

THE BLOOMIN' TEXAN

March 2014



THE PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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INSTITUTE

2014 COURSE SCHEDULE

JANUARY
20-24 **Principles & Elements**
with Jackie Lacey, AIFD, PFCI, CFD

MARCH
2-4 **Modern Twist on Everyday Design**
with Donald Yim, AIFD, CPFD

APRIL
13-17 **Wedding Bliss and Party & Events**
with Jackie Lacey, AIFD, PFCI, CFD

JUNE
1-5 **Competition & Certification
and Portfolio**
with Jackie Lacey, AIFD, PFCI, CFD

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THE BLOOMIN' TEXAN

MARCH 2014

VOLUME XXXX

NUMBER 3

*Texas State Florists'
Association
Celebrating
100 Years*



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LETTER FROM THE PRESIDENT

Pam Fuller AAF TMFA, TSFA President

Happy Saint Patrick's Day,
everyone! Hope you are wearing
green so you don't get pinched.

The first day of spring is March 20th; time to shake off those winter doldrums and get into high gear. Do a little spring cleaning. Dust off those unused containers and create an exciting new spring design. Have a special spring sale to clear out some items that you forgot you even had. Give your showroom area a facelift with some bright spring colors. Plant some blooming plants by your front door to make your shop look more inviting. Add a butterfly or a bird to your plant baskets to give them some cheerful spring flair.

TSFA Education Committee will be offering two classes this month.

- March 7th-8th — "Introductory to Design Hands on Class"
- March 18th — "Wired...and Ready to Go"

"Wired...and Ready to Go" will count as a TMFA credit for "Current Design Techniques and Style" category. Both of these classes will be offered at the TSFA School of Floral Design in Austin. Reserve your spot early! Space is limited.

Plans for our 100th Anniversary Convention Celebration are coming right along. "WOW!" is all I can say. We have an incredible team of designers and speakers presenting programs to inspire and energize you. Mark your calendars because this is one convention you will not want to miss. Come join us for a wonderful learning experience and great camaraderie. Hope to see you there.

"Wish it...Dream it...Do it..."



2013 State of the Industry

By Stan Pohmer

2013...a story of good news and bad news

2013 was a year of wins and losses for the traditional retail florist channel, with a few ties and one or two where the outcomes of the game are still undecided.

Let's start off with some good news...the economy has picked up some steam and consumer spending is higher than it's ever been. The bad news, however, is that the consumers' discretionary spending is still shrinking, meaning that the purchasing of 'want' product categories such as flowers and plants is being challenged. Though inflation and mortgage rates remains low, the costs of life's essentials... housing, health care, food, transportation, clothing... continue to rise even as incomes are stagnant at best, reducing the dollars available for discretionary spending on non-essential items such as flowers. Add to this the reality of government spending that stopped trickling down into the economy due to sequestration. And then there's the ever-present media focus on the fact that our Federal leaders can't reach agreement on a fiscal budget and debt ceiling and they just keep deferring decisions without reaching resolution. The cumulative effect of all of

this is consumer uncertainty in their personal (i.e. employment and wages), and financial (i.e., taxes, health care, retirement), futures; this leads to a lack of confidence and, when they don't feel confident, consumers cut back on discretionary spending and try to pay down debt and save more. Because of this consumer uncertainty, many florists are still battling to get their sales back to pre-Recession levels, and profits are still hard to come by. And we continue to lose florists and this sector is continuing to lose market share.

Another piece of good news is that the quality of plants and flowers has never been better! Sure, there's always opportunities to do more to maintain cold chain protocols, but, as they say, 'we've come a long way, baby'! However, there were some hiccups at the producer level, especially with cut flowers from Ecuador. The U.S. government elected not to renew the ATPDEA (Andean Trade Promotion and Drug Eradication Act) for Ecuador and the GSP (Generalized System of Preferences) affecting 127 countries, meaning that duties are now assessed on all cut flowers from Ecuador; these duties of 3.2-6.8% of product cost are paid by the importers of record in the U.S. Some importers have negotiated lower acquisition costs with Ecuadorian farms to help offset the duties they must pay, others are passing them on to their wholesale and retail customers. The likelihood that there will be future consideration of renewing the ATPDEA for Ecuador

is extremely remote, and though the U.S. may renew GSP for the countries and products that had previously been covered by it, roses were never part of the GSP program and the possibility of adding them to the GSP list will be a major challenge.

One challenge that we all recognize, but rarely talk about has to do with ‘maturing’, at two different levels. First, the floriculture industry, and the florist channel in particular, has reached the ‘mature’ life cycle stage. Some of the indicators of the ‘mature’ stage are:

- Slowed sales growth
- Reduced profitability
- Commoditization exists (meaning the products are available in many locations/venues)
- A laser-like focus on managing costs and gaining efficiencies
- Excess production and/or shrinking demand leading to inventory imbalances
- Blurring of traditional distribution channels, producers selling into multiple channels
- Consolidation at all levels...producer, importer, distributor/wholesaler, retailer

Most industries/companies/channels spend the majority of their “lives” in the “mature” stage. While there are some that may say that the retail florist channel is getting closer to the “decline” stage, I’d say that those who have survived the recent economic challenges are strong and tough enough to sustain themselves, though they will have to keep changing in response to the continually changing environment and getting more in sync with the innate needs of the consumer (AKA, staying relevant!).

The second ‘maturing’ challenge I see is with the ever-increasing average age of the owners of florist shops and wholesale florist operations, which directly correlates with our channel segment being mature in its life cycle. (As a corollary, the average age of mass marketer management is decreasing due to their store growth and expansion). This is concerning on a couple of different levels:

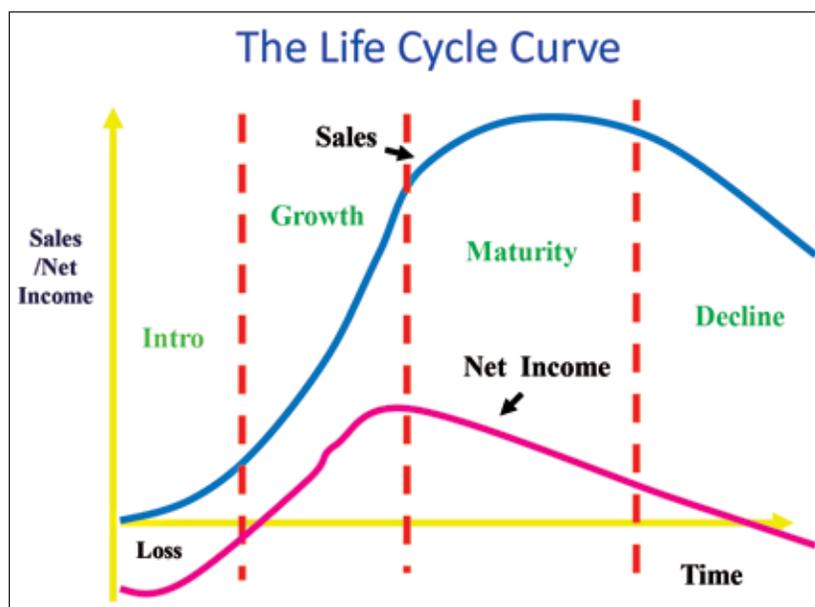
- When owners want to retire, this means that, in too many cases, there are no children who want to take over the operation, leaving the owners to find outside buyers who want to purchase the business. And with sales and profits over the past few years being challenged, it’s difficult

for potential buyers to get bank financing to execute the purchase. If owners can’t pass on or sell the business to family and they have no viable outside buyers for it, their only option is to close it down, something we’re already seeing that is a contributor to the shop loss we’re experiencing.

- With many shops scaling back on payroll during the economic downturn, as an industry we’ve lost some great designers who have moved away from floral, and it will be difficult to get experienced staff and designers when we return to a growth mode.

As an industry, we don’t have a feeder system or a farm team that trains potential employees to be ready to become active in our industry, but the Texas State Florists’ Association (TSFA.org) is doing something on a state level to address this. Working with the Texas Education Agency, they’ve trained teachers in basic floral design so that they can teach this in high schools for

class credit with incredible results. In 2013, there are 19,403 students enrolled in ‘Principles and Elements of Floral Design’ classes. Further, this year 742 students took an all day written and hands-on exam to become Level-1 Certified in floral design, with 56% of them passing the rigorous testing. These students are the future employees and owners of floral shops or managers of floral operations in supermarkets. Congratulations to TSFA for recognizing the problem and creating the solution!



For 2014, we’ll face many of the same economic and discretionary spending challenges we’ve had to deal with over the past years. But we have no control over these externalities, nor are there any industry-driven initiatives that we can leverage, no silver bullets. It’s up to each individual company to make and create their own destiny for today and tomorrow. And this all starts with creating relevancy for your product and your shop with your consumer in your community.

You’re masterful at creating beauty with plants and flowers. Your challenge is how can you communicate and demonstrate that what you design and offer enhances the consumers’ quality of life. Only when we accomplish this, will we truly become relevant in the consumers’ mind.

Stan Pohmer is the owner of Pohmer Consulting Group and can be reached at spohmer@pohmer-consulting.com.

Past TSFA Presidents

“Memories”

Written by: Bridget Weatherford

Memories...

they can be very powerful and we all have those special ones that we will carry with us for the rest of our lives. They can impact the decisions we make in our lives on a daily basis, the way we raise our children, the way we love & cherish our parents, family and friends, the way we dedicate ourselves to our jobs, the relationships we build in and out of work and on and on. What's interesting is that these memories are right there in the recesses of our minds molding us into the people we become. They can become the key to our everyday decision making and lay the foundation to our very future. The irony is that we think they are just a part of our past...they are simply 'just memories' and yet they are so much more than that. We are very fortunate that some of TSFA's Past Presidents were able to share with us some their special moments with TSFA. As you read through some of the 'memoirs' written, maybe you too will share in the happiness, enjoy some laughter and feel some of the heartfelt and spiritual moments right along with them and it might possibly even invoke a few 'I remember when...' moments of your own. So, sit back and enjoy our first installment of 'Memories' and don't skim...believe us when we say that it's worth the read!

100 Advantages to Membership

Throughout 2014, TSFA's Board of Directors will share 100 membership advantages in the magazine and on Facebook, Twitter, Pinterest and tsfa.org. Please make sure that you like us, follow us, pin us, and bookmark us to know about all that TSFA has to offer.

19. TSFA has 3 Facebook accounts that are updated regularly: TSFA, TexasLocalFlorist.com, TSFA School of Floral Design
20. Find tips for holiday arrangements, customer relations issues and general business FYIs along with interesting creations from throughout the floral industry on the TSFA Facebook Timeline.
21. TSFA posts class announcements, Convention information updates, and pictures from all that the Board, committees, and staff are involved in on the TSFA Facebook page.
22. The TexasLocalFlorist.com timeline offers floral information, suggestions and advice to the floral consumer.
23. TexasLocalFlorist.com also has Twitter and Pinterest profiles as well, all connected to keep the consumer in the know no matter what their social media preference.
24. As a member benefit, TSFA helps promote your business by creating a Pinboard for you on Pinterest.
25. The TSFA School of Floral Design allows TSFA to highlight pictures and share accomplishments within the School.
26. Didn't receive this month's e-newsletter? Find it on the TSFA Facebook page or the TexasLocalFlorist Twitter page.
27. Don't forget to like us, follow us, and pin.



John and
Anita Priest

John Priest: TSFA President 2002 & 2003

I remember once when we had a "Building & Grounds Work Day" at our TSFA building in Austin. Everyone was working hard trimming trees and shrubs, cleaning windows, floors and walls. Lots of blood, sweat, and tears that day. Jimmy Klepac and I were over the fence behind the property, cutting and pushing back tree limbs etc. that had fallen over the TSFA property line. Poison Ivy and other dangers were all around. A few days later I found myself in the doctor's office getting a shot for a bad case of poison ivy. The brush was thick and some of the limbs were large so Jimmy was using his chain saw to cut them up. The chain jumped off the saw which temporarily stopped that operation. Jimmy could not find his sunglasses and he and I looked everywhere with no luck. Jimmy went to his truck for a tool to fix the saw and I continued to move brush while he was gone. Just before he returned I looked at the top of a bush and there in plain sight were Jimmy's sunglasses, like someone had just laid them right on top of that bush. In my mind, there was absolutely no way we could have missed those glasses had they been there when we were looking for them. I pointed them out to Jimmy when he returned and his face lit up with a big smile as he said, "I prayed at the truck that our Lord would let you find them while I was gone." I will never forget that smile and Jimmy's affirmation in that moment of his love for the Lord. The rest of the day was filled with more work, laughter and jokes all around until we were all very tired. Everyone pulled together until the end to make sure the property supported the first class image of TSFA. This is a day I will always remember.

We like to ask Dianna, "Where might you be?" as it brings back memories of the day at convention when we were having a practice session for the Awards Luncheon speeches and presentations. When I did not show up on time, Dianna called me with the question "Where might you be?" When I responded that I was in the Presidential Suite going over my speech, her response was "Well why aren't you here, where you are supposed to be, with the rest of us practicing together?" Dianna is a real organizer and makes sure nothing goes out of control and I had totally forgotten when I was to be there. Well, I'll bet you I did not forget anything else! Being President of TSFA without

Dianna would be hard. With her it's much easier and the main reason I agreed to run of a second term.

Tough Times

Wow, times were tough for TSFA when I served and everyone pulled together to make it all work. There were times when we did not have the funds to make the building AC system repairs and even other minor repairs. Forget expense reimbursement, the money wasn't there so many of the members covered their own expenses out of love for TSFA. Education classes, member donations etc. and Dianna's conservative "make do" attitude helped pull us through. I remember during a break at one of our Board meetings, Mark Knox visited the men's room to find the leaking faucet that was wasting water. He, as well as the rest of us, knew we were short on cash in the association and told Dianna, "get the faucet leak fixed and send me the bill". Unselfish acts of generosity like this from Mark and Jane Knox and other long time members of the family really helped get us through.

Burn the Note Party

Great memories of the "Burn the Note Party," when we held a big open house at the TSFA building in Austin and celebrated the paying off of the TSFA building. It was a great party with everyone enjoying each other's company and the TSFA family spirit. Many aren't aware of the long struggle of keeping those mortgage payments up, building repairs and other expenses while the income was low. Our overhead was killing us but many members pulled together, giving the association no interest loans and in the end several forgave substantial balances on those loans. Other members helped in other ways. I would like to name names, but not only might I miss someone important, most of them would not wish to be named and bring praise to themselves as these were as we say in Rotary, "Service Above Self" acts. They know who they are and need to know that we the members appreciate their sacrifice. All of this helped get us to the "Burn the Note Party". Sacrifices like these are only made in a true, dedicated loving family. In the end, that is a big part of TSFA: One big family taking care of each other.

Education, Finance and More

Board meetings were always interesting. They were serious in those days as we were all watching the numbers, controlling our expenses and coming up with new ways to earn more income to help with our very high overhead, a large part of which was the building note and upkeep. "King Keith", as Keith Taylor named himself, was the numbers guy and watched and questioned every penny we spent, making sure it was in our budget and even then maybe we could cut it out. He just took too long to explain it, but we loved him anyway. Jane Knox was pushing new membership and always coming up with new ways to get more members as she knew that was key to our survival. Mark Knox not only had an eagle eye on the expenses, but kept us in line according to Roberts Rules of Order. Gayle Johnson, Debbie Gordy, Judy Rutledge, Debbie Wright, Pat Shirley-Becker and others were not only pushing for more education classes to earn money, but were volunteering their time and expenses to make it all happen. These ladies were and are amazing and we are so thankful to them for all they did and continue to do to make TSFA a great resource for designers trying to improve their skills and learn new profit making ideas. Joel Paul Shirley not only had a critical eye on the numbers, but he was the marketing idea guy, always coming up with new ways to market TSFA to the trade, to the public and anyone that could benefit from or be a benefit to TSFA. Ken Freytag was the statesman, sat back listened and always came up with the solution that everyone could agree on. I think he already had the solution, but just wanted everyone to have the ability to give their views. PJ Ellison & Jimmy

Klepac brought a youthful perspective to our marketing ideas and were very active in building governmental relationships and keeping the place decorated with beautiful plants, all free to the association. Tom Wolf added a business perspective with some good ideas. He always proposed having the convention in Waco, but we just never could get it together there. Dianna Doss (Nordman) had all the past and current details and as our Executive Director had a personal stake in making sure we kept moving forward, always organized and thorough, she kept us on track and continues today to make TSFA the envy of the nation's floral associations. The Board dinners (Dutch treat) were always a fun time to relax, and unwind after a long day in the board room. Even then ideas for moving forward with TSFA were thrown out for discussion, but the best part was the wise cracks, jokes and all around good fun that all participated in while enjoying a relaxing meal.

“Great memories of the “Burn the Note Party,” when we held a big open house at the TSFA building in Austin and celebrated the paying off of the TSFA building. It was a great party with everyone enjoying each other's company and the TSFA family spirit.”

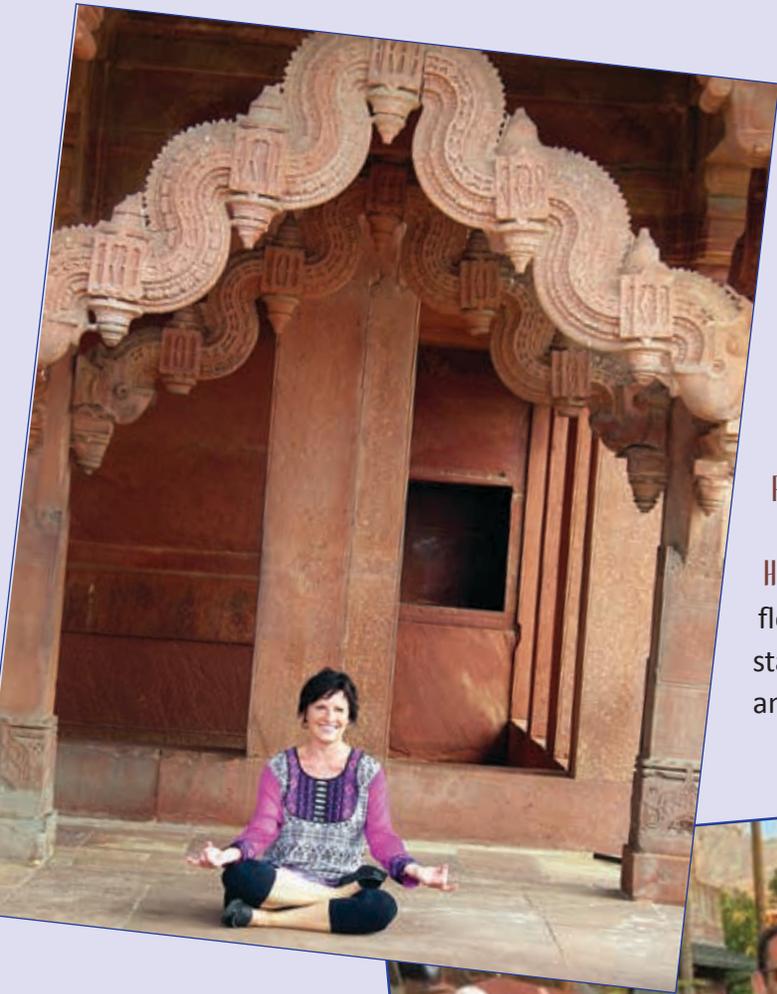
I remember the long and trying discussions leading up to the decision to sell the TSFA building in Austin. Selling the building was a very emotional and trying time for the association and especially our long time members, many of whom had contributed lots of personal money, time and labor to create a beautiful building for the best floral association in the nation. Some were disappointed, some were sad, some were critical and some were downright opposed to the idea of giving up our home of so many years. I guess it's a little like when parents are forced to sell the old home place that one grew up in to help take care of medical and living cost in their ageing years — that place where so many family relationships and memories were created. It's a symbol of who we are and a source of pride and great memories, yet a place none of the kids can or are willing to take on the job of owning and maintaining the property. I was not happy with the decision many of us knew we had to make, but, at that point in our history, it was a decision that determined the very future of our organization — A future, that since those hard times, has blossomed TSFA into a financially sound, healthy and industry leadership position — an association that continues to teach, test, support and give back to the industry it represents.

I remember the great convention we had at Moody Gardens in Galveston during the second year I was President. It was a fun time for all. My wife Anita, daughters Dee and Kim and our grandson Walker were able to join us which made me very proud. At the beach party, with everyone in their Hawaiian attire and enjoying the fellowship and music, it came time for the Limbo. Many tried it, including my family. The funny time, yet not so funny and very expensive time, came when Anita, Kim & Dee were doing the Limbo. Lower and lower the bar was moved until all of a sudden coming out from under the bar Anita lost her balance and fell in to the band's instrument's damaging the steel drum. It was a sobering time when we received the invoice for the repairs, but has been a never ending memory to laugh and joke about with Anita. On the way home to Dallas, with all the fun memories of the convention, we stopped at the Dairy Queen in Ennis, Texas for refreshments. Walker took his first steps in that restaurant and that added to the fun memories of the weekend.

Visiting the neonatal unit at Scott White Hospital in Waco is a TSFA trip I will never forget. A few of us were there to evaluate the need and determine what our members could do in their shops to support and collect donations to help those less fortunate. Seeing those tiny babies, some that could be held in the palm of one's hand, on life

MEMBER SPOTLIGHT

Rebecca Sherman AIFD, The Blooming Idea, The Woodlands, TX



NAME: Rebecca Sherman, AIFD

TITLE: Designer

SHOP: The Blooming Idea, The Woodlands, TX

YEARS IN INDUSTRY: 23 years

FAMILY: 2 sons, 2 granddaughters

FAVORITE PLACE TO GO TO GET AWAY: Warm, sandy beach

HOW DID YOU GET INTO THE FLORAL INDUSTRY? I have always loved flowers and creating...floral design was an outlet for both. I started as a delivery driver and worked my way up to owning and operating my own floral shop.



YEARS INVOLVED WITH TSFA: 2 years

PASSION(S): Teaching and helping others grow in their floral design skills. I am also passionate about music.

WHAT ABOUT THEM INSPIRES YOU? Teaching others inspires me to further refine my own design skills and to expand my knowledge of floral art. Music and floral design go hand-in-hand; there is a song to express every emotion just as there are floral designs for every emotion.

GREATEST ACCOMPLISHMENT: Raising 2 fantastic sons, owning and operating a successful floral business, and obtaining my AIFD certification.

WHO IS YOUR HERO OR WHO INFLUENCED YOU THE MOST? If I had to choose one, it would be my grandmother. She had a passion for loving people and was devoted to God and her family even though she endured many hardships throughout her life. My grandmother was full of joy and laughter and first introduced me to the beautiful world of flowers.

YOUR DESIGN INFLUENCE: I am drawn to the clean lines of Ikebana design.

BIGGEST THING LEFT ON YOUR LIFE "TO-DO" LIST? Not enough room in this article to list!

WORDS OF WISDOM? Dance while wearing flowers in your hair and anything is possible with the right pair of shoes!

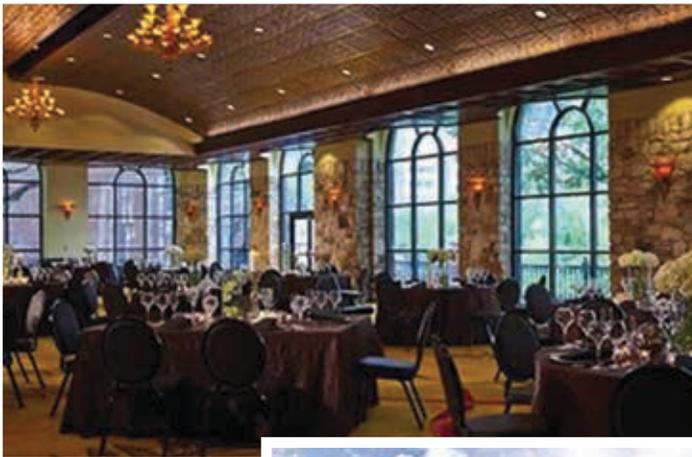
GREATEST INDULGENCE? Chocolate, wine, and shoes!!

WHAT WOULD YOU BE DOING IF YOU WEREN'T IN THE FLORAL INDUSTRY? A back-up vocalist and drummer.



Texas State Florists' Association 100th Anniversary Convention

Host Hotel



TSFA will hold the 100th Anniversary Convention at the beautiful Renaissance Hotel in Austin.

The hotel is ready to take TSFA attendee reservations. Please mention the Texas State Florists' Association when booking your rooms to receive the special rate of \$149.00 per night.

Call 512.343.2626 to book today.



SCHOLARSHIPS

AVAILABLE THROUGH THE TEXAS FLORAL ENDOWMENT



The Texas Floral Endowment Board of Directors selects awardees for the scholarships listed below. Application forms can be obtained from the Texas Floral Endowment office at 9004C Anderson Mill Rd., Austin, TX, PO Box 170760, Austin, TX 78717 and must be completed and received no later than April 12th. Awardees are announced during the Endowment presentation each year in July at the Texas State Florists' Association Annual Convention.

The Texas Floral Endowment has a strong commitment to the principles of diversity in all areas of the floral industry. In that spirit, the applications for scholarships are open to all qualified individuals based on the specific criteria of each scholarship. For more details, go to www.tsfa.org or telephone 512.834-0361.

- **ALLIED FLORIST OF HOUSTON SCHOLARSHIP IN MEMORY OF WAYNE AND MABEL FISHER** — \$500.
- **ALLIED FLORIST OF HOUSTON SCHOLARSHIP HONORING LAVON BANKHEAD AAF AIFD PFCI TMFA** — \$500.
- **TELEFLORA FLORAL INDUSTRY TUITION CERTIFICATE** — \$599.95.
- **BLOOMNET FLORIOLOGY INSTITUTE SCHOLARSHIP IN MEMORY OF MILDRED E. RIDDLE** — \$1,000.
- **JUDY RUTLEDGE AAF TMFA EDUCATION SCHOLARSHIP** — \$500.
- **NATIONAL DESIGNER OF THE YEAR SCHOLARSHIP** — \$650.
- **SAFD SCHOLARSHIP** — \$700.
- **SAFD SCHOLARSHIP** — \$700.
- **SAFD TSFA CONVENTION SCHOLARSHIP** — \$700.
- **SAFD FLORAL CAREER SCHOLARSHIP** — \$700.
- **TELEFLORA'S SEYMOUR CARREN MEMORIAL SCHOLARSHIP** — \$500.
- **TELEFLORA'S SYLVIA CUP COMPETITION SCHOLARSHIP** — \$700.
- **TEXAS FLORAL ENDOWMENT MEMORIAL SCHOLARSHIP** — \$500.
- **TEXAS STATE FLORISTS' ASSOCIATION PAST PRESIDENTS' SCHOLARSHIP** — \$500.
- **TSFA CONVENTION TUITION SCHOLARSHIP** — \$300.
- **TSFA EDUCATION SCHOLARSHIP IN HONOR OF PAT SHIRLEY-BECKER AIFD TMFA** — \$500.
- **TUBBY ADKISSON AAF TMFA EDUCATIONAL SCHOLARSHIP** — \$800.



*Texas Floral Endowment Board Members award TFE scholarship.
There is still time to apply!*

Memories, continued from page 7

support devices with dozens of tubes and wires running from each of them was heartbreaking, yet rewarding to see the tender care and devices that made it possible for many of these babies to develop and grow into healthy individuals.

"Blooms over Austin" is a great memory. Those of us that were fortunate enough to help with the delivery and distribution of the flowers to local hospitals were the ones blessed by the smiles and gratitude from the recipients. This is a good thing that TSFA does after convention to prevent the waste and destruction of all the left over product from convention. Instead of winding up in the dumpster, it brings happiness to so many. It's all possible because of the donations, labor, loving and serving hearts of TSFA family members."

Thank you, John, for sharing all of those great memories with us! There's no better way to celebrate TSFA's upcoming 100th year anniversary than a walk down memory lane. So, keep your eyes open for the next edition of 'Memories' in the upcoming *Bloomin' Texan* magazines!

If this triggered some memories for you, visit www.tsfa.org/100years.html and share your favorite pictures and memories on the 100 Years of Memories page.

WELCOME NEW MEMBERS

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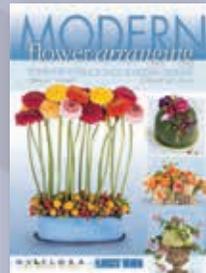
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TSFA 100TH CONVENTION CELEBRATION

AUSTIN, TEXAS

focus on design

Floral design by Rich Salvaggio AIFD AAF PFCI

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Photography by Ron Derhacopian

Bamboo cubes and rectangles combine vertically to form a framed piece of holiday art.

At least some of the materials in your composite should be permanent or long-lived, so that you can prepare those components in advance.



1. Test your idea by assembling the bamboo containers into the desired configuration, with maybe just a hint of the materials you intend to include, before you actually fill the containers and glue them together. Some

materials (like the candy canes and holly leaves) can be glued directly to the bottom of the container, after

first lining it with green polypropylene ribbon for a foliage-like background. For materials that require floral foam (like the equisetum and chinaberries), trim the liner for the container so the sides are cut short, fill it with a shallow layer of fresh foam, and tape the foam into the liner with anchor tape. Then, attach the foam-filled liner to the container with UGLU.



2. To line a rectangle with equisetum, cut the equisetum slightly longer than the width of the rectangle, so that it can be wedged tightly into place. Then, accent the equisetum lining with cross pieces, securing them with No. 18 wire. Insert the wire through the cross pieces so it emerges at either end, then bend it at a 90-degree angle and insert it through one of the equisetum stems in the "lining."



3. Choose and combine your materials so that the colors and patterns hint at classic holiday iconography, yet the finished design has an abstract quality, for a playful mix of old and new. ❁



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**Locations
Austin**

TSFA School of Floral Design
12108 Roxie Drive, Suite D
Instructor: Pat Shirley-Becker AIFD TMFA

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TSFA School of Floral Design classes will be held at:
Southern Floral Company
1313 W. 20th Street
Instructor: Pat Hermes TMF



2014 Schedule

APRIL 2014
April 21-24 & 28- May 1

JUNE 2014
June 16-19 & 23-26

SEPTEMBER 2014
September 15-18 & 22-25

Class Name	School Registration Fees	
	Member	Non-Member
Basic Floral Design	\$275	\$315
Wedding Design	\$300	\$345
Sympathy Design	\$300	\$345
Floral Management/ Care & Handling of Cut Flowers and Foliage	\$275	\$315

\$75 deposit is due for each class registration. The deposit will be refunded if cancellation notice is received five (5) business days before the start of classes. Registration fee includes all flowers and supplies. Tools provided.

For more information, please contact the TSFA office by phone at (512) 834-0361 or by email at txsfa@sbcglobal.net. To register, visit www.tsfa.org/school.html.

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IN MEMORIAM



Ann T. Hobbs

Ann T. Hobbs, of Burleson, loving wife, mom, Mimi, sister and friend went to be with God on February 1, 2014 after 13 years of Alzheimers.

Ann was born November 25, 1926 in Forrest City, Arkansas to William J. Todd and Maudie M. Todd. Born into a family of 13 all her siblings have preceded her in death.

Ann met and fell in love with Jim Hobbs in Memphis, Tennessee and they were

married on March 29, 1946. Ann and Jim worked together for many different companies over the years. They opened Hobbs Sales and sold to florist all over the state for 40 years. Ann served as president for the Texas State Florists' Association for 2 years. She loved to serve on various committees and help raise money for building programs and future young florists. Ann was a hard worker, well liked among her peers and was honored many times over the years with various awards.

Ann loved to laugh and have fun. She enjoyed traveling, snow and water skiing, and cooking for her family. She was devoted to her family and loved going to the grandchildren's ball games. Ann loved life, the Lord and helping others in need. She will be deeply missed by all who knew and loved her.

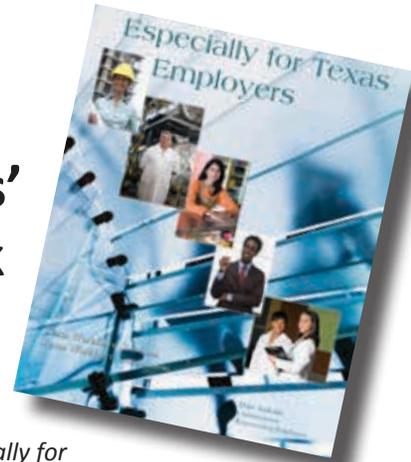
Survivors include; husband, Jim; daughters, Barbara Ray, Sandra Macy and Brenda Onstott; grandchildren, Shelly Wright and husband, Greg, Brent Gill, Brandy Rector and husband, Chuck, Shae Sears and Josh Onstott; great-grandchildren, Jesse and Katy Wright, Lindsey and Bailey Rector, Ty and Lilly Gill and Henley Sears; sisters-in-law, Freddie and Lee Todd and Dorothy Black; numerous nieces, nephews, cousins and friends.

New Edition of Employers' Handbook Released

From *Texas Business Today*

The latest edition of *Especially for Texas Employers*, a free publication of

Commissioner Andrade's office for the employers she represents, is available now both in print and online at <http://www.twc.state.tx.us/news/efte/tocmain.html>. That website has links for requesting a printed copy of the book, as well as for accessing the entire book online. There is also a link for downloading a PDF copy of the book, which can be either displayed on a full-size computer or on a mobile device, such as a smartphone, iPad, Android tablet, or one of the popular e-readers available from booksellers. The book has hundreds of topics relating to Texas and federal employment laws, organized into sections according to the four main phases of an employment relationship, i.e., hiring, pay and policies, work separations, and postemployment issues. There is also a section with sample forms and policies. The online edition features small apps that allow employers to estimate unemployment benefits and chargebacks, and how certain chargebacks might affect their unemployment tax rates. The online book also contains an app allowing quick estimates of overtime pay for employees who are paid at two different rates or who receive a fixed salary for fluctuating workweeks.



MARCH 2014

- 2 Texas Independence Day
- 7-8 TSFA offers Introductory Hands-On Floral Design Classes. "Basic Design Styles & Techniques", "Wedding Design Techniques", & "Funeral Design Techniques". Held at the TSFA School of Floral Design, Austin, TX. For more information, telephone the TSFA office at 512.834.0361 or register online at tsfa.org.
- 9 Daylight Savings Time starts
- 17 St. Patrick's Day
- 18 "Wired...and Ready to Go!" Instructor: Pat Shirley-Becker AIFD TMFA at TSFA School of Floral Design in Austin, Texas. Class size is limited. For registration information, telephone the TSFA office at 512.834.0361 or register online at tsfa.org. If enrolled in the Texas Master Florist Advanced Program, you will receive one credit for attending this hands-on class.
- 27 Texas Floral Endowment Board meeting, 10:00 am, TSFA School of Floral Design, Austin, TX.

APRIL 2014

- 12 Level 1 Testing for High Schools
 - College Station High School, College Station, TX, 9am
 - Banquete High School, Banquete, TX, 9am
- 12 Texas Floral Endowment Scholarship deadline
- 13 Palm Sunday
- 14 Passover Begins (at sundown)
- 18 Good Friday
- 20 Easter
- 21-24 TSFA School of Floral Design Classes. **Austin location:** 12108 Roxie Dr., Austin, TX 78729. Instructor: Pat Shirley-Becker AIFD TMFA
- & 28- **Houston location:** Southern Floral Company, 1313 W. 20th St., Houston, TX 77008. Instructor: Pat Hermes TMF. Call the TSFA office at 512.834.0361 to register or go online to tsfa.org.
- May 1
- 23 Administrative Professional's Day
- 26 Level 1 Testing for High Schools
 - Skyline High School, Dallas, TX, 9am

MAY 2014

- 5 Cinco de Mayo
- 6 National Teacher's Day
- 11 Mother's Day
- 17 Armed Forces Day
- 17 Level 1 Testing for High Schools
 - Region 8 Education Service Center, Pittsburg, TX, 9am
 - Klein ISD Multipurpose Facility, Klein, TX, 9am
- 26 Memorial Day

JUNE 2014

- 5-7 Texas Certified Florist Classes, held at Benz School of Floral Design on the Texas A&M campus. For more information, please telephone the TSFA office at 512.834.0361.
- 7 Texas Master Florist Exam, held at Benz School of Floral Design on the Texas A&M campus. For more information, please telephone the TSFA office at 512.834.0361.
- 14 Flag Day
- 15 Father's Day
- 21 First Day of Summer

JULY 2014

- 18-20 TSFA's 100th Anniversary Celebration Convention, Renaissance Austin Hotel



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