

MARCH 2019

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



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From the President



TSFA President Tom Wolfe, Sr.

It's March...the beginning of spring!
I love the time of year when the beautiful part of nature kicks in with the colors, sounds and smells that I have missed for several months. As florists, we are also in season. This is our busy time of year with the spring holiday and social events that are such a big part of our businesses. Now, is the time of year, we have a multitude of different flowers and foliage at our disposal. This is where we, as individual shops, can set ourselves apart from everyone else with our creativity.

TSFA's high school testing is under way with several testings set up for March and April. Volunteering and participating in high school testing is one of the best ways to become active and experience first-hand this important aspect of our great organization. It is a great opportunity for you to meet and work with some of the most talented members we have. Testings will be March 27th at Cy Fair ISD Exhibit Center, April 3rd at Region 17 Education Service Center in Lubbock, April 6th at Big Sandy High School, April 13th at VR Eaton High School in Haslet, and April 27th at Skyline High School in Dallas. I have personally been to this last one, and it really was amazing!

So, what I am saying is take advantage of all the wonderful opportunities Texas State Florists' Association has to offer by becoming more involved.

EXPERIENCE

a glimpse into all that awaits July 26-28 during
the 2019 Texas Floral Expo!

The April Issue of *TEXAS in Bloom* will outline the complete
programming and registration information.

4-5 TEXAS DESIGNER
OF THE YEAR COMPETITION

6 2019 TEXAS DESIGNER OF
THE YEAR COMPETITORS

8-10
EXPERIENCE
EL PASO WITH THE FIRST TEXAS
FLORAL SHOWCASE IN 2019

11 TEXAS FLORAL SHOWCASE
JUNE AND SEPTEMBER INFORMATION

12-13 TALMAGE MCLAURIN
TO OPEN THE TEXAS FLORAL EXPO

14-15 PHIL RULLODA
TO CLOSE THE TEXAS FLORAL EXPO

16-17
EXPAND THE EXPERIENCE
OF THE TEXAS FLORAL EXPO
WITH HANDS - ON DESIGN
EXPERIENCES

18 TEXAS AGRICULTURE
COMMISSIONER SID MILLER
SWORN-IN FOR 2ND TERM

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Not Just an Ordinary Kind of Day!

Written by Dawson Clark

It may have seemed like any ordinary day at the Texas State Capitol but for five of Texas State Florists' Association's finest floral designers, February 20th was anything but ordinary.

The scene was rather chaotic as busy legislators, lobbyists and staffers bolted back and forth across the rotunda weaving amongst tour groups and other tourists who were taking in the majestic atmosphere of the seat of Texas government.

Just before noon, the chaos was interrupted as a small army of Texas State Florists' Association volunteers placed five elegant design stations precisely between the five points of a Texas star that graces the terrazzo floor of the rotunda.

When the flowers were revealed, the pace of the room slowed significantly. It seemed as if everyone literally "took time to smell the roses" and they overwhelmingly enjoyed it! Many lingered in the space for the entire hour-long competition so they could see the designs completed.

It was a dramatic setting for the climax of the 2019 Texas Designer of the Year Competition. Chaired by Coby Neal AIFD PFCI, who holds the current title, the competition provided extended opportunities for the competitors and for Texas State Florists' Association.

"The opportunity for TSFA to stage this competition in such an important venue says a lot for the level of respect that our state leaders hold for TSFA and our floral design profession," Neal said. "We are privileged to be invited into the rotunda and grateful for the opportunity for our five competitors to represent all TSFA members in this way."

The Interpretive Design Category designed at the Capitol followed the two design rounds staged the previous day at the new TSFA Office in Leander, Texas. On day one, the competitors completed a wedding bouquet design round, during which each created a bridal bouquet. There was also a surprise package, which they knew nothing about until the instructions were provided moments before the round began.

In the surprise package, each competitor was asked to create a "somewhat formal and architectural design, but with just a flair of the popular boho vintage look." Within that framework, each was asked to create a full table scape for a wedding to feature a dramatic centerpiece in a footed silver compote, a custom napkin ring and decor to accent the back of a silver chivari chair.

Throughout the two-day competition, the designers shared their thoughts about the moment and process of getting there.

"It is exciting to be here," shared Tiffany Houck of The House of Blooms in Sugar Land. "There is so much energy in this space. It has been really fun to interact with all the people who are stopping by wondering what we are about to do."

Michael McCarthy AIFD CFD of The Blooming Idea in The Woodlands took a moment to visit. "This is such a great opportunity for us to show the public the creative process. To do so in such an important place is amazing!"

From top to bottom:

Round 1 First Place | Wedding Bouquet Category | Richard Ace Berry AIFD TMF

Round 2 First Place | Surprise Package Category | Richard Ace Berry AIFD TMF

Round 3 First Place | Interpretive Design Category | Michael McCarthy AIFD



The level of creativity was inspiring to all who were present during the one hour scheduled for this competitive round. Several wives of current and former Texas Senators were present during the competition and were amazed at what they saw.

Kay Hall, wife of Senator Bob Hall of Edgewood, said she was inspired by the experience.

"I am so impressed with the talent and creativity of each of these designers," she said. "I am a long-time advocate for the arts and I believe the world is a better place because of this kind of creativity."

Mary Ann DeBerry CFD TMFA of The Florist Ltd. in Denton said she was really proud to be basing her Interpretive design around a steer head wrapped in a Southwestern textile. "My son made this prop, so it is extra special."

The setting in the Capitol Rotunda proved to be noteworthy for Abel Gonzalez-Mencio CFD TMF. "I am beyond thrilled to be here. It is an honor to compete at this level. I have competed several times and nothing compares to this experience today."

At the close of the competition the designers carried their interpretive designs to the judging room. Several then sat together at a large table and began to check-in with each other to see how they were all doing. The gathering took place in the Agriculture Museum within the Texas State Capitol where winners would soon be announced!

"It is simply amazing," said Ace Berry AIFD TMF of Fulshear Floral Designs in Fulshear. "It is amazing to be here! This was so much fun!"

... and amazing he was! Congratulations 2019 Texas Designer of the Year Richard Ace Berry! Enthusiasm was at it's peak when Chair Coby Neal made the announcement! Presented the Silver Texas Cup, the Crystal Star noting Ace officially a Star of Texas, a blue ribbon and flowers of course, Ace stepped up to join Second Place Overall Winner Michael McCarthy AIFD and Third Place Overall Winner Abel Gonzalez-Mencio CFD TMF. Leading up to the big reveal were the announcements of the First Place Winner of each of the rounds. Round One for outstanding Wedding Bouquet went to Richard Ace Berry. Round Two Surprise Package went to Richard Ace Berry. Round 3 Interpretive, designed in the Texas State Capitol Rotunda, went to Michael McCarthy! This is the first time that Texas acknowledged the First Place winners of each round and awarded each winner with \$100.00.

In addition to the noted prizes the Texas Designer walks away with \$1,000.00 and up to \$1,000.00 to represent Texas at the Society of American Florists Sylvia Cup Competition. The Second Place winner receives \$300.00 and the Second Place Ribbon. The Third Place winner receives \$200.00 and the Third Place Ribbon. Congratulations to all who competed! As you can clearly see, it was not just an ordinary kind of day!



*... and the winner is Richard Ace Berry AIFD TMF!!!
2019 Texas Designer of the Year!*



*TSFA celebrates as Chair Coby Neal AIFD PFCI awards
Michael McCarthy AIFD Second Place Overall.*



*Chair Coby Neal AIFD PFCI awards Third Place Overall to
Abel Gonzalez-Mencio CFD TMF*



2019 TEXAS DESIGNER OF THE YEAR COMPETITORS

From left to right Tiffany Houck, Richard Ace Berry AIFD TMF, Abel Gonzalez-Mencio CFD TMF, Mary Ann DeBerry CFD TMFA and Michael McCarthy AIFD

RICHARD ACE BERRY AIFD TMF

Ace Berry AIFD TMF worked in the oil fields of Texas for five years before finding his true passion ...FLOWERS!!! He recently opened his own floral shop in Fulshear, Texas. He earned his Texas Master Florist in 2012 and served as Teleflora Unit President in 2013. He has travelled the country taking classes and working with some of the best designers in the world! Ace was inducted in the American Institute of Floral Designers in Denver, Colorado. He contributes the very foundation of his education to these individuals and to these opportunities. In 2015 Ace was inducted in the American Institute of Floral Designers in Denver, Colorado. In 2018 Ace presented the Principles and Elements of Design during the 2018 AIFD National Symposium with colleague, Patience Pickner AIFD. He went on to instruct FFA Students on the formal linear style of design. He is excited to play a part in the future of this amazing industry.

MARY ANN DEBERRY CFD TMFA

Mary Ann DeBerry of Denton, Texas is the owner and operator of The Florist LTD. She is an advanced Texas Master Florist (TMFA) and a Certified Floral Designer (CFD). She has competed in the TSFA Designer of the Year as well as in the Sylvia Cup in Palm Springs, California. She loves gardening, cooking and especially the day to day design work at her floral shop. Mary Ann is all about family. Her husband supports her a hundred percent in all aspects of the floral industry. Her son spends his time as a professional cowboy. Her three dogs are quite special! She served as Teleflora North Texas Unit President for the past three years and is on the TSFA Education Committee and the TSFA Communication Committee.

ABEL GONZALEZ-MENCIO CFD TMF

Abel Gonzalez Mencio CFD TMF has been active in the floral industry for over 37 years. His beginnings in the industry started as a delivery

driver for a local floral shop in Harlingen, Texas. Abel's passion for engineering floral designs and spirit wear led him to own and operate his personal design studio, Casa Granada Floral in South Texas. His friendly, down home approach to floral design has increased awareness of his talent. Serving as the Director of Marketing and Design for the Acolyte Company Abel has presented design shows featuring these products. Abel is a Texas Master Florist. He is a member of Texas State Florists' Association and Allied Florists of Houston. The Texas Floral Endowment recently awarded him the Judy Rutledge Scholarship which provided him the education to complete his Certified Floral Designer (CFD).

TIFFANY HOUCK

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.

MICHAEL MCCARTHY AIFD

Michael McCarthy, a designer at The Blooming Idea for nine years, specializes in wedding and event design. Michael's deep passion and love for floral artistry, enables him to seek new design styles and trends. His enthusiasm for competition has effectively developed and honed his design skills. The experiences and acquired skills have proven invaluable. In June of 2015 Michael was inducted into the American Institute of Floral Designers with seventy very talented peers, including six Allied Florists of Houston members. His work has been published in *Florist Review* magazine.

To receive the place of honor in the Texas State Capitol Rotunda, with invitation from the Texas State Preservation Board, speaks largely to the respect that has long been achieved through the volunteers who have served the association over the years and the work of TSFA Executive Director Dianna Nordman AAF whose constant direction has led the association to the place of respect it holds today.

The continued development of Texas State Florists' Association is strengthened in the understanding that collectively more can be accomplished than individually. Through the efforts of many the longest running competition in Texas stepped up bringing countless opportunities to TSFA members and to the Association.



*From left to right Senate Ladies Club members in attendance
Amanda Hinajosa, Mel Birdwell and Kay Hall.*

The results of the competition expands possibilities. TSFA was honored to have representatives from the Texas Department of Agriculture who witnessed first hand the results of the GoTexan funding so generously shared with TSFA. Our presence on social media was broadened with posts from TDA and from the Senate Ladies Club. The wives of current and former Texas Senators attended discussing future opportunities for Texas florists and appreciation for flowers presented them. Flowers were shared with guests as well as the 2019 Designer of the Year Interpretive Design being placed the day following the competition at a service to honor a Fallen Soldier. With the help of former TSFA President Susan Weatherford a private tour was scheduled for TSFA members through Senator Birdwell's office. The success of the day just may continue, with assistance of the Fort Bend Chamber of Commerce and the area's Texas Senator, when Richard Ace Berry is recognized on the House Floor at a later date.

The strength of an Association of individuals with common goals and interests is quite evident. The opportunities and possibilities, once again, are proven to be endless.

A Texas Thank You to each and everyone who assisted in the many areas of the competition. An event of this size and detail requires the dedication of many. Under the capable direction of Chair Coby Neal AIFD PFCI the 2019 Designer of the Year Competition, staged in the Rotunda of the Texas State Capitol brought an opportunity to bring awareness to the public and exceeded expectations. Texas State Florists' Association extends heartfelt appreciation to the volunteers who oversaw the details to maintain the integrity of the longest standing competition in Texas and the companies whose generosity highlighted the absolute best in flowers and products!

Texas Thanks You

The Texas Designer of the Year Competition is made possible due to the generosity of these companies and the support of the volunteer effort. Texas State Florists' Association extends appreciation to each of these companies and individuals for the role played in bringing this competition to the forefront.

Texas Floral Product Partners

Gold Level Texas Floral Education Underwriter
Greenleaf

Silver Level Texas Floral Education Underwriters
Southern Floral Company
Vickery Wholesale Greenhouse

Bronze Level Texas Floral Education Underwriters
Alpha Fern
Smithers-Oasis

Texas Floral Product Contributors

Bill Doran Company
Pike's Peak of Texas
Sun Valley Group
The Flower Studio

Chair
Coby Neal AIFD PFCI

Time Keeper and Lead Monitor
Ed Fimbel TMFA

Monitors
Dawson Clark
Jack Winterrowd TMF

Judges
Pat Becker AIFD TMFA
Lori Medina-Lopez AIFD
Ken Senter AIFD

Facilitators
Jacob Davies
Jodi McShan
Ian Smyth
Cheryl Vaughan

TSFA Legislative Committee Members

Chad Freytag
Tiffany Houck
Gina Waters AAF TMFA

EXPERIENCE *El Paso*

with the First Texas Floral Showcase in 2019

Written by: Amy Neugebauer AIFD TMFA

Texas Floral Showcase Chair Marisa Guerrero AIFD welcomed Jenny Thomasson AIFD PFCI EMC to the stage for the first Texas Floral Showcase of 2019. The event, held at the beautiful El Paso Zoo, Wednesday evening January 23, 2019, exemplified the theme for the year! It was beyond a doubt an EXPERIENCE!

Jenny quickly began the program delving into the importance of an EXPERIENCE based retail environment encouraging all to offer customers new ideas to grab their interest and excitement! Make your shop the place to be! The program, highlighting Jenny's expertise, provided several ways in which to do just that!

ART IN BLOOM: Interpret a painting or another art element from a local artist, with a floral design by you! Customers love experiencing the mood of the painting through floral interpretation. We see this being done in museums across the country! Why not take it local and into your shop! Advertise an evening or date and time when you will create this interpretation "Live". If there are no local artists available to you then create a gallery of floral art that is all your own!



*From left to right: Ed Fimbel TMFA, TSFA Retail Director
Amy Neugebauer AIFD TMFA, TSFA President Tom Wolfe, 2019 Texas
Floral Showcase Presenter Jenny Thomasson AIFD PFCI EMC and
Texas Floral Showcase Local Chair Marisa Guerrero AIFD.*



FIELD TO VASE: Advertise and hold a floral design class where you take the class into the outdoors working together to create an amazing tablescape with the natural elements gathered plus the additional inspirational items which you provide. Enjoy lunch creating a true EXPERIENCE!

RENT A BENCH: Jenny suggested offering to rent a bench to those wanting to purchase flowers from you to create a floral or two on their own! You are almost guaranteed to garner additional business as projects open new opportunities!

WINE AND DESIGN: Why not offer interesting classes with the added allure of wine! Jenny suggested creative classes such as, using a bouquet holder to make an arrangement and then inserting the handle of the bouquet holder into a vase. Another simple but creative idea was to lay a grape vine wreath on the top of the container and then then ask the students to place their flowers and foliage through the middle.

VISUAL MERCHANDISING: Expand the Experience each and everyday and each and every time that one enters your shop! Have a fabulous display that will draw your customers to EXPERIENCE the various elements of the display. People are drawn to texture after spending much of their time in front of screens whether it be computers or

Jenny Thomasson highlights several EXPERIENCES to make a difference as we move into an age of experience based retail! Joining her is Athena Del Rivero.

phones. Jenny presented a gorgeous table of blues and greens, a look very soothing to the eye. Orbs of preserved boxwood were abundantly incorporated into the display. The customer would feel compelled to touch these orbs as each were very textural.

REACH OUT TO CHILDREN: Jenny stressed the importance of visiting schools and performing a floral demonstration in a classroom. Children are in awe and are drawn to the creative process. Not only does this provide an amazing outreach, a class such as this instills the love of flowers at a young age and plants the seed to grow new customers!

In closing, Jenny stressed the importance to give oneself permission to *Create Unapologetically*. She urges everyone to work to create an EXPERIENCE in your shop each and every day!

Thank you Jenny for an exciting and inspirational Texas Floral Showcase!! The Texas Floral Showcase travels to Houston on June 5th to the Houston Racquet Club! Schedule the date on your calendar today! This program is not to be missed!!!



Dov Kupfer AIFD designed florals for the evening. Thank you Dov!

Students from New Mexico State University joined Instructor Sabine Green AIFD to design an EXPERIENCE in floral decor for the Texas Floral Showcase in El Paso. Each table, where guests were seated for dinner, provided a unique experience! A clever and quite the fun filled approach for all to enjoy!



*From left to right
Instructor Sabine Green AIFD
and students Donna Farmer and
Stacy Swope*



Those at this table enjoyed a taste testing while waiting for dinner to be served! Dinner napkins, shaped as roses, adorned each place setting.



Those at this table looked within these Peek-a Boo boxes!

TEXAS THANKS YOU

Texas Floral Education and Product Partners

Platinum Level

Texas Floral Education Underwriter

BloomNet

Gold Level

Texas Floral Education Underwriters

Go Texan | Rio Roses

Bronze Level

Texas Floral Education Underwriters

Design Master | Smithers-Oasis

Texas Floral Product Partners

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CalFlowers

Silver Level

Texas Floral Education Underwriters

Choice Farms | Syndicate Sales | Zoom! Roses

Bronze Level

Texas Floral Education Underwriters

Accent Decor | Alexandra Farms | Alpha Fern
Knud Nielsen | Lion Berwick Offray Ribbon
Mayesh Wholesale Florist | Schusters of Texas

Texas Floral Product Contributors

Farm Exports | TSFA Growers

Product Receivers

Debbie's Bloomers | Miami Wholesale

Design Assistant to Jenny Thomasson

Irma Ivette Vargas

Dinner Decor

New Mexico State University Floriculture Team
under the direction of Sabine Green AIFD

Entry Designs

Dov Kupfer AIFD

EXPERIENCE Social Media



Local Chair Marisa Guerrero stepped up to fill in for Jackie Lacey who was unable to attend sharing social media updates that are sure to make a difference. Each attendee will receive the power point for an easy reference to valuable information provided by Platinum Level Texas Floral Education Underwriter BloomNet. Texas wishes Jackie Lacey our very best!

Written by: Marisa Guerrero AIFD

On a beautiful winter evening in El Paso, florists, students and wholesalers from all across Texas and New Mexico gathered to enjoy an evening of education and friendship at the Texas Floral Showcase at the El Paso Zoo. It was quite an EXPERIENCE!

Jenny Thomasson AIFD PFCI EMC, showcased spectacular floral art and explained ways that florists can create experiences for their customers, beyond just selecting an arrangement out of the cooler. Jenny's floral designs were an amazing sight to behold, but, as always TSFA provided even more to learn at the event.

Jackie Lacey AAF AIFD PFCI, the renowned educator and head of BloomNet's Floriology Institute, prepared an immense amount of information for the attendees regarding social media for floral professionals. Unexpectedly, Jackie was unable to attend the event but with his well prepared notes, and references a plenty, Marisa Guerrero AIFD was able to take the information Jackie had prepared and present it to the gathered designers.

Do you know that the middle of the day is the best time to post to Facebook, but the middle of the night is better for Instagram? Or that #FlowersMakeMeHappy is a great way to tag your Instagram posts?

So much time can be spent on social media that you must determine how best to use the little time you have. Leveraging available data will help you refine when to post and which platform to use (Blog, Facebook, Pinterest, etc.) so that you can successfully commit to social media and see great results.

Join TSFA for the next Showcase to see Jenny and learn some valuable social media insights from Jackie at the Houston Racquet Club on June 5. You can register online at tsfa.org.

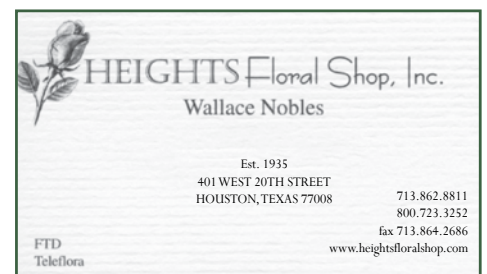
It was my absolute pleasure to chair this showcase and present this part of the program. I look forward to continued involvement in TSFA!!



MIAMI



AUSTIN



HOUSTON

EXPERIENCE

THE TEXAS FLORAL SHOWCASE
WITH PRESENTER *Jenny Thomasson*

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.

AIFD President Elect Jackie Lacey AAF AIFD PFCI joins Jenny Thomasson to provide marketing information that contributes to the development of these opportunities!

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
one of these two regional events!



Texas Floral Showcase in the Gulf Coast Region
June 5, 2019 | Houston Racquet Club
Chairs Mary McCarthy AIFD TMFA and
Melanie Kay Hugel

Texas Floral Showcase in the Rio Grande Valley Region
September 28, 2019 | Corpus Christi
Chair Abel Gonzalez - Mencion CFD TMF

PARK HILL

*Our 2019 Catalog is ready for you to view...
from print to laptop, tablet and phone!*



parkhillcollection.com




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2050 N. Stemmons Freeway
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Talmage McLaurin to Open the Texas Floral Expo

The Stars of Texas Event will feature the brilliance of Talmage McLaurin AIFD as he shares an in depth understanding that spans decades. The Texas Floral Education Underwriters, with the partnering of this presentation, continue to elevate the **EXPERIENCE** for Texas floral professionals who continue their education with attendance at the Texas Floral Expo expanding possibilities and increasing opportunities.



PSYCHOFLORAL

Friday, July 26, 2019

To understand how trends emerge is to understand the very essence of human nature. Many of these trends influence the way we arrange flowers and why our customers are attracted to them. It is the psychology of floral design.

Join the quest to find deeper meaning in the basic human needs that can change the stories we tell to sell flowers.

Talmage McLaurin AIFD

Talmage McLaurin began his floral career in a family-owned flower business. In 1990, he launched a twenty three year career in floral publishing, during which he contributed to more than 400 issues of *Florists' Review* and *SuperFloral* magazines and was featured in more than 20 books for florists as the creative director and publisher at Florists' Review Enterprises.

Talmage was inducted into American Institute of Floral Designers in 1988 and has made eight presentations at their National Symposiums. In 2008, Talmage received the AIFD Award of Distinguished Service to the Floral Industry.

Talmage currently resides in Oakland Park, Florida and is the Creative Director at Nature's Flowers in Miami.

A contemporary still life of eclectic containers and random blossoms fuses the renaissance art form with today's freestyle approach to flower styling. Botanicals: *Hydrangea macrophylla*, *tulipa*, *Phalaenopsis*, *Syringa vulgaris*, *Viburnum opulus*, *Jasminum polyanthum*, and *kumquat*.

Full size image: Individually pasted florets cover parchment paper in stylish ombré fashion while the carefully trimmed perimeter lends an organic edge to this botanical stationary. Botanicals: *Hydrangea macrophylla*





Phil Rulloda AIFD to Close the Texas Floral Expo instructing three Hands-on Design Experiences!

As one of the world's leading floral artists and an award winner surpassing all others, Phil Rulloda will instruct three Hands-on Design Experiences on Sunday, July 28th during the Texas Floral Expo! This approach to education is in direct response to expand the offerings of hands-on design education. Platinum Level Texas Floral Education Underwriter BloomNet brings this educational format to the forefront. Phil Rulloda has instructed thousands, sharing his love of floral design. His legacy will long be reflected in the success of his students. His teachings are his very core. His signature style will forever be remembered. What an opportunity to expand your knowledge and study with a true master of his craft.



Phil Rulloda AAF AIFD PFCI is widely acclaimed as one of America's leading floral designers, educators and commentators. He has appeared throughout the world as a featured speaker and designer for the industry's world-wide events. Phil has been a guest lecturer and designer in over 500 programs. His award-winning designs have been featured in publications both within and outside the industry. Phil was invited to the White House to assist in Christmas decorating and has been a visitor in many foreign countries at the invitation of heads of State.

After winning four first place awards in the coveted FTD America's Cup competition he went on to take two first place awards in the Global Inter-floral Competition. Phil then took two more first place awards at the Atlanta Invitational Competition. This gives Phil a total of eight first places in National and International competition, a mark not yet equaled among his peers.

In addition, Phil has judged the Tournament of Roses Parade in Pasadena, the Las Floristas Headdresses in Hollywood and contributed his design expertise to the 1984 Summer Olympic Games in Los Angeles.

Phil is a member of the American Academy of Floriculture, the American Institute of Floral Designers and the Professional Floral Commentators International. He has served on the advisory board for Flowers & Magazine. Phil was also the first inductee into the Arizona Floriculture Hall of Fame. Phil was awarded the first ever AIFD Award of Design Influence which was created to recognize floral designers who have made a significant impact on the art of floral design in America.

Phil's goal is to globally share his love for flowers with each of his students. His passion for design, along with his youthful and vibrant personality reaches out and touches the soul of his every student and brings out his or her best for all the world to see.

Noted is a list of awards and distinctions bestowed upon Phil Rulloda in honor of his floral industry contributions as well as a few of the many programs in which he has presented.

| | | | |
|------|---|------|--|
| 2017 | AIFD National Symposium Featured Designer | 1999 | Florida State Hall of Fame Award |
| 2017 | Tournament of Roses Parade Judge | 1999 | New Jersey Hall of Fame Award |
| 2016 | Gateway to the Americas Cup Judge | 1991 | First Recipient, AIFD Award of Design Influence |
| 2012 | Featured Presenter California State Top Ten Competition | 1990 | Author, Phil and Silverio's Book <i>Tropical and Contemporary Floral Design</i> |
| 2007 | AIFD Award of Distinguished Service to the Floral Industry | 1987 | First inductee Arizona Floriculture Hall of Fame |
| 2005 | AIFD National Symposium Featured Designer | 1983 | Teleflora National Education Team |
| 2004 | Tommy Bright Lifetime Achievement Award | 1980 | Teleflora National Convention, Honolulu, Hawaii |
| 2004 | SAF National Convention Featured Designer | 1980 | Gentse Floralien, Gent., Belgium |
| 2003 | Arizona State Florist Association Lifetime Honorary Member Award | 1978 | Guest Designer Lecturer, San Juan, Puerto Rico |
| 2003 | Tennessee State Florist Association Hall of Fame Award | 1976 | Europa Cup, Athens, Greece |
| 2002 | AIFD National Symposium Featured Designer | | Guest Designer Lecturer, Monterey, Mexico |
| 2000 | Associated Florists of Southern California First Annual - Phil Rulloda Award | 1974 | United States Champion FTD America's Cup Winner |

This award is presented each year to an individual within the floral industry that displays distinction in design and who demonstrates the characteristics most closely mirroring the purpose of the association.



Hands - on Design Experiences with instructor Phil Rulloda AIFD

FOLIAGE: RULLODA STYLE

Sunday, July 28, 2019 | 9:30 am - 11:30 am

Distinctive applications restyle the simplest foliage, transforming the ordinary into the extraordinary. Foliage:Rulloda Style outlines the twists and turns of the leaf making it quite easy to implement an artistic approach into your every day offerings.

STYLIZED TROPICALS THAT SELL

Sunday, July 28, 2019
2:30 pm - 4:30 pm

To step outside your comfort zone expands opportunities resulting in unlimited possibilities. Creative applications impart the potential for increased awareness of a genre of flowers that are often overlooked. *Stylized Tropicals that Sell* may be just what is needed to create a comeback of florals that are quite powerful in color, exclusive in style, and just waiting for a technique or two in affordability.

TROPICALS: RULLODA STYLE

Sunday, July 28, 2019 | 5:30 pm - 8:30 pm

An Advanced Hands-on Design Experience with focused instruction will expand the most needed skills with numerous techniques and distinctive style. The design knowledge captured in this experience promises to create the potential to increase sales in this genre.

Underwritten by Platinum
Level Founding Texas Floral
Education Underwriter
BloomNet

floriology
powered by bloomnet
World-Class Florists Worldwide Delivery

EXPAND THE EXPERIENCE

of the Texas Floral Expo with Hands - on Design Experiences



PETE SAMEK AIFD

Pete was inducted into AIFD in 1991 and has been an active supporter of AIFD through his entire career. He is currently serving the AIFD North Central Chapter as the AIFD Representative to the National Board and Trustee to the AIFD Foundation. Pete is a Past President

of North Central Regional Chapter and he currently holds an additional position on the AIFD National Awards Committee.

His floral career is diverse which includes at the national level of AIFD, creating the floral décor for the Awards and Induction Ceremony and dinner and has presented a main stage program. Pete presented the Elements and Principles of Design at the Denver Symposium, 2015 and recently held hands-on workshops named 'Tropical Fusion' at the

2018 AIFD National Symposium, Washington DC. Last year he was appointed the Director at the American Floral Art School, United States branch and has continued to travel abroad to teach floral design in Taipei, Taiwan.

Pete is a FTD Quality Services Representative serving our member florist network. Working out of the corporate offices, located in Downers Grove, Illinois, he monitors and coaches FTD member florists and assists them in being successful. Pete has used his education in horticulture and floral design skills to teach in the FTD Boot Camp and in the mass market industry. One of his most recent projects is the Assistant Designer to J. Keith White AIFD in creating the floral décor for the VIP antique cars at the Tournament of Roses Parade. Pete was also an important part of the planning team for the 2019 FTD World Cup Competition held during the Philadelphia Flower Show.

Underwritten by Silver Level
Founding Texas Floral Education
Underwriter FTD



BUILDING BLOCKS | *The Elements and Principles of Design*

Friday, July 26, 2019 | 9:00 am - Noon

The Elements and Principles of Design are the building blocks of every successful composition and mastery of them is fundamental. The Principles are the time-honored conventions and guidelines that tell us how to assemble the Elements – the physical characteristics of the design components – into pleasing and satisfying flower arrangements.

The Elements and Principles of Design are not limited to the realm of flower arranging, but rather they are universal to every form of design or artistic expression, from painting, sculpture, fashion and architecture. These concepts are not finite, new ideas and observations continually emerge and applications for floral design are frequently drawn from other disciplines.

Enroll in this hands-on class to learn how to apply these design skills and start the path of becoming an accomplished designer. Pete will present the use of various styles, form, use of applied design techniques that elevate traditional floral work into exceptional creative arrangements.

The floral artist learns to see any given plant material in terms of its elemental qualities – the line of the stems, the shape of its flower, the color of its petals, the texture of its leaves, etc. These “tools” are not cast in stone but viable and are influenced by the expression of each application from one to another.

CHROMA – *Get Your Color On*

Saturday, July 27, 2019 | 7:00 pm - 9:00 pm

Color – noun, the visual response of the eye to reflected rays of light.

Color is an optical sensation, originating in the brain's perception of light energy reflected to the eye from a pigmented surface. Of all the Elements of Design, Color is one of the most powerful tools we have available to us as designers. Understanding the basics of color and color harmony will allow you as an artist to create and explore different combinations.

When color is understood as a visible light-energy, the terms or vocabulary that is related to color become easier to understand. Discover several color harmonies that span not only floral design but also in the art disciplines, advertising | marketing and interior design. Monochromatic, Complementary, Analogous and Triadic harmonies among others will be featured and explained during this class.

Nature is our inspiration and by observing color and color combinations throughout the flora and fauna, one can learn to master the Element of Design Color.

This hands-on class will allow the student to understand color first hand by creating an artistic design that focuses on color with the guidance of the instructor, Pete Samek AIFD.



STACEY CARLTON AIFD EMC

Artist Stacey Carlton celebrates the value in the vast diversity of the floral industry by wearing many hats including educator, consultant, event designer, magazine contributor and product developer. As the owner of The Flora Culturist, she energetically expresses her ever-evolving point of view with unexpected materials and unique combinations of botanicals. A lover of adventure, she travels as a freelance artist and speaker.

Stacey's continued lifelong educational journey through various arts and horticulture are met with her experience as a second-generation floral designer. Named one of *Florists' Review Magazine's Top 35 Under 35* in 2018 she is recognized for bringing a fresh perspective and strong voice to the industry. Internationally published, her latest work is featured in the 2018-2019 International Floral Art Book by Stichting Kunstboek. Leadership is one of Carlton's strongest attributes which she demonstrates as the Social Media Manager for the European Master Certification program and as a member of the Floriology Education Team.



BROOKE RAULERSON AIFD FSMD

Brooke began her floral design career in 1996 as she assisted her mother with the family business at the age of 15. She soon realized she had a passion for design and an abundance of energy to offer the floral industry. Along with her husband Dale, Brooke purchased the family business, Artistic Florist, located in beautiful Amelia Island, Florida in 2005. She is an accredited

Florida State Master Designer and was inducted into the American Institute of Floral Designers in 2009. Brooke's floral designs and bouquets have been shown on David Tutera's show, *My Fair Weddings*, featured in Jacksonville *Luxury Living Magazine*, *Florist's Review*, *Flowers&*, *Bride and Water's Edge* publications. Brooke designs for elite clients and across the nation in a collective effort to share knowledge, educate, inspire and to grow floral design awareness within the industry and to the public. In addition to her floral art expertise, she has assisted home builders with designing interiors and has many years of experience in visual merchandising with Corporate retailers such as Dillards and Steinmart. Brooke is also an educator and presenter for garden clubs and florist events. In 2016, Brooke won "Designer of the Year" for the Florida State Florist Association, placing first in all three categories for her Bouquet, Boutonniere and Centerpiece design. She also represented the USA in the past two *Gateway to the Americas Cup* International Floral Design Competition and brought home first place in 2014 and third place in 2016 over the best competitors from six North and South American countries. In 2017, Brooke shared her passion through her main stage presentation, *Xceptional Color and Texture Trends in Weddings* at AIFD National Symposium in Seattle, Washington and continues to present large stage presentations throughout the states.

THE ART OF THE BOUQUET

Friday, July 26, 2019 | 1:00 pm - 3:00 pm
Hands-on Design Experience
Instructor: Stacey Carlton AIFD EMC

Armatures expand possibilities and provide structure, with multiple techniques, that when applied to a variety of design styles embellish the art of the bouquet. A gathered styling of flowers has been the benchmark for decades. Experience the influence of armatures and the artistry that is inspired in the company of these compositions.

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Founding Texas Floral Education
Underwriter Floriology



I WANT LOTS OF GREENERY!

Translating Trends into useful Techniques using Foliage

Friday, July 26, 2019 | 4:00 pm - 6:00 pm
Hands-on Design Experience
Instructor: Brooke Raulerson AIFD FSMD

In today's wedding market, brides are becoming less and less aware of what they want their wedding to look like. In this hands on demonstration, discover trend words and statements you hear from brides and different ways to interpret their wishes. How to select the right foliage for the job and desired look, what foliage can withstand the elements and how to make your designs days in advanced using the right technique and trends will be covered in this class for this hands-on design experience. Choose to "know" more about the floral greenery available in the market today.

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Floral Greens Farmers of Florida



The Texas Floral Expo Complete Programming will fill the April issue of *TEXAS in Bloom*! This will be an issue not to be missed!

Texas Agriculture Commissioner Sid Miller Sworn-In For 2nd Term

Texas Agriculture Commissioner Sid Miller was sworn-in for his second term in a colorful ceremony at the Pharr International Bridge spanning the Rio Grande River and the Texas-Mexico border. Texas Supreme Court Justice Eva Guzman conducted the oath of office. To highlight the importance of trade and legal immigration across the Texas border, Commissioner Miller invited and was joined both by local representatives and officials from the neighboring Mexican state of Tamaulipas, including Governor Francisco García Cabeza de Vaca. With the stage surrounded by fresh Rio Grande Valley fruits and vegetables, Commissioner Miller was welcomed to the ceremony by the Pharr-San Juan-Alamo ISD FFA and student mariachi band. The event was webcast on Facebook LIVE.



"It's a great day to be on the Texas border," Commissioner Miller said. "I am honored to again take the oath of office to represent Texas as your Agriculture Commissioner for the next four years. I can think of no better place to accept this responsibility than here in the Rio Grande Valley, a region vital to the agricultural and economic future of Texas."

The Pharr International Bridge has evolved into the largest land port for fruits and vegetables in the nation, crossing 60% of all the fresh produce coming from Mexico through Texas land ports of entry, and contributing significantly to the regional, state, national, and international economy.

"Commissioner Miller has always been a great partner to Pharr, and we congratulate him as he begins another term helping to promote and support agricultural interests in our state," said Pharr Mayor, Dr. Ambrosio Hernandez.

The Texas Department of Agriculture appreciates the longstanding partnership with Texas State Florist's Association. A generous act of that partnership was evident at the ceremony as seen in the floral arrangements that were provided by TSFA. TDA would like to especially thank Pam Fuller, owner of Bloomers Flowers and Gifts in Harlingen for creating the displays used to commemorate this occasion. Pam graciously stepped up and helped to show everyone the importance of Texas local florists. TDA thanks all of our TSFA members for helping to make it known that "Texas Agriculture Matters" each and every day!



TSFA *Calendar of Events*

Images provided by
Gold Level Texas Floral Education Underwriter Rio Roses



Avant Garde

MARCH

- 2 Texas Independence Day
- 10 Daylight Savings
- 17 St. Patrick's Day



Pink Mondial

APRIL

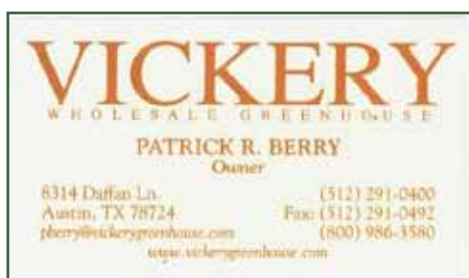
- 10 TSFA Finance Committee
Conference Call
- 14 Palm Sunday
- 15 Tax Day
- 19 Good Friday
- 20 First Day of Passover
Easter
- 22 Earth Day
- 24 Administrative Professionals Day



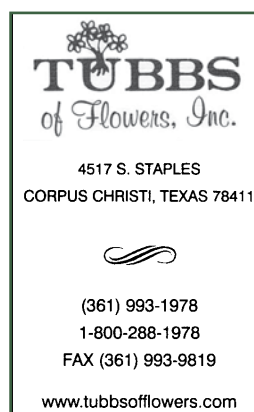
Bikini

MAY

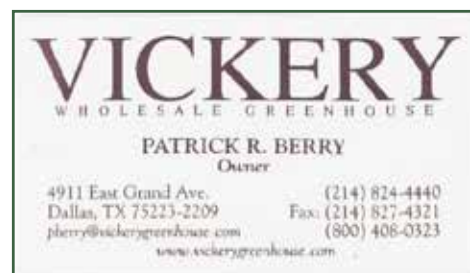
- 12 Mother's Day
- 19 TSFA Board Meeting
Leander, Texas
- 27 Memorial Day



AUSTIN



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- 10 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
- 10 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 19 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 11 Park Hill | 888.603.3334 | www.parkhillcollection.com
- 10 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
- 19 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 19 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 19 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com



DALLAS



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Instructor



Anthony Swick
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Instructor



Lesley Bolden
AIFD, CFD
Instructor



Angelyn Tipton
AIFD, CFD, GMF
Instructor



Stacey Carlton
AIFD, CFD
Instructor

Upcoming Course Schedule

March 10-12 **Flowers to Wear** Anthony Swick AIFD, CFD, PFCI

April 7-11 **Wedding Bliss** Sandy Schroeck AIFD, CFD, PFCI
Special Events Challenge Jackie Lacey AIFD, CFD, PFCI

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

August **Reinventing Everyday Designs** Donald Yim AIFD, CFD, CPFD

October **Celebrating Life Everyday** Jackie Lacey 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



ACT NOW! To sign up or for more information about the Floriology Institute,
email floriology@bloomnet.net or call (904) 737-8500 ext. 258 • www.floriologyinstitute.com/register

