

NOVEMBER 2019

# TEXAS

## *in Bloom*





*Making Texas Floral Education Possible*

## PLATINUM



## GOLD



## SILVER



## BRONZE



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# Texas in Bloom

NOVEMBER 2019 | VOLUME XXXV | NUMBER 10

## From the President



TSFA President  
Gina Waters AAF TMFA

I can hardly believe that November is here! I absolutely love this time of year! It is a time to reflect and be **THANKFUL!** Being involved in this most amazing industry, we must take the time to express appreciation to all that make what we do possible! For those of you in retail, please join me in taking time to say thank you to our growers, wholesalers, suppliers, and each and every delivery person, designer and staff member that makes a difference each and every day. I am most thankful for each of you, the lasting friendships made and the love for flowers shared through our association.

Texas State Florists' Association contributes to our success. Sharing the Experience and Education will secure our future. Interest in flowers has attracted many. This diversity presents opportunities for each of us to stay a step ahead! With all that TSFA provides we can face the competition and exceed our customer's expectations!

The Texas Floral Showcase in Corpus Christi truly led by example. Just as Jenny Thomasson took stage, the electricity went out! She quickly announced "The show must go on" and it did!! Cell phone flash lights illuminated the path! Enthusiasm and Excitement filled the room as all gathered close for a "New Experience"! Creating this support, with audience engagement, showcased true professionals. Just as we address our customers' various needs, we joined together in Corpus to produce the best in results! Once back at home we continued moving forward with a positive response each time the phone rings. With each response to our customer's needs, we are recognized as a most needed profession.

"Lifeprofit" is a new term that is right on target. It is defined as "A social movement dedicated to breaking out of the ordinary routine and living a memorable life." It is my opinion that we need to make everyday special so we don't look back at a blur. Instead, we celebrate the moment and remember the **EXPERIENCE!** TSFA has many opportunities to keep us motivated, educated and certified to assist us in this fast paced world we live in today.

I hope you will join me to Dream More! Learn More! Empower More!  
Here's to much success! Ready...Set...Go!

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ENDOWMENT



# TSFA shines the light on Jenny Thomasson

Written by Debbie Woltmann TMFA

The last 2019 Texas Floral Showcase was held in Corpus Christi on September 28th at the Emerald Beach Hotel. Our evening started with cocktails in the entry amidst the tables in the product gallery featuring the Texas Floral Education Underwriters to include Platinum Level BloomNet, Gold Level Cal Flowers and Rio Roses, Silver Level Southern Floral Company and Bronze Level Floral Supply Syndicate and Mellano & Co. Familiar faces and new acquaintances gathered during the hour.



Local Chair Abel Gonzalez - Mencion CFD TMF and 2019 Texas Floral Showcase Presenter Jenny Thomasson AIFD CFD PFCI EMC

At the appointed time local chair Abel Gonzalez - Mencion CFD TMF opened the doors for all to be seated at beautifully decorated tables by Debbie Castro of Castro Flowers. Centerpieces featured tropical flowers to reflect the beaches of the Gulf Coast. A mariachi band strolled onto stage and played lively music as dinner began. TSFA President Gina Waters AAFTMFA took stage and expressed appreciation to the Texas Floral Education Underwriters and introduced those in attendance. She expressed appreciation to the chair, hosts, volunteers and TSFA board members for their assistance with the anticipated evening of amazing education. Immediate Past TSFA President Tom Wolfe, Sr. offered the invocation and the enjoyment of the meal continued. I enjoyed great conversation with my table companions from Abilene, Harlingen, Aransas Pass and Portland discussing the floral business in our several towns. I am always amazed by the tidbit or two that I

learn from others at events that I can take home and implement into my business. That alone makes the trip worthwhile! Getting together with fellow florists is always worth the expense and time.

Abel introduced the 2019 Texas Floral Showcase presenter Jenny Thomasson AIFD CFD PFCI EMC. Jenny started our experience of new ideas and new products quickly with a hands on lesson creating a "Dahlia" rose! A blossom was provided at each of our place settings so that we could participate hands-on! Instead of simply flexing each petal back to make a large opened rose, Jenny folded each petal inward "like a taco" creating a dimensional composite flower. I think I will always call it a "taco" rose!! That will get them talking!!

As Jenny completed the first set of two towering floral columns, featuring Midnight Oasis foam, flanking a table scape complete with kokedama placements, moss rocks and an assortment of vases of single stems, the lights went out! Not just the hotel, oh no, the experience included an entire section of the city! After "oh my, the power is out" Jenny quickly resumed the show in quite the creative spotlight! Spotlights from several cell phones continued to light the way! ...and with an engaged audience and the absolute best in education, Jenny went on with the show!



TSFA shines the light on Jenny Thomasson!

Kokedama is a cool technique and quite easy to create! Simply wrap the root ball of a plant in moss with some of the dirt in place and secure with binding wire. This was only one of the many quick takeaway techniques presented during the evening! A favorite of everyone was a foam block dipped in pan melt glue on five of the six sides sealing the foam to hold water. This is especially useful in event work!

The bouquets, stylized in the Smithers-Oasis European bouquet holder, were stunning. My favorite was the bouquet in shades of pink roses and white anemones inserted over loose petals with an abundance of ribbon. Another bouquet featured preserved roses by Zoom!Roses. Only by touch could you begin to know that the roses were preserved and not fresh!

Jenny's signature intricate wired armatures, once demonstrated, did not seem so daunting although her finale design filled the table. In the darkness of the room the centerpiece, with cell phones lighting, cast the most beautiful lacework pattern on the ceiling. There were unexpected experiences throughout the evening for all to enjoy!

Jenny is a true professional! Texas Thanks You for the **EXPERIENCE** you provided throughout the year! I am so glad that I made the time to attend this Texas Floral Showcase! Thank you to all involved for the memories! I encourage each of you, who take the time to read this article, to attend at least one of the six Texas Floral Showcases in 2020!!



Product Gallery is ready and waiting for the 76 to attend the Texas Floral Showcase

#### A NOTE FROM TEXAS FLORAL EVENTS COORDINATOR Lynn Lary McLean AAF AIFD PFCI TMF

It has been my absolute pleasure to work with Jenny creating quite the **EXPERIENCE** in Texas throughout 2019. I knew from the first time I saw her present at AIFD Symposium that she held in her heart a passion to teach; in her mind an incredible understanding of design and in her soul a gracious and loving care for the people that make up this industry that we all know and love. She shined through the darkness in Corpus and will continue to do so as she moves forward in her career.

Jenny, Texas joins me in wishing you All the Best!

Thank you for spending 2019 with us!!

## JENNY SHARED HER **EXPERIENCE** ON FACEBOOK

Your hardest times often lead to the greatest moments of your life.

This last year has been moments of adversity, challenges and struggles for me. Many things to overcome and embracing failures but I have learned so much about myself through these situations. I see opportunities rather than obstacles, successes on my horizon and some amazing stepping stones to a path that I am laying out in front of me.

I had an illness this past weekend that caused me to cancel a presentation. This is the first time that this has happened in my speaking career. The cancellation created a sense of failure within me. After taking time to get well and resting for a number of days, I travelled to present my final 2019 Texas Floral Showcase in Corpus Christi. Spending time to prepare and transporting all of the designs to the location for the evening show was a full couple of days filled with my constant creative quest to inspire and share my ideas. This is ultimately one of my favorite parts of my job! Showtime was coming and guests were arriving. The excitement bubbles and my smile is something that I can't really stifle. It's time! Announcements, thanks to the board, helpers, assistants and the attendees for coming to share in this **EXPERIENCE** together... I stepped out, on floor level with my audience and began my presentation... and then it happened! \*POP\*

The lights were gone! No mic, no PowerPoint, no AC... and my reaction was immediate. The show must go on! I had so many ideas to share, I wanted them to be excited about the possibilities of modern Floristry and inspire them to create Experiences for their staff, their customers and ultimately for themselves! I just couldn't let the lack of power internalize. Instead, I stood up a bit taller, towered over the circumstance and asked for people to use their cell phones. Let's light this world together!! So, by the power of battery life, adversity and passion I gave a two hour presentation that touched my soul. It's the moments together that change us forever. Light, love and faith wished to all of my friends and family, I wouldn't be who I am without you.



# TSFA SHOWCASE: *A Student's Perspective*

Four Banquete High School students share their **EXPERIENCE!**



From left to Right, Olivia Salazar, Christy Morales, Ju-lin Guajardo, Cheyenne Tijerina, Brianna Salinas, Banquete High School Teacher Rebecca Sullivan TMF and Banquete High School Principal Denise Blanchard

## CHEYENNE TIJERINA

This was my first Texas Floral Showcase and I had a good time, made new friends and left with memories. Jenny Thomasson created very beautiful designs and my favorite was the boat design. I thought "WOW, this is an exquisite arrangement."

Jenny applies very unique and artistic skills. She is original in her work. In one of her designs she made a wreath in under 10 minutes. The product is pleasing. I must say that I love her work. She is not only a great florist but also quite humorous making jokes throughout her presentation.

The entire evening was delightful; the food most enjoyable. Even when the lights went out, Jenny still managed to complete her presentation. I am extremely happy that I was able to attend with the hope that I will be able to attend another floral event very soon!

## OLIVIA SALAZAR

I am a junior floral design student at Banquete High School. My teacher, Mrs. Rebecca Sullivan, has shared with us all different types of floral materials and techniques that are needed to create beautiful designs. While taking this class I have been open to new opportunities like the Texas Floral Showcase in Corpus Christi, Texas.

The showcase was the first floral based presentation that I have ever attended and it was fun and a new experience for me. When my teacher first mentioned the trip to my class we were all excited to be able to participate in something like this. She explained that a famous florist named Jenny Thomasson was going to demonstrate the mechanics, flowers used, her thought process, and show the hard work that goes into all of the designs. When we arrived at the event we were not disappointed.

Jenny Thomasson presented a beautiful show despite the interruptions that happened during the evening. Some of the unfortunate complications included the power shutting off followed by the fire alarm. It was inspiring to see how Jenny worked through everything

and still managed to create amazing pieces of art even in the dark. She shared information on her mechanics so that all understood how to create even the largest floral arrangements. We experienced a closer look into her thought process as she made these arrangements.

Since I am still a student and only have my level one certification I have not had a lot of experience with abstract design. Being able to learn how to create and the work that it takes was such an amazing learning experience for me and my fellow classmates.

There was so much enthusiasm from the audience that it made the whole trip so much more fun. Seeing that we were the only students that were attending, it was a little scary but people like Susan Weatherford of Southern Floral Company and the local chair Abel Gonzalez-Mencio, made us feel comfortable pretty quickly. As the evening continued we enjoyed dinner and a mariachi band. We were later introduced to the presenters including Jenny Thomasson, Gina Waters, and Tom Wolfe, Sr. I will definitely try out some newly learned techniques!

## JU-LIN GUAJARDO

Have you ever attended an event and just felt like you were totally in your element amongst super stars in an industry? On September 28, 2019, I attended the Texas Floral Showcase in Corpus Christi. Not only did I attend, I was the



presenter's "Vanna" for the night. I met Jenny two months prior to the showcase at the Texas Floral Expo in Georgetown and I was so inspired by her spirit and her creations. I instantly began dreaming about what was possible for my future. Her enthusiasm for floriculture is genuinely contagious. Ms. Thomasson asked us to attend and generously offered me the opportunity to assist her. I was ecstatic!

My teacher invited my Advanced Floral Design class from Banquete High School to give us the experience of what it's like to go to a Texas Floral Showcase. The day finally came! I was super nervous to be in a place where everyone in the room is so passionate about flowers. It was overwhelming. I loved being able to experience it all and see Jenny's creativity come alive. It was an honor to be there to witness how she overcame any challenge presented to her. For example, the lights went out at the beginning of her presentation. A very unfortunate detail for anyone to overcome, but not for Jenny. She pushed through and marched on. She continued to be her bubbly self as if nothing had happened. Everyone stayed and had their flashlights shined on her to help illuminate the designs. Sadly, that wasn't the only problem we encountered that night.

Next, the fire alarm sounded! As everyone started to leave I stayed behind with Jenny to give her some light and help her get her things together. I finally had the courage to ask her a question. I've always been someone who struggles with my confidence so I asked her, "How do you have so much confidence when you design?" She thought about it for a bit and then said "It's okay to fail. You should not be afraid to make mistakes." I will long remember that moment.

After that, everyone started to come back in and Jenny's smile returned. They were all still excited to see her and what she had to offer. So again, Jenny pushed through but this time with my classmates on the front row.

It was not the night we expected. It was so much better in every way. The way that she prevailed through every challenge showed us all someone who is dedicated to their art and I aspire to be just like that one day.

The Texas Floral Showcase was an amazing experience that I will never forget. I suggest to any floral design teacher reading this to take their students to something like this if you can because I can guarantee they will learn something valuable from it.

## CHRISTY MORALES

Recently, I was invited to attend the Texas Floral Showcase featuring Jenny Thomasson. I heard about this floral show from my Banquete High School floral teacher, Mrs. Rebecca Sullivan. My four classmates, principal, teacher and I went to watch this presentation at the Emerald Beach Hotel in Corpus Christi, Texas. I was so excited to attend my very first floral showcase and I was entertained from start to finish.

We were treated very well and spoiled by all of the sponsors and vendors. I was so anxious to meet Ms. Thomasson because I heard nothing but great things about her personality and her work. Jenny was such a down to earth person and performed quite a presentation. With all the malfunctions going on she found a way to stay positive throughout the entire night. Jenny was such an inspiration for all of the moldable minds in the audience. My favorite part was not just the food, but it was when she completed the Kokedama because I was glad to see something that I was familiar with. She even taught me new techniques on how to simplify the process and not be as messy. I was amazed at how easily she created bouquets. My favorite bouquet was this really big one made out of wheat stalks and lightly colored flowers. I was impressed with the number of area florists that attended this event. I was even more excited when we were offered to practice our skills at a local floral shop in Corpus Christi!! I am so grateful that we attended this amazing event because it opened many doors for ideas, career paths and job opportunities for my classmates and all of the local people that were able to attend.



## 2020 Texas Floral Showcases

Texas will take education on the road in 2020! Join Stacey Carlton AIFD EMC at one, or more, of six locations for a Hands-on Workshop in the afternoon and for Dinner and a Design Presentation that evening!

New to the Texas Floral Showcase schedule is a Regional Design Competition at each location. Plan now to enter!

### Texas Floral Showcase in the Central Texas Region

April 1, 2020  
The Baylor Club  
Waco, Texas

### Texas Floral Showcase in the Metroplex Region

April 4, 2020  
Dallas Arboretum  
Dallas, Texas

### Texas Floral Showcase in the Valley Region

June 24, 2020  
Holiday Inn Downtown Marina  
Corpus Christi, Texas

### Texas Floral Showcase in the Gulf Coast Region

June 28, 2020  
Houston Racquet Club  
Houston, Texas

### Texas Floral Showcase in the East Texas Region

August 26, 2020 | The Summit Club  
Longview, Texas

### Texas Floral Showcase in the West Texas Region

August 29, 2020  
Louise Hopkins Underwood  
Center for the Arts  
Lubbock, Texas

# Texas Thanks You!

## Texas Floral Education and Product Partners

### Platinum Level

BloomNet

### Gold Level

Go Texan

Rio Roses

### Bronze Level

Design Master

Smithers-Oasis

## Texas Floral Product Partners:

### Gold Level

CalFlowers

### Silver Level

Choice Farms

Southern Floral Company

Syndicate Sales

Zoom! Roses

### Bronze Level

Accent Decor

Alexandra Roses

Knud Nielsen

Lion Ribbon

Schusters of Texas

TSFA Growers Division

## Product Contributors

Sun Valley Group

## Product Gallery

### Platinum Level

BloomNet

### Gold Level

Cal Flowers

Rio Roses

### Silver Level

Southern Floral Company

### Bronze Level

Floral Supply Syndicate

Mellano & Co.



# EXPERIENCE

## Local Chair

Abel Gonzalez - Mencio CFD TMF

## Designer Host

Susan Weatherford

## Design Assistants

Ed Fimbel TMFA

Stephanie Fimbel

Cheryl Vaughan TMFA

## Texas Floral Showcase goes International!

From Monterrey, Mexico to assist Jenny Thomasson

Alejandro Cortez

Alma Juarez

## Presentation Support

Southern Floral Company Corpus Christi Manager Alan Palacios and Team

Banquete High School Teacher Rebecca Sullivan TMF and Students

## Dinner Table Florals

Debbie Castro

## Product Receiver and Workspace

Susan and Robert Weatherford

Southern Floral Company

## TSFA Board Members in attendance

President Gina Waters AAF TMFA

First Vice President Cheryl Vaughan TMFA

Immediate Past President Tom Wolfe, Sr.



# PARK HILL



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# Flowers bring comfort to El Paso

TSFA member Marisa Guerrero AIFD and the staff of Debbie's Bloomers brought comfort through flowers to the city of El Paso. Marisa Guerrero shares with TEXAS in Bloom the days that followed such a tragedy. The generosity of spirit and heartfelt kindness of all involved is evident with each card attached to the florals lovingly signed from Texas State Florists' Association. Thank you to each and everyone who contributed to this project.

## With the occurrence of such a tragedy when did you first think flowers?

It's wonderful that the human reaction to tragedy is to figure out how you can help. To us, that meant flowers. The shooting happened on a Saturday and on Monday morning, the first thing we talked about at the shop was what we could do to help those in need and how could we utilize our resources and talent to bring comfort.

## How did you organize such a project?

With a tragedy like this, there isn't really time to think about logistics. We are very lucky to have a talented and willing team of designers at Debbie's Bloomers who were ready for action the moment we started discussing ideas. One of our designers and I teach a floral design program at the El Paso Community College and we asked our students if they had the time and the interest to help us. Many of them jumped at the opportunity. We would not have been able to provide all that we did without them.



El Paso Community College floral design students volunteered to design wrapped bouquets. Left to right Martha Salazar, Laura Fernandez and Edith Figueroa.

## How did you find out what was needed?

Many of the local funeral homes publicly stated that they would be offering free services for families affected by the tragedy. We called the funeral homes to offer our help with flowers and each time we found out about a service, we immediately setup an order so that an arrangement could be sent to the service. We didn't want any family to be without flowers because we know what a comfort flowers can be. All of the cards for the floral arrangements we donated were signed from the Texas State Florists' Association.

When the city announced that the city of El Paso would hold a vigil, we contacted a few different departments until we reached the right person who was able to tell us what was needed for the memorial service. Their request was very simple and we were happy to provide the requested wreath and two arrangements for the main ceremony area. Thanks to a quick response from Gold Level Founding Texas Floral Education Underwriter Greenleaf!, we were also able to provide a white rose for each of the markers signifying those killed in El Paso, marked with a star, and those killed in Dayton, Ohio, marked with a circle.

## What did you initially plan to provide?

In the first few days, we weren't sure what the need would be and where we could best help, but as soon as the first shipment of flowers came in from Greenleaf! Albuquerque, it was like a light bulb went off and we knew we needed to give flowers to anyone who was experiencing the pain of heartfelt grief. The last thing we wanted was for the generous donations made possible by TSFA and the Texas Floral Education Underwriters, to go to waste sitting in our store. We immediately, contacted the local news stations to let them know that we would be giving out free wrapped bouquets to anyone going to one of the memorials or vigils. Within minutes, KTSM, one of our local television stations, called asking if they could come into our store at 5 a.m. to have us on the morning news programs and help us promote the bouquet giveaway. With their help, we gave out over 150 beautifully wrapped floral bouquets, many made by our volunteer students.

Small arrangements were sent to the Crisis Center before families were placed with counselors.

The wreath and two arrangements were placed at the city-wide memorial held at the El Paso Chihuahua Stadium.



### What was the end result of all you provided?

We provided 22 floral arrangements to the services of many of the deceased, 150 plus wrapped bouquets, one wreath for the memorial at the site of the shooting, 24 arrangements for the victims assistance center, and one wreath, two arrangements and 31 white roses for the city memorial. These come to mind. There certainly may have been more.

### What tribute styles were preferred for the services?

We did not provide any casket sprays. Though we offered this style to the funeral homes, none were requested. Each of the services received either a wreath or a sympathy tribute bouquet.

### What companies provided flowers and supplies to assist with the overall expense of this undertaking?

Texas State Florists' Association, Greenleaf! Albuquerque, Teleflora and Miami Wholesale Florist supplied the many flowers and supplies of which we were most grateful.

### What were the reactions of those receiving the floral tributes?

There were so many tears of sorrow and expressions of comfort from the people who came in to pick up a bouquet. They were so grateful. Many wrote emails and posted reviews thanking us for our kindness. New customers came to us because they wanted to use a florist who they knew cared about the community. The reactions were so heartfelt and kind that it made all the hard work and expense disappear. It feels good knowing you are doing the right thing. People called and came in for days after we had run out of donated flowers to ask if they could have a bouquet to take to the memorial. We always obliged.

TEXAS  
in Bloom

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# Texas Floral Endowment awards \$1,200 to the 2019 TEXAS FFA FLORICULTURE CHAMPION



Vandegrift High School FFA took First Place during the Texas FFA Floriculture State Competition! In addition to top honors and the recognition and plaque that comes with it, the Texas Floral Endowment awarded \$1,200 to the newly named 2019 Texas FFA Floriculture Champion. This award was made possible through the generosity of the Freytag Family Scholarship in memory of Ann Hobbs AAF.

The Vandegrift High School FFA Team will go on to demonstrate knowledge and skills in communication, problem solving, identification and design within the realm of floriculture industry duties during the National FFA Floriculture Competition. This competition provides a platform to showcase all facets of the floriculture industry including sales, marketing, production and design work. Each component of the competition offers tools for future participation in the industry while providing the industry an opportunity to identify job candidates.

This state win leads the way to a national spotlight where the success of Vandegrift High School FFA classes, pathways, Level 1 and Level 2 Floral Design certifications, activities and future careers will be recognized.

From left to right Vandegrift High School FFA Advisor Magan Escamilla, Camille Barkhuizen, Noel Attwood, Madeleine Rawlings, Tori Botello and Texas FFA Officer Cory Sinkule.

## ADVISOR MAGAN ESCAMILLA

It's really cool to be able to begin the season and tell the girls which teams to look out for and to see them really study and immerse themselves into the content to then become the ones to watch out for and to be feared. They have all grown tremendously and I could not be more proud to be their coach. I am grateful for TSFA's support and am proud that the same organization that certifies our students also supports the students' FFA floriculture endeavors.

## CAMILLE BARKHUIZEN

I'm super excited to compete and learn more about floriculture and all that goes into the floral industry. I am also looking forward to meeting members from other states at the national competition and learning how they may do things differently.

## NOEL ATTWOOD

Being a floral state champion is awesome because I have seen a lot of tangible improvement from when I first started.

It is a great accomplishment and it proves that you get out what you put in. It feels amazing to represent Texas. We have worked so hard and since Texas is one of the larger states for FFA, it is even more awesome that we get to be the ones to compete at nationals.

## MADELEINE RAWLINGS

I'm so grateful for the opportunity to compete at the national level with my team. This achievement makes all of the hard work and early hours worth it. To receive this award from the Texas Floral Endowment is a real blessing. It is incredible to be recognized by such an esteemed organization.

## TORI BOTELLO

It feels pretty surreal that we actually won state. It was my first year even being in an event so the fact that we won was really exciting. I am excited for all of the new events in the competition and all that we will be tested on. I am also looking forward to showing off the results of all of the hard work.



# STARS OF TEXAS DECOR

Flower Studio Talent joins Chair Coby Neal AIFD PFCI



Urban and Color Influence set the tone for the table decor at the Stars of Texas event. Many thanks to Coby Neal AIFD PFCI and the talent that surrounds him at The Flower Studio. The settings enhanced the space in a most creative way! Talmage McLaurin AIFD was inspired a great deal asking to include the art inspired foliage, that attendees found placed as a charger, in one of his main stage designs. Texas thanks each and everyone involved in paving the way to new ideas and a showcase of new talent!



Photo Credit | Kris Ann Photography



# TALMAGE MCLAURIN AIFD PRESENTS DURING AN EVENING *to honor the Stars of Texas*



Underwritten by the  
Texas Floral Education Underwriters



Photo Credit | Cody Ash Photography

The tropical theme is an example of *connectivity* with a world conscious point of view.

Written by Stephanie Miner

The Friday dinner event was quite the evening! We socialized and networked meeting new people and talking about how our day had been spent as we began to plan all we hoped to accomplish during the weekend to come. Once the doors opened we found our place and prepared to relax and enjoy a lovely dinner.

Lynn Lary McLean AIFD highlighted the activities and achievements that Texas State Florists' Association accomplished in 2019! The Texas Floral Education Underwriters were presented a crystal star and recognized as Stars of Texas! The Texas Floral Endowment recognized Scholarship winners!

Talmage McLaurin AIFD presented Psycho Floral, a program centered around floral design trends. Trends are unconscious motivations that are affected by what is going on in the world around us. Trends aren't seen as trendy anymore. Changes in trends are slow and steady. It is an awareness of trends that engages and motivates us to transform our flowers. Trends are evolutionary rather than revolutionary.

Talmage McLaurin's florals were a representation of nine human needs and rather a new approach to the subject; a psychological approach. Psycho Floral certainly provided us all a great deal to think about!



Photo Credit | Kris Ann Photography

The arrangement behind Talmage illustrates the *certainly* concept with pure whites and nostalgic pastel tones.



The sunflowers in the retro planter represent *growth* with a Z generation color story in yellow.



## Harmony

The quality of forming a pleasing and consistent whole. A comfort from all that surrounds us.

## Growth

Space that stimulates a response. The process of developing or maturing physically, mentally or spiritually. An increase in value or activity.

## Trust

A reliance on the character, ability, strength or truth of someone or some thing. To commit or place in one's care or keeping.

## Transcendence

Taking ourselves out of this world exceeding usual limits. Understanding that flowers provide sentiments that words cannot.

## Happiness

A feeling that comes over you when you know life is good and you can not help but smile. A sense of well-being, joy or contentment.

## Contribution

Bringing about a result or helping something to advance.

## Connectivity

The state or extent of being joined together.

## Chaos

Complete disorder and confusion. Variety. Something different. Variety breeds life where order breeds habit. A behavior so unpredictable as to appear random. Sensitivity to small changes in conditions.

## Certainty

Peacefulness, quietness, nostalgia. White adds clarity. The quality of being reliably true.

Photo Credit | Kris Ann Photography



Following a most soulful presentation the association awarded the most prestigious of all awards. The Hall of Fame Award was presented to the TSFA Education Committee. The Achievement Award was presented to TSFA Past President Jack Weatherford. These presentations were included in the September issue of *TEXAS in Bloom*.

The dinner and presentation were inspiring events introducing a weekend of education and socializing with others in our industry in the best of ways!!



The asymmetrical and unconstructed design represent *chaos* and the thrill of doing something in a different way.

The stacked crates and monobotanical collections represent *contribution* through conservation and upscaling humble materials.



The grasses and de-petaled sunflowers with a grounded look is an example of *harmony*.

# The Evolution of Floristry

Photo Credit | Kris Ann Photography



Photo Credit | Cody Ash Photography

Written by Teia Bennett TMF

What an honor it was to have Stacey Carlton AIFD EMC at the Texas Floral Expo this year in Georgetown.

Stacey's Saturday morning presentation, "The Evolution of Floristry" was a fresh approach to products, marketing and branding your signature style.

Upon entering the room, the stage was overflowing with artistic masterpieces. Products from Accent Decor along with everyday items from the hardware store were just a few of the products Stacey used. Her use of unexpected materials used in unexpected ways is what sets her apart creating amazing objects of floral art.

Working behind the scenes with Stacey allowed a glimpse into her creative world. One of the creations we worked on, that was her personal favorite, was made with a form she picked up from a local store. It was a simple circle on a wooden base. We took 18-gauge wire and created spikes by wrapping it around the circle form leaving the spikes at varying heights. This allowed floral to be added to the form. Once complete, it was painted with Design Master Rose Gold. At that point the form was ready to be completed with florals. The design was kept simple by adding hypericum berry and pineapple lily pierced through the 18-gauge wire. The finished product became a stunning, yet simple, statement.

There were numerous designs adorning the stage. One of my personal favorites happened to be the face vases from Accent Décor. These cute little ladies were decorated using craspedia with a base of delphinium.





Photo Credit | Cody Ash Photography

The other one, having a head full of Spanish moss, sported an embroidery hoop using yarn weaved in and out to cover the hoop while creating an armature to support the floral placements. We then completed a hat for the little lady with pink astilbe peeking through.

After speaking about some of the designs Stacey touched on marketing yourself and ways to stand out from other shops. One example to emphasize the point was a simple wrapped rose with a beautiful paper wrap and a business card attached.

Stacey also gave insight regarding social platforms to market and brand your store or yourself. Live video streaming was explained as an amazing way to connect regularly with our customers while allowing us to interact with our clients on a more personal basis and engaging more of their senses.

Working with Stacey and being part of her program has changed my view on designs for everyday. I now find myself sparking new ideas with unlimited creativity. I know that Texas florists will join me in welcoming Stacey when she returns in 2020 to present six Texas Floral Showcases throughout Texas!!

Underwritten by Floriology  
Texas Floral Education and Product Partner  
Bronze Level Founding Texas Floral Education Underwriter



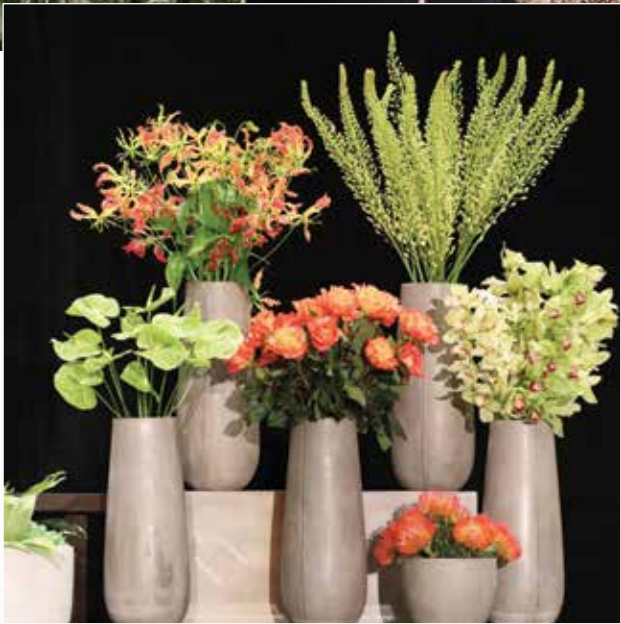


# VISUAL IMPACT

Michael Derouin AAF AIFD PFCI

Photo Credit | Kris Ann Photography

In one of the most outstanding programs seen in quite sometime on the subject of Visual Impact Michael Derouin brings to the stage a presentation that was not only visually stimulating but one that covered a multitude of information. In review, we returned to Michael with a series of interview questions hoping to capture the very essence of the presentation and a clear understanding of the subject at hand! Let's take a look!



Summer: The tall design on the canvas stand with the Winward materials paired with fresh orchids was one of my favorites in this set. I also loved the visual appeal of merchandising fresh flowers in such outstanding AD vessels.



Spring: The Winward product was outstanding. Placed in the various Accent Decor vessels was a match made in heaven. I totally loved the mood moss and succulent wreaths.



# DISCUSSING VISUAL IMPACT

*with Michael Derouin*

With all of the fabulous product offered by Accent Decor how did you begin the selection process for your presentation?

*First, I used a feature on the AD website where you can create a portfolio pdf. I did that for each season that I planned to feature on stage. This allowed me to figure out what products I wanted to coordinate with other products and also provided me a visual of how things would look together. Then I placed all into a power point and added other decorative elements that I planned to request along with the fresh materials to see how it all might appear once on stage.*

Do you use a similar selection process when planning the displays for the store?

*Actually, our store is larger than most. We have a visual merchandising team that handles retail displays. But, when I am planning the seasonal collections that are featured on our website, I plan the same way I did when preparing for the show. I drag and drop images from the Accent Decor website and pair with other elements. I then go onto establish color palettes and what floral I feel will be best for each look.*

How often do you suggest changing a store's overall merchandising?

*Our store changes constantly. Some changes are every two weeks with major shifts every month or so. Frankly, it's a double edged sword. It does force the customer to have to meander through the store and see more product, but it can also be frustrating for them as well. It can also be a challenge to sales staff in directing customers where something is if its always moving. For the average retailer I would say 8-12 times a year. Seasonally for sure, but then refresh it during each season moving materials and adding new product to keep it fresh.*

Do you have hot spots in your store?

*There are spots where things tend to sell better which is why we're always moving product and keeping these areas as complete as possible!*

How often do you change out hot spots?

*It depends on how the sell through is. If something moves quickly, it may require a weekly change.*

Do you find merchandising by season the best approach?

*For the most part, but we also merchandise a lot with color blocking. It's eye appealing and appears less messy. It makes quite the visual impact!*



Fall: The tree Richard created with the fresh plants was probably my favorite in this display. Although I loved the little squirrel from AD who was so thoughtfully holding a small platter of quince fruit. Another stand out was the Winward materials used to create the succulent gardens.



Winter: I loved the mixture of natural birch containers paired with sleek white ceramic and clear glass. The stephanotis from Rosaflor was incredible in the way it gracefully cascaded down the column.



Underwritten by Accent Decor  
Texas Floral Education and Product Partner  
Bronze Level Founding Texas Floral Education Underwriter



# *New Products and New Varieties* **highlight the table decor during Saturday's Lunch & Learn!**

The Saturday Lunch and Learn was all about New Products and New Varieties. Sheri Jentsch AIFD TMF shares a few specifics to ease the design process! More will be shared in future issues of *TEXAS in Bloom*!

New Products and New Varieties were displayed Main Stage throughout the day by TSFA member Melanie Hugel CFD.



Written by Sheri Jentsch AIFD TMF

As the Decor Chair for the New Products and New Varieties Luncheon, it was my responsibility to showcase those items at a luncheon where Chris Norwood AAF AIFD PFCI presented the Lunch & Learn Presentation *What's Hot & What's Not*.

It's every designer's dream to be tasked to create with endless amounts of flowers and containers. At the same time it can be quite daunting and formidable knowing that you're designing arrangements that will be viewed by your peers.

The quality and variety of products sent to us by CalFlowers, Greenleaf!, Rio Roses, Choice Farms, Esprit Miami, Alpha Fern, Alexandra Farms, Southern Floral Company, Bill Doran Company, Floral Greens Farmers of Florida, Mellano & Company, Rosaprima, Pikes Peak of Texas, Taylor Wholesale Florist and Wolfe Wholesale Florist were outstanding!

In planning the luncheon decor I felt that the fabulous flowers needed to be presented in a dramatic fashion. The first idea I created was a tree. My vision was to suspend the new varieties of roses from the branches. This way each rose could be displayed so that the guests could enjoy a three dimensional experience of seeing, smelling and touching the beauty of the blossoms.

To create the base of the tree, I purchased paving stones, a drill bit and bolts from Home Depot. I simply drilled down approximately 2 inches into the paving stone from the top. Then I screwed the bolt into the stone. If there was any gap between the bolt and the stone, I filled it in with hot glue and covered the hot glue with bits of sheet moss, pushing the sheet moss down the hole with my knife to stabilize the bolt. TIP...do not forget to paint your bolt the color of the branches you will be using prior to insertion. This is important as you want to disguise the color of the bolt and have it become part of the trunk of the tree. Once the bolt was secured in the stone, Kiwi Vine and Curly Willow was zip-tied to create the branches. The forals were then suspended.

To accessorize the branches of the tree, I secured Smithers Oasis Wood Callas. I used the wood callas to disguise the water tubes used to display the gorgeous white Dendrobium Orchids. Several new varieties of roses were then suspended from the Branches. To add depth the the tops of the trees, I incorporated Ruscus generously provided by Mellano and Company. Finally, as an ornamental canopy, painted plumosa from Greenleaf! was draped throughout.

Photo Credit | Kris Ann Photography





In this design, I hoped to showcase the flowers and container in a unique expression utilizing a European technique creating an armature to secure the flowers in Syndicate Sales Weathered Slate Square Vase.

Covering 14 pieces of 16 gauge wire with brown florist tape, I created a grid. For the next layer of the grid, I used Smithers Oasis Midollino, taking a piece of Midollino and weaving it through the wire grid using approximately 25 pieces. Place the Midollino until you've created plenty of criss-crosses to support the blossoms. The final step is place the flowers. Take note of the immature pampas grass used in this arrangement. It was sourced from Greenleaf! providing a fabulous texture!!

The Syndicate Sales Footed Bowl in Vintage Champagne Color is a 5 inch tall bowl with a 10 inch wide opening. I created a grid to hold the flowers in place using 18 gauge Rustic Wire from Smithers-Oasis. Twenty inch sections of wire were curled on the ends and then looped to create individual swirls. To fit the pieces together, each was zip-tied to connect. Tying it all together created the appearance of an oversized place mat which I placed over the bowl. The Stephanotis vine, provided by Choice Farms, was simply divine.



This Rose is Princess Aiko from Alexandra Farm's Princess Japanese Garden Rose line. Exquisite!



Because my focus was to showcase new varieties of flowers, this design is a simple one and these glorious blooms needed to shine on their own. I designed a hand tied bouquet full of gorgeous "Rosa Loves Me" Roses graciously provided by Alexandra Farms. "Rosa Loves Me" comes from Alexandra Farm's Deluxe Garden Rose line. Aren't they lovely?! The container selected to showcase these roses is Syndicate Sales Mixed Material Terrarium from the Cement and Glass container line and available at your Texas local wholesaler.



# TEXAS DESIGNERS ATTEND THE TEXAS FLORAL EXPO TO DISCOVER *What's Hot and What's Not*

Chris Norwood AAF AIFD PFCI

Lunch and Learn presentation underwritten by  
Texas Floral Education Underwriters



To create a centerpiece turn a vase upside down and secure the Rose Bowl using glue dots. To disguise the mechanics adorn with a foliage collar. The Rose Bowl was the featured new product from Greenleaf!



Napco, a subsidiary of BloomNet, offers a new line of containers perfect for garden style design. Chris featured a vegetative colonnade with sunflowers to emphasize the vertical line. Clothing and jewelry, also offered through Napco, provide opportunities for today's florist to easily expand their product lines.



Photo Credit | Kris Ann Photography

Photo Credit for all design images | Cody Ash Photography

Three vases were the FTD New Products feature. FTD® Fall Harvest captures an appearance of wood. FTD® Shades of Autumn highlights a diamond pattern while FTD® Winter Bliss features glass in iridescent blue.

The vertical line in the design is enhanced with the strength of the sunflower to extend the seasonal appearance of these containers.







In a collection of containers featuring Accent Decor's new finish Chris created a contrast in texture through foliage accents to include Palmeadow forged from a friend's backyard. Groupings in the vertical container provides the needed strength to balance the weight of the overall. The smaller container on the lower level holds great interest, also with the several groupings of blossoms with an assortment of foliage to extend the visual balance and an overall increased perception of value due to the horizontal extensions in the design.

A dozen Rio Roses, in a variety of colors, are hand tied into elegant bundles and tied with ribbons from Lion Ribbon Company to compliment the statements. The bouquets are then placed at diagonals into a collection of varying heights of cylinder vases creating the absolute best in a display for holidays such as Valentines Day as a cash and carry option!! All in place and ready to go!



This arrangement was all about using new varieties of Alexandra Farms Garden Roses showcasing elongated horizontal designs which have become more prominent in event work for long gathering tables. One detail to keep in mind is the width of the tables! Be sure you know that detail when planning this style for tables where guests will dine!



This arrangement illustrates just how to design with the new Smithers-Oasis Midnight Foam. Whether used in a container or as a stand alone design element, less foliage is required to cover mechanics! To stand alone, soak the foam and place insertions, allowing time to drip before placing into the design. A clear liner, strategically placed, will best protect the surface.

The Accent Decor Femmi Urn elevates the floral to include permanent orchids amidst fresh florals and foliage to demand attention! The eye continues upward and returns to the focal following the lucite that expands the visual space!

This design illustrates the easiest of ways to stack three pedestal containers in varying sizes to create a luxurious statement because of the selection of florals. New varieties of Alexandra Farms Garden Roses in hues of pink offer fragrance that draws you into the design. Rhamus foliage and Blushing Bride complete the design with spray roses to deepen the color palette. Products available through Texas Floral Wholesalers.



# Texas Discovers the Art of Leadership

Jody McLeod AIFD NCCPF

Lunch and Learn presentation underwritten by Texas Floral Education and Product Partners

Gold Level Founding Texas Floral Education Underwriter Rio Roses

Silver Level Founding Texas Floral Education Underwriter Syndicate Sales



Photo Credit | Kris Ann Photography



Texas Floral Expo Chair Cheryl Vaughan expresses appreciation to presenter Jody McLeod

Written by Pat Houck

Mayor Jody McLeod, AIFD NCCPF from Clayton, North Carolina captured the unwavering attention of his audience – members and guests at the 2019 Texas Floral Expo. This owner and operator of Annie V's Florist in his hometown of Clayton is not only in charge of a city, he's an artist, florist, husband and best of all... influential. What a way to bookend the Texas Floral Expo and end it with resolve!

His program was encouraging and resonated on different levels with each attendee. Mayor McLeod has style and he was entertaining. He explained how as a leader you are constantly evolving. "I wasn't the leader 16 years ago that I am today," he said, and he's been living passionately as a public servant in the community helping forge forward.

Perhaps that's really what we are all doing in the florist industry we love...being a public servant of sorts. We probably didn't know it until we heard Mayor McLeod speak. The more I think about it, the more I seem to feel like we may be in fact functioning like public servants. We serve the people in our communities with our personal brand, the one represented by the hand selected combination of florals we create for the benefit of others.

Mayor McLeod expressly stated that his own contributions to the industry are really what launched his future. "We are all leaders, but we don't always know it," he said, noting that before the day would be over, we would know this to be true.

McLeod used the elements and principles of design to demonstrate how each also applies to leadership. From harmony to balance, being a leader requires finding harmony among your team, or balance in the distribution of responsibilities. He clearly outlines how the techniques we use daily can develop leadership skills.

Leadership in itself comes in relation to being in a line that starts from the back to the front, said Mayor McLeod. That's responsive leadership, I believe, it is about allowing others to climb a ladder so that we ourselves may create and reach new heights. This is what has also been called servant leadership. In our case, we serve those within our own internal operations and externally, we serve others as members of the public.

Mayor McLeod was clear about the different ways to lead. "It comes in every shape, size and form, along the lines of what he saw in the TV show called Good Times. "JJ was an artist," he said, and "we create floral designs like us," meaning the way we look. He enlightened us by suggesting that even the glassware used in the industry, which has shape, size, and form, can also be interpreted as a personal expression.

Are you an introvert or an extrovert? Here's what Mayor McLeod said.

An extrovert includes outgoing people, they love engagement, they're fun, quick, and spontaneous along the lines of "let's go to the beach," and it's done. Expressions of self love for them include looking in the mirror and saying things like "Hey, I love you more!" Also, doing the "hey" wave aimed at those they greet.

The introvert, on the other hand, is quiet, calm, they read, they enjoy quiet time, and a glass of wine. He then asked, which one are you?!

And what about opposites? You would think it could mean trouble to jointly associate the styles, but the Clayton-resident-florist, said that the value in people, is about having opposites connect. Think about it, they provide us with a viable values check. Make it a point to surround yourself with those whose strengths are your weakness, he advised.

A bit of tension turns out to be a good thing and since opposites do attract, here is what we are told are the best leadership style mixes: The controller with the supporter and the analytical with the promoter.

"We are all in this together, all different, but all the same," said Mayor McLeod. In reality, all leadership styles may be used at various times by the same person, who has a natural strength in one of the styles." He went on to tell us, "You have all the skills, everything that it takes to make it possible. Everything to make things happen."

Imagine a cocoon. That's where he took us visually, to the beautiful illustration of nature. Mayor McLeod assigned it as the perfect symbol of transformation. "It tells



## CONTROLLING LEADERSHIP

Red is the color that belongs to a controlling leadership style, and he endorsed the notion that red is a power color. This leadership style, as explained, is visionary, quick in making a decision and sure of the decisions. These people are the delegators and they are clear on what they want the result to be. They lead as they think: confidently.

This control leadership style is one that emanates not from heart, but from the head. "I got this," and "I think you think I look good," are among the kinds of thinking of this style, he said. "I am clear, I am decisive." That's the personality type.



## ANALYTICAL LEADERSHIP

The true thinkers, those whose brains never stop are classified as those with an analytical leadership style. Mayor McLeod said they are curious, seek the answers, want to know the details, love information, love to dance, and show you what they know. They are the line dancers, he said as he shared a fun, dance video clip. He also showed the dancing of others in their respective leadership styles, which injected fun, light and laughable moments into his serious and inspiring topic.

## PROMOTER LEADERSHIP

The promoter leadership style is exemplified by a loud and proud person. "Look at me, look at how amazing I am, full of life, joy, passion!" These people bring energy into the mix, but the drawback, said Mayor McLeod, is that they may not always follow-through. The high energy they bring, however, is important on a team.



## SUPPORTING LEADERSHIP

Supporting leadership is always needed. Leaders with that style bake cookies and want everyone to get along and be at peace, said the Mayor. They are the helpers, who help others with the goal and vision at hand. The disadvantage is that others often take advantage of them. They are the ones that leave themselves last for mental and physical attention.



a story of what is coming and what it going to be," he said. His words of encouragement: "Be a leader in your shop, your family, your community. Be a leader in your industry. That is what will make us sustainable." We are on an assignment from him, "Step up and help out more."

He complimented the Texas State Florists' Association on its leadership noting that they represent the phenomenal foundation for the rest of us to grow and build community. About age, he said leadership does not know it, again calling attention to the foundation of the association.

The challenge and reality of any situation is that it is there for those who will take it and take it on, he said. "The transformation", noted Mayor McLeod, "is about how we can all join together to make IT happen!"

Let's apply what he called the first rule of leadership: "If it's meant to be, it's up to me!"



# A Rainbow of Color

Ken Freytag of Freytag's Florist in Austin brightens the surroundings for all to enjoy who attended the luncheon honoring TSFA volunteers during the Texas Floral Expo. Look to future issues of *TEXAS in Bloom* to learn more about these incredible displays!

Photo Credit | Kris Ann Photography



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AUSTIN



# TSFA *Calendar of Events*

Design Credit | Jody McLeod AIFD NCCPF  
Photo Credit | Cody Ash Photography



## NOVEMBER

- 3 TSFA Board of Directors Meeting  
TSFA Office | Leander, Texas
- 11 Veteran's Day
- 28 Thanksgiving



## DECEMBER

- 23 Hanukkah
- 24 Christmas Eve
- 25 Christmas
- 31 New Year's Eve



## JANUARY

- 1 New Year's Day
- 17 - 19  
TSFA School of Floral Design  
Classes | Leander, Texas  
For registration information  
visit [tsfa.org](http://tsfa.org)
- 22 TSFA Nominating Committee  
Conference Meeting. 3:00 pm



TSFA Past President Jack Weatherford

## TSFA & Texas Floral Endowment Build an Industry Future Together

Written by: TFE President Gayle Johnson AAF TMFA

The Texas Floral Endowment hosted an evening of friendship, fun and some laughs as five amateur designers took front and center to showcase their "creative" talent. The evening's MC, TFE Board Member Ken Freytag, started by introducing the evening's contestants, Charles Ingram of Dr. Delphinium Designs & Events, Jimmy Klepac of Klepac Greenhouses Inc., Peter Sessler of Mayesh, Jack Weatherford of Weatherford Farms Inc. and Tom Wolfe, Jr. of Wolfe Wholesale Florist. These men did such a terrific job including a little bit of in-good fun badgering before getting started and continued straight through to critiquing the finished designs. The evening was a gathering of old and new friends alike and all were pleasantly surprised and entertained by our willing and generous participants. A big Thank You to these gentlemen and everyone who donated to the fun evening as we raised money so the Texas Floral Endowment can continue to empower the industry through scholarships and educational programs. In the end, Jack Weatherford was crowned, "Best Amateur Designer!"

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