow from there. Even handing out 20 to 50 bouquets or single stems can make a big impact.
- >> Think of Petal It Forward as advertising. That way, any expenses associated with the effort are worth it.
- >> Retailers: Talk to your supplier(s) to see if they would be willing to work with you on product, through a discount or donations.
- >> Wholesalers and growers: Talk to your retail customers about how you would like to help them in their Petal It Forward efforts, and/or consider holding an event of your own in your community.
- >> Tell SAF about your plans. Fill out the online participation form at org/piform. This will help SAF compile a list of Petal It Forward events to show the media you are part of an effort happening all over the country.

Scout Your Location

- >> Choose a busy pedestrian area, such as a bus or train stop, office or community park, in front of your shop or anywhere you'd like to hand out flowers.
- >> Consider venues where your gifts might be particularly appreciated, such as schools, senior centers and hospitals.
- >> Check with your city and the location to inquire if permission is needed to hand out flowers.

Get Help from Your Friends

- >> Invite staff, regular customers or family members to participate as volunteers; they'll help promote the effort through their own connections.
- >> Ask area nonprofits and civic groups in advance if they'd like to participate in handing out flowers.



FOR MORE PETAL IT FORWARD INFORMATION

SAF provides members with step-by-step instructions, planning timelines, success stories from other florists, media talking points, suggested social media posts, T-shirt and flower card templates, media advisory, sample press releases and more at safnow.org/pif.



FROM THE TEXAS OIL FIELDS TO *Fields of Flowers* ACE BERRY ACHIEVES STATEWIDE RECOGNITION

Richard "Ace" Berry was only 19 when he was bitten by the flower bug. Starting as a delivery driver for McAdams Floral in Victoria, Ace did not last long in that position. The seeds of floral design had been planted and quite soon he advanced to helping around the shop in all ways possible. "At 19, you think you have the world figured out. That could not be further from the truth as I soon learned." shared Ace.



Ace announces on Instagram the "Big Win!!"



Having many odd jobs before really starting his career in the floral industry he experienced life! Among the several included serving as a juvenile correction officer, a manager of a sports store, and five years in the oil fields. "Working in the oil field taught me a lot. This life experience taught me hard work. It also taught me that just because you work hard does not mean things will always go your way." In February of 2007, Ace was laid off from the oil field. That's when Ace decided to make a career change and return to the floral industry. "People always look at me and say from oil field to flowers, that's a big change. It was a big change, but it has been the best change...and I would not change my career path again for the world. I am where I plan to stay!"



Always helping friends! AIFD North East Regional Exhibit at the Philadelphia Flower Show 2019.

In 2009 Ace received his first scholarship from the Texas Floral Endowment which led to achieving his Texas Master Florist Certification from Texas State Florists' Association. "TSFA has provided support, always being there to assist in all ways possible, with the progression of my career. Because of THE fundamentals that TSFA has instilled in me, I have already achieved many of my goals. The foundation of education, provided through TSFA, led me to successfully accomplish AIFD and PFCI accreditations as well as placing first place in the Texas Designer of the Year Competition."

Since being named 2019 Texas Floral Designer of the Year several doors have opened. The Fulshear Chamber of Commerce promoted

this success to include recognition on the floor of the House of Representatives at The Texas State Capitol and meeting Representative Pete Olson. Interviewed by numerous magazines, as well as an interview on KPRC, a NBC-affiliated television station licensed to Houston, Texas, has led the way to expand the promotion of Ace's business. "These opportunities simply would not have come my way without TSFA's successful placement of the competition at the Capitol. The association has provided me, as it does others, the opportunity to share just what we can do and I will forever be grateful!"

So, what's next?! Ace will represent TSFA at the SAF Convention and compete in the Sylvia



From left to right: Abel Gonzalez-Mencio CFD TMF, Ace Berry AIFD CFD TMF and Michael McCarthy AIFD CFD



Texas Proud! Ace is recognized on the floor of the House of Representatives at the Texas State Capitol!

Cup with perhaps participation in another or two competitions along the way! With the opportunities to promote his business, since his win as Texas Designer of the Year, Fulshear Floral Designs, is certain to be top priority!

The members of TSFA join Ace in celebrating his success and look to the future with great anticipation!



ACCENT DECOR PROUDLY UNVEILS LADY AND GENTS BUDVASES

Accent Decor has proudly released The Lady and Gents Budvase exclusively designed by Accent Decor Co-Founder & Director of Philanthropy, Margaret Hofland. 10% of proceeds from these budvases will go to the Multiple Sclerosis (MS) Society to help fund a cure for a disease Margaret has been fighting for 29 years.

Despite Margaret's diagnosis, she has yet to relinquish her artistic talents. Over the years, she has put her talents into motion as a children's book illustrator and has designed countless Accent Decor catalogs, web features, showrooms and more.

"During the Product Development process, we felt the budvases needed an infusion of charm and a unique design differentiator," explained Sarah Bagle, Creative Director, and Margaret's daughter. "My Mother is a talented artist, and has used art to not only express herself, but as a form of therapy. When I presented the budvases to her, she was immediately inspired, and hand-drew these playful faces that we immediately fell in love with. We're delighted to see her personal touch integrated into our products. The budvases have been a hit with our customers."

MS is a chronic, often disabling disease that attacks the central nervous system (CNS), which is made up of the brain, spinal cord, and optic nerves. Symptoms may be mild, such as numbness in the limbs, or severe, such as paralysis or loss of vision. The progress, severity, and specific symptoms of MS are unpredictable and vary from one person to another. Together, Accent Decor believes we can become a powerful force for health and healing. And with every dollar we raise, we're that much closer to ending MS forever.

The Lady and Gents budvases are available in a variety of sizes at accentdecor.com.

ABOUT ACCENT DECOR

Accent Decor is a wholesale distributor of design-focused vessels for the floral, event planning, and home décor industries. A family-owned and operated company since 1997, Accent Decor seeks to inspire through unique product offerings, and passion for bringing beauty into the world at a price accessible to all. Recognizing the importance of nurturing the global community, Accent Decor believes in making a difference in the world. Accent Decor seeks to reinvigorate the floral industry and inspire florists to be recognized as the artists they are. Accent Decor also believes in generously giving back to the community that has supported the growth of our company, while also working to ensure all the artisans and manufacturers that we partner with are treated with the respect and care they deserve. Accent Decor places high value on honesty, commitment, generosity and integrity.

**10% of proceeds to
benefit the Multiple
Sclerosis Society**



SIMPLY *Social*



Summer is a great time to do fourth quarter planning and create a strategy around the busiest time of year. A content calendar is a helpful tool to help keep your social media marketing process organized and strategic. If you aren't already using a content calendar, this article will discuss a few benefits as well as items that should be included on every content calendar to make it the most efficient and beneficial.

A good marketing plan includes strategy and a good strategy includes content. A content calendar keeps you focused and keeps your content in line with your overall strategy. The information included helps ensure content topics are not only in line with your plans, but they speak to your target audience and address the needs of your audience. Building your strategy in advance ensures you cover all major topics by following what has been set in your calendar.

Another major benefit of using a content calendar is it keeps you on schedule. During the busiest time of year, it would be easy to let your social media content slip through the cracks. A content calendar establishes the expectation and can help keep you and your team focused and publishing content consistently.

A final benefit to consider is a content calendar allows you to plan ahead. Fall and Christmas holidays are sure to keep you busy and

using a content calendar is one way to get ahead by shaping content in advance of the actual dates it needs to publish. If you already have dates on your calendar, you can knock out the entire vision and layout of your content for an extended period of time, which gets you ahead and relieves stress in an already stressful season.

As you organize the elements of each subject on your content calendar, include a "call to action" and consider what kind of image or video is best-suited for the post. It's also a good idea to flag any posts with a code (or maybe highlighting in red) any posts that still have missing items (like image or video). By doing so, as you are in the season, you will always know which items still need the planned image and you can keep this top of mind as you are moving through the holidays, remembering to include those beautiful and engaging images. Lastly, you can find social media content calendar templates online in many different formats. Take a look and find one that fits your needs and happy planning!

For more information, contact
ashley@simplifiedsocialmedia.com

TEXAS STATE FLORISTS' ASSOCIATION EDUCATION COMMITTEE MEETS IN HOUSTON AT SOUTHERN FLORAL COMPANY

The TSFA Education Committee joins TSFA President Tom Wolfe, Sr. in Houston, Texas to discuss the updates on the Texas Certification Program due to launch in 2020. TSFA Past President Susan Weatherford graciously hosted the day at Southern Floral Company. The committee stayed to enjoy the Allied Florists of Houston Meeting later that evening celebrating with all those being recognized. A great deal of TSFA's success is contributed to these co-chairs who give unselfishly of their time and their talent.

Seated Left to Right: Debbie Woltmann TMFA and Debbie Wright TMFA

Front row standing Left to Right: Gina Waters AAFTMFA,
Kassie Baker TMF, Level 1 and Level 2 Certified High School Student
Elizabeth Giffey, Debbie Gordy AIFD TMFA, Susan Piland TMF,

TSFA President Tom Wolfe, Sr.

Back Row Standing: Bruce Easley AAFTMFA



Allied Florists of Houston honors former Allied President naming the Lynn Lary McLean Distinguished Service Award

Allied Florists of Houston awards Kim O'Brien Jones AIFD CFD TMFA the 2019 Lynn Lary McLean Distinguished Service Award



From left to right: Award Recipient Kim Jones AIFD CFD TMFA, Allied Florists of Houston President Alan Masters AIFD and Lynn Lary McLean AAF AIFD PFCI TMF

Born in Connecticut Kim O'Brien Jones grew up in New Jersey before moving to Texas in 1978. Her career in the floral industry started in a greenhouse while also creating dried flower arrangements to pay for college tuition. A professional floral designer for over 48 years she has received numerous certifications to include Texas Master Florist Advanced Certificate in 2005 and induction into the American Institute of Floral Designers in 2015. Her participation in TSFA includes designing bouquets for David Tutera's Your Wedding Experience and assisting numerous nationally recognized designers during Texas events.

Her workplace since 2010, The Blooming Idea in The Woodlands, is considered by many one of the most creative floral shops in Texas and she is most thankful to call it home.

Recently named Texas Master Gardener is evidence of her continued education always striving to achieve and be the absolute best in her field. Her most recent accomplishment is to receive the accreditation from AIFD as an AIFD Certified Judge-Evaluator.

Kim has two sons. Her oldest, Rocky, is a Captain for the Spring Fire Department and the younger, Paul, is a social studies teacher with the Cy-Fair school district.

When Kim is not designing or researching new floral techniques she is gardening (now as a Texas Master Gardener) or walking her collie Piper. Congratulation Kim on an award most deserved!



From left to right: Kim Jones AIFD CFD TMFA, Lana King TMFA, Hallie Morrison AIFD CFD, Charity Reel, Alan Masters AIFD CFD, Donna Overstreet Tall CFD, Alex Torres AIFD CFD and Michael McCarthy AIFD CFD



Tiffany Houck is recognized and awarded the Allied Florists of Houston Horizon Award

Tiffany Houck and Mother Patricia Houck own and operate The House of Blooms in Sugar Land, Texas with their family. She has focused her floral career on weddings and events and has had the opportunity to travel across the United States and internationally to create spectacular floral events. Her true passion for floral design comes from the joy that flowers bring to others and the emotions they convey without saying a word. Tiffany enjoys using flowers as her medium for creating art that is always changing to suit the purpose of her clients.

Fabian Salcedo brings his absolute best to inspire all attending the Allied Florists of Houston event at Southern Floral Company



Floral Certified High School Students are thrilled to assist Fabian Salcedo in preparation for the Allied Florists of Houston presentation.

The Allied Florists' of Houston event at Southern Floral Company provided an opportunity for recent 2019 James E. Taylor High School Graduate Elizabeth Griffy to assist designer Fabian Salcedo and share her thoughts when interviewed by TSFA member Susan Piland TMF. Elizabeth Griffy was a student of FFA Teacher Mrs. Burke. James E. Taylor High School is part of the Katy Independent School District. It certainly looks like our floral industry will be in good hands with fantastic young leaders like Elizabeth Griffy!

What made you choose floral design as a class in High School?

Sounded interesting! I joined FFA my junior year.

Do you have a favorite flower?

I'm in love with poppies.

How has achieving your Level 1 and Level 2 Floral Design Certification assisted with your future?

The certifications have created a standard for me to follow. It gave me the confidence this past March to compete in the Houston FFA livestock and rodeo Texas Table Design category, where I received Grand Champion!

Tell us about your experience assisting gifted floral artist Fabian Salcedo.

I am most impressed with how he combines floral materials that you would not have thought of. His work is so original and unique.

What are your plans for the future?

I plan on majoring in Accounting and minoring in Horticulture. I would love to own a floral business and have the financial knowledge to be successful.



Fabian Salcedo has been in the floral industry for twelve years. Having accidentally stumbled across a love for floral design, he knew he had found a passion to explore. He graduated from the University of Texas with a BA in psychology in 2005. It was not long after graduation that he attended the Floral Design Institute in Seattle. Once back in Austin, he began his career washing buckets and processing while learning from two great mentors. This mentorship, combined with great talent, led to his Texas Designer of the Year win in 2008. These life experiences provided him the confidence and skills needed to ultimately open F2 Floral Design, an event based floral studio, in the summer of 2014.

Thank you Fabian for all you inspire in others!

Thank you Southern Floral Company for hosting this incredible event!

Thank you Kirksey Gregg Productions for the elegant surroundings to enhance this evening of education and recognition!

THE BUSINESS OF *Flowers*

Expenses and Bookkeeping



Jodi McShan AAFTMF

It's summer and convention time for not only Texas State Florists' Association but for many others as well. As you know, this comes with a number of expenses from registration to travel and meals. You go, enjoy, network and then come home with amazing ideas and inspiration and... a bunch of receipts...

You **MUST** keep your receipts for tax purposes; in case of an audit, you will need to be able to show what was spent and why. When it comes to money, we are all concerned about how to apply it and how to get reimbursed (if you can). Yes, I said if you can...

So what is reimbursable to you? If the company is paying you back, then you can turn in your receipts to whomever does your accounting and get reimbursed for your out-of-pocket expenses (often called an accountable plan). These are generally not reported as income or wages; however, if you are a 1099 worker that does not provide receipts to the company, then it does show up on your 1099 as income to you. It depends on the company as to what and how much they are willing to reimburse, especially if the expenses are from a voluntary trip.

As you may have discovered while doing taxes this year, if you claimed unreimbursed expenses on your Schedule A deductions, miscellaneous itemized deductions are no longer an option. The only individuals allowed to claim unreimbursed employee expenses are: armed forces reservists, qualified performing artists, fee-basis state or local government officials, or employees with impairment-related work expenses. These individuals can deduct expenses as adjustments to gross income, but they even have to watch the narrow categories. Have no fear! If you are self-employed (meaning no business entity),

then you can deduct these expenses (however, please see previous articles as to why you should not fall into this category!). Additionally, businesses can still deduct these expenses albeit this deduction may be limited, making an easy way for you to have these expenses covered. Many companies limit the reimbursements to a per diem amount and/or limit what is reimbursed with many not paying for alcohol. Please note that these expenses must be deemed reasonable and appropriate. The IRS in Publication 535 stated "To be deductible, a business expense must be both ordinary and necessary. An ordinary expense is one that is common and accepted in your industry. A necessary expense is one that is helpful and appropriate for your trade or business. An expense does not have to be indispensable to be considered necessary."

If the business is reimbursing you, you must: show that the expense occurred in the performance of your job as an employee, provide receipts, and return any overpayments by the company. Keep in mind the business can only deduct 50% of the costs of meals, but the employee will be reimbursed 100% of the cost. Travel is reimbursed at cost; however, many employers may want to consider paying the standard mileage rate, which is calculated annually by the IRS. The 2019 mileage rate for reimbursement is \$0.58 per mile (covering the cost of wear and tear on the employee's vehicle as well as gas and maintenance).

So before you head out to the bar and grab that drink with friends, remember that the expenses may not be reimbursed by your company and may not be deductible on your taxes! Go have fun, but keep your receipts and turn them into your company or accountant and make sure you are making notes of the purpose of the expense (networking with your customer or supplier, meeting for sales projections, convention for training, etc.). While we all know convention was fun, we cannot forget the fun of keeping track of the business side of things!

Please note: nothing in this article is intended to serve as legal or accounting advice. Please consult your attorney and/or accountant to decide what is best for you and your company.

TSFA *Calendar of Events*

Photos courtesy of
Fabian Salcedo



AUGUST

16-18

Contemporary Wedding Hands on Design | TSFA School of Floral Design
Leander, Texas | Visit tsfa.org

16 Beautiful Body Flowers

TSFA School of Floral Design
Leander, Texas | Visit tsfa.org

17 Wedding Design

TSFA School of Floral Design
Leander, Texas | Visit tsfa.org

18 Becoming the Expert "Wedding Dream Designer" | For registration information Visit tsfa.org



SEPTEMBER

2 Labor Day

6-8 TSFA School of Floral Design Classes
Dr. Delphinium, Dallas, Texas
For registration information
visit tsfa.org

13-15

TSFA School of Floral Design Classes
TSFA School, Leander, Texas
For registration information
visit tsfa.org

28 TSFA Floral Showcase

Emerald Beach Hotel
Corpus Christi, Texas
For registration information
visit tsfa.org

30 Rosh Hashanah



OCTOBER

9 Yom Kippur

14 Columbus Day

31 Halloween

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QUALITY EDUCATION: A COMMUNITY COMMITMENT



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Vice President of Digital
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Director of Education &
Industry Events



Donald Yim
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Instructor



Sandy Schroeck
AIFD, CFD, PFCI
Instructor



Anthony Swick
AIFD, CFD, PFCI
Instructor



Lesley Bolden
AIFD, CFD
Instructor



Angelyn Tipton
AIFD, CFD, GMF
Instructor



Stacey Carlton
AIFD, CFD
Instructor

Upcoming Course Schedule

June 9-11 **Certification and Competition**
Jackie Lacey AAF, AIFD, CFD, PFCI

Sept 15-17 **Reinventing Everyday Designs**
Donald Yim AIFD, CFD, CPFD

Sept 29-Oct 3 **Celebrating Life Everyday**
Jackie Lacey AAF, AIFD, CFD, PFCI

Hear what
florists have
to say...



Loved the class, classmates and Jackie Lacey is a great instructor. I learned so much in my first time attending. I'm sure to return in the future!

- Jude Hobson - Beverly Hills Florist, in Beverly Hills FL



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