

THE BLOOMIN', TEXAN

September 2014





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THE BLOOMIN' TEXAN

SEPTEMBER 2014 VOLUME XXXX NUMBER 9



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100th Anniversary
2014 TSFA CONVENTION & TRADE SHOW

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About the Cover:
Photos from the 100th Anniversary Convention. You can see all the photos in the 2014 Convention album on TSFA's Facebook page. Photographs on the cover and throughout this issue by Kris Ann De Los Santos Photography. For reprints, contact Kris Ann at 512.740.7748.

Convention highlights will continue in the October issue of the *Bloomin' Texan*

THE BLOOMIN' TEXAN

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LETTER FROM THE PRESIDENT

Susan Weatherford, TSFA President

I would like to say, in my first "Letter from the President" that I am thrilled and honored to be chosen to guide TSFA for the next year! I don't think that it could be a more momentous time to lead

this association than at our AMAZING 100th Anniversary Year!

It cannot go without saying...THANK YOU Pam Fuller AAF TMFA for an outstanding year as President. You have definitely set the bar high, but I am ready and up for the challenge.

I am so pleased to announce my appointment of Norman Northen TMFA, from Precious Memories in Temple, Texas as TSFA's First Vice President.

The new 2014-2015 Board of Directors (listed above in the right column) is absolutely the "TSFA Dream Team".

We have some great Committee Chairs and lots of ideas we're already working on, in addition to the "2015 Floral Expo produced in partnership with the Texas State Florists' Association".

Anyone wanting to volunteer for upcoming events, committees or with any special projects, please let us know. Your input and ideas are always welcome.

It is going to be a fast-paced year! We don't want you to simply be a TSFA member, but to actively participate. Take advantage of the many resources and tools available through this great association and utilize those assets to continue to create and expand your opportunities in all aspects of this EXTRAORDINARY industry. You might be surprised of the value you receive and doors that can open simply by, not only going that extra mile, but doing so with a driving force fueled by passion and sincerity.

Let's have a fantastic year!



TSEFA Annual Convention and Trade Show

100th Anniversary

July 18 - 20, 2014 ★ Austin, Texas

HANDS-ON WORKSHOPS

THE MODERN

Presented by Kevin Ylvisaker AIFD • Sponsored by Smithers Oasis
Written by Ann Cain

Energetic and talented designer, Kevin Ylvisaker, greeted early risers on the last day of TSFA convention with a hands-on program full of ideas and education.

Introduced by Pat Shirley-Becker AIFD TMFA as “entertaining as well as an excellent designer”, Pat was right on both counts. Hailing from Wisconsin, Kevin’s talents and outgoing personality were endearing.

While all the wonderful products were ready at each attendee’s work space, Kevin asked that participants restrain themselves in order to watch his demonstration first. The plan worked, and at the conclusion of each design demonstration, Kevin generously shared one-on-one time with everyone, giving encouragement and direction.

Utilizing new Smithers Oasis vases as well as lots of other favorite products such as mega wire, bouillon wire, bead wire, medallion sticks and more, Kevin’s focus was on designs that appeal to the younger generation. He stressed, “Florists must consciously go after this business with designs that are bold, funky and trendy”. His emphasis on the currently popular vertical designs provided perfect examples for attendees to take back and promote at their shops.

“Put these trendy designs on your website so that younger online shoppers see them first.” Kevin continued, “If they see baby’s breath and a traditional dozen roses, they will move right onto another florist.”

“Remember to charge 35% labor on things that take extra time”, encouraged Kevin. The cool armature he constructed from mega wire was the perfect example of this type of additional labor charge.

“No more greening up first”, explained Kevin, “rather come back in with your greenery as a touch up or use wonderful moss to cover.” In Kevin’s first design the hydrangeas covered most of the oasis. He instructed, “Make sure that the hydrangea head is deep into the foam and that the flowerets rest right on top of the foam to improve longevity.

Kevin outlined his “personal mission” to “kill” the old triangle design. “In my opinion, this design style dates your shop quickly.” “For today, vertical has replaced triangular.” “Utilize what is current in all your work: funeral, church, any design large or small every day.”

The energy level never decreased as Kevin shared plenty of quick tips:

- When using decorative wire, always make sure the wire ends are curled under so there is no scratching or cutting your customers.
- Look at curly willow, let it tell you where it wants to go.
- Do new things different to snag new customers.
- Know what flowers will do in water, for example, Allium will turn water red in an hour, may be best to put in foam.
- Remember, strip what ever is going to be below the water line in a vase arrangement.

Kevin concluded his program with compliments to his two assistants, Cheryl Vaughan TMF and Marcella Bogado-Dhar TMFA and to TSFA on the celebration of their 100th anniversary. “It has been a great honor to be invited to be part of this wonderful event.”

And with that, this energetic and talented designer made a mad dash to the Austin airport.





Petal It!

Presented by Ken Senter AIFD and Donna Senter
Sponsored by Texas Floral Endowment
Written by Sandy Ramirez TMFA



Kick off day for the Texas State Florists' Association 100th Anniversary Convention and Trade Show was July 18th, and "Kick Off" they did! One of the first programs presented was entitled "Petal It!" Ken Senter, AIFD and his lovely wife Donna Senter, lead a fascinating, sold out class sponsored by the Texas Floral Endowment. Attendees of the hands-on class either revisited or learned anew the art of old fashioned composite flowers made with a modern twist. Reminding us of the old wiring method, the Senter's gave step by step instructions on composite flower bouquet making, using both dendrobium orchids and rose petals in two separate designs.

Oasis cold glue was used in lieu of the former tedious wiring (and sometimes gluing) to create glamelias and other forms of composite flowers. With homecoming mum cut outs as the backing, participants glued galax leaves to the back, and double pipe cleaners were inserted on corresponding sides of the center hole to be used as future handles. Pretty pink roses were de-petaled saving only the most beautiful and least curvaceous ones. Glue was applied to the backs of the petals, and the cardboard backer, allowed to rest a minute and then the fun began. The rose petals were carefully glued in a circular fashion from the outside of the circle snuggling closely and with an upward lift as

they wound their way toward the center. A small one inch space on both sides of the center hole was left in order to insert the loveliest rose of all. The rose stem and several others, along with the pipe cleaners, were wrapped in floral tape, a ribbon tied to perfection and Voila!! One more beautiful rose composite bouquet was born!

I personally have been a big fan of composite flowers of all sorts so this class was especially fun for me. As always, Ken and Donna Senter did a fabulous job and presented this class in a comfortable and informal way while teaching the most elaborately beautiful art of composite bouquet making. It truly is an art, and an art well worth learning. If you haven't tried it yourself, I encourage you to indulge. You'll love it, I promise. Being better at what we do in our industry is just that... BETTER!



The Power of Service

Presented by Petra Marquart • Sponsored by BloomNet
Written by Robin Martinez AAF TMFA



Mark Nance with BloomNet introduced Petra Marquart and her program THE POWER OF SERVICE. Petra is principal in the global speaking and training firm Petra Marquart and Associates. Petra has inspired audiences at international conferences and conventions around the globe and has written customer service training manuals for large companies such as Mall of America, Isle

of Capri Casino, and professional organizations like the Department of Veteran Affairs and US Department of Homeland Security Customer Service program. She has a Bachelor of Arts degree in Communications and is listed in Who's Who of American Woman. She is the author of the best seller, *The Power of Service: Keeping Customers for Life*.



The core element in business is customer service. This is hard to define but necessary. Service is any word, act or deed that makes working with you easy, pleasurable, effective and efficient. Service will distinguish a business from their competitors. Service is not seen but is experienced. Service makes working with you easy and hassle free. Did your service make someone want to come back? Service is an intangible experience customers feel when entering an establishment; smile to add a pleasure for the customer, and increase how effective and efficient the establishment is by doing the job right the first time and in a timely manner.

The center of all service is relationship. Reputation is the most important thing you have. "Reputation trumps images," said Marquart. When a customer is at their worst, we have to be at our best. Every customer deserves to have your attention regardless of how tired, frustrated, busy, etc., you are. It's about Them not You!

Engaging a customer while taking their order is important. "Tell me about _____", is a good way to gain information that will help to create a better understanding of how to help the customer. Don't make your customer feel invisible. Look at and greet everyone with a smile.

Service is not how the customer feels about you – it is how they feel in your presence. Do they feel comfortable, welcome and secure? How do you judge quality if you can't see it? Instead of what people pay for something, what is important is what they perceive (believe, feel) they get in exchange.

What customers expect are service, quality, price and time. Service is interpersonal; how you treat people. Quality is the process and the outcome. Price = value. Price is not about cost. Make sure your customer gets a perceived value for the exchange. Time – what was the timeframe with which you delivered your service? Did you do what you said you were going to do within the timeframe agreed upon. Of these 4 standards of judgment, the one by which your customer judge you most critically is service. Service – good or bad, is taken personally.

Petra was amusing and informative. In closing, she stated "Champions admit their faults. Own the success of your organization". To obtain a personalized copy of her book *The Power of Service: Keeping Customers for Life*, email Petra at info@petramarquart.com.

Picture Perfect

Presented by Christopher White • Sponsored by Taylor Wholesale
Written by Sandy Ramirez TMFA



How do we effectively place, market and photograph floral designs in a way that is consistent and appealing to the modern viewer?

Designer Christopher White, former co-host of the HGTV design show “The High Low Project”, presented a standing room only program to help answer some of these questions. White holds degrees in both graphic design and photography from Savannah College of Art and Design.

The stage was set with various backdrops that served as photo shoot options as White added interesting vases, florals and pieces of art that gave attractive yet very clean vignettes suitable for storefront windows, displays, media or magazine layouts. When photographing a design of any kind, White suggests using several different backdrops and illustrated that to the audience. One of his examples of a photo shoot was shown using a classic whitewash to set off the items showcased. White chose several very interesting and textural vases from “Roost,” a home accessory company who sponsored many of his container and decorative objects. Several identical vases filled with cattails and other one-of-a-kind florals set on the small table and a natural wood box filled with sedum sod (a crowd favorite) and air plants was hung on the wall to complete the vignette. White suggests using a tasteful pop of color to add to the picture when needed. Yet another backdrop example included the use of Durock which is a construction material commonly used in bathrooms and has a lovely shade of gray to it. The audience seemed to particularly enjoy a backdrop that was made of plywood and loosely covered with washed, dried and rolled chambray linen.

White suggests using frontal side light or no sun when photographing and a large piece of foam core against the side of the design for reflective purposes.

When questioned about watermarking photos when placed on instagram or other media sources, White answered that photos used of brides or otherwise should always be used with permission and that if someone chose to steal your photos...“Be flattered!”

He encouraged consistency and simplicity when photographing bouquets, always using one or two of the same backgrounds such as a riser, park bench or your favorite special place to lean the bouquet against. He states that photos will be best when no flash is used due to the fact that it often causes it to wash out and creates unnatural shadows.

Much was learned and the crowd applauded as they scurried to get photos of the well appointed backdrops. A great sign of a great design. Christopher White can be followed on Instagram @mrwhiteslate.

Elements and Principles of Education

Presented by Rich Salvaggio AAF AIFD PFCI • Sponsored by Teleflora
Written by Elaine Nevarez

“The Elements & Principles of Education” presented by Rich Salvaggio AAF AIFD PFCI, brought to us several wonderful local Texas designers to display their take on the “hedge” design which has more of a tailored shape.

Starting off was Pat Shirley-Becker AIFD TMFA speaking on the “element of color”. Using all yellow roses in a vertical design, she filled in with complimenting greenery and laced with orange carnations at the bottom of the container. Banded with wire, this was the perfect “hedge”.

Next on deck was Debbie Woltmann TMFA focusing of “principals of balance”. She created a beautiful arrangement using the same flowers, along with flax leaves and lily grass which created a wonderful vertical line to keep the arrangement within the “hedge” design.

Following Debbie was Debbie Gordy AAF TMFA discussing “principals of proportion”. Incorporating hydrangea and Birds of Paradise leaves into her arrangement along with the same flowers as above, Debbie created another creative floral design.

Following Debbie, was another Debbie, Debbie Wright AAF TMFA. She discussed principal of pattern and accent. Very important in her design was repetition.

Most arrangements were created in new Teleflora bamboo containers. In all, approximately 62 arrangements were designed and were displayed all together on the stage into seven well thought out groups. The arrangements were connected together with glitter sticks for a flashy finish.



Congratulations on Achieving your Certification!



2014 Texas Master Florist Graduates

Mindi Britt TMF
Vanessa Budd TMF
Kaleigh Burnett TMF
Nancy Henry TMF
Christy Kelly TMF
Rebecca Montelongo TMF
Cheyenne Neal TMF
Bridget Parker TMF
Scherry Lindley TMF



2014 Texas Master Florist Advanced Graduate

Marcela Bogodo Dhar TMFA

It All Ends with the Beginning

Presented by Tom Bowling AIFD PFCI • Sponsored by Syndicate Sales
Written by Robin Martinez AAF TMFA

Syndicate Sales Education Specialist Tom Bowling AIFD, PFCI wowed his early morning audience with current and future trends in color, containers and design. Bowling is Past President of AIFD and has used his talents as a Symposium Designer. He has worked in retail, wholesale and as an Education Specialist for Syndicate Sales. Bowling began his floral career as part time Christmas help as a Transportation Engineer. Tom Bowling AIFD PFCI is now in his 32nd year in the floral industry. He has a background in owning his own retail business for 20 years, working in the floral wholesale business and is a consultant for some major industry growers. Tom holds a Bachelor's degree from Eastern Kentucky University and a Master's of Education from Miami University of Ohio.

Bright, exciting colors such as orange, peach, pink and a dash of blue to wake it all up, is a trend name Fiesta. Fiesta is all about color and texture. Bowling used PVC pipe from the local hardware store, painted with Design Master in an earth tone and wrapped sections of the pipe with deco wire and color wool or twine. This vertical enhancement is great for planters or a strong line in a design. Larger pieces can be used in corporate floral arrangements for large spaces such as hotel lobbies. Spray insulation in the bottom of your container and insert the pvc. After the insulation is dry, the floral foam can be used on top for fresh products.

"Texture is what grabs your eyes and holds your attention" stated Bowling. "Look at women's clothes to see trends in home accessorizing". Merchandising in strong color blocks or themes make strong statements for your merchandise. By displaying containers in the front showroom the Do It Yourself clientele can easily see what they need. Embrace DIY customers by being their source for containers and supplies. "Share it, show it – teach your customers to enjoy it" exclaimed Bowling.

Roseberry is a hot trending color by Design Master. Cosmetic colors in skin tones or neutral colors such as peaches and soft pinks are trending for 2015. Green remains a fresh hot color that goes with every other color especially black.

Nostalgic is the new word for Vintage. The color pallet is earthy greens, lavender, and gray influence in colors to create the tones. Bowling introduced the audience to White Mist, from Puckett Greenery in Florida. This greenery is a white, gray tone on fresh foliage with nice texture. Quick Sand, a tan/pink rose is a good color choice for this Vintage trend.

Terrariums are back and appeal to younger audiences that haven't seen them before. An easy way to water terrariums is to put an ice cube on the soil. Succulents look especially good in the glass containers.

Using two Syndicate Sales containers and adhesive from the hardware store, Bowling created a new look for the vases and lotus saucers. Bowling took several other Syndicate containers, drilled holes in the bottom and threaded the containers onto a metal rod and put uglue between the containers to hold them steady. This was an interesting totem effect that can be used in display as well as many different events. Get ready for woven baskets to come back into style. Weathered oak and gray colors will be popular in the woven materials. Ceramics with a very 1960's oval look, not sharp edges or a Danish Modern look will be what's new in containers.

Syndicate Sales has a nice selection of café bottles that can be grouped together and used as a good merchandising base with a glass square balanced on top for a platform. This is a great idea for event work as well for a cake stand. The Jardine bottles come in several colors and styles, are a great garden look and can be arranged in an upscale, artistic way. Creating enhancements with color wool, twine and gems and using uglue to adhere to the apothecary jars creates a nice home accent piece. The Fitz Design broaches and enhancements make a great pop of interest in the floral design or attached to a container.

Merchandising is telling a story with characters that play well together. Start with the floral display cooler by grouping color pallets together for ultimate visual impact.



DESIGNS ON STAGE

Power Palette

Presented by Jodi Duncan AIFD

Co-Sponsored by Design Master Color Tools, Inc. and Syndicate Sales

Written by Rey Rodriguez AAF AIFD TMFA



As I entered the 100th Year Gallery Show area, I sat down in front of a stage with unique and colorful displays perfect for any showcase window. A wooden palette on each table was accented with flowers, glass vases and creative one-of-a-kind accents. There was a blue one, a copper toned one and a dark deep red one. Each unique setting was complimented with monochromatic vases of different sizes filled with fragrant and fresh florals. As I took in each setting one at a time, a different element stood out and drew me in.

There were the hand made paper roses attached to the wooden palette that had been spray painted burgundy. Next were the containers wrapped in bubble wrap sprayed a soft teal, and my favorite, the rose gold beads cascading out of a glass vase where inside the vase were stems of gladiolas gilded in gold glitter. Each setting was more and more interesting. Jodi Duncan is a character, and her show reminded me of the play "A Couple of White Chicks Sitting Around Talking". Jodi casually brewed herself a cup of coffee and began visiting with the attendees.



While she casually visited with everyone, describing how her daughter helped make the paper butterflies, we each were given the opportunity to find something we enjoyed about each vignette. I quickly spotted one of my favorite designs, artichoke stems bound by wool covered wires decorated with a gorgeous succulent...it was so simple yet elegant. She showed the attendees how simple it was to transform a simple glass vase from Syndicate Sales into something stunning. Two vases, gilded with gold glitter, were the center of my attention for most of the show. The sparkle they gave off when the lights shined on them was as magical as her show. She told the attendees how important it is to grab the attention of their customer, and maintaining that attention was key to pulling them in. She grabbed our attention with unique and colorful displays. Showing everyone how she made the paper roses, or how she took a picture of the "creepy guy" and attached him to an apothecary jar, filled with shredded paper. Jodi described how simple it was to use tack 2000 and transform any vase or container. Her show was not only powerful, but captivating.

DESIGNS ON STAGE

Everyday in Paradise

Presented by Gerard Toh AIFD

Sponsored by Teleflora

Written by Elaine Nevarez



"Every Day is Paradise" designer Gerard Toh AIFD was nothing short of spectacular. Once again using bamboo containers, the designer had endless breathtaking arrangements that wowed the crowd. With his wide use of tropical foliage, he stated "that is what makes tropical arrangements". "When focusing on minimalist arrangements, you focus on the artistic beauty and impact".

The designer spoke on how to "color block" your display cooler and design windows for most impact. When designing with tropicals, you should always think about foliage, structure and what it creates. He also used touches of decorative ribbon to create a unique accent to his designs, placing the ribbon on the foliage.

This was truly one of the most inspirational design shows I have ever seen on the use of tropicals, even more so on the use of "tropical foliage".



DESIGNS ON STAGE

Designs on the Edge

Presented by Kris Kratt AIFD PFCI and Bill Schaffer AAF AIFD PFCI

Sponsored by FTD

Written by Dov E. Kupfer AIFD CFD

I chose to write this article because the luncheon program featured two of my special floral artist friends Kris Kratt AIFD PFCI and Bill Schaffer AAF AIFD PFCI. We have been friends for many years. Kris is the 2002 Texas Cup winner and co-owns Schaffer Designs, a multi-faceted floral design enterprise in Philadelphia, PA, with Bill.

Upon entering the ballroom, one was seated at a table with an interesting centerpiece. In the middle of each table was a small tray with an oasis sphere. The sphere had a zip tie loop attached to it. Around this were strewn carnation heads with short stems. An interesting centerpiece indeed. Lunch was a buffet and everyone partook of a variety of good food and dessert.



After all of this, the program began. Bill and Kris came on stage. Behind them were 6 black boards concealing the designs. The program started with a power point presentation and then Kris and Bill took over. They both began by telling the audience about themselves. Kris is west coast and Bill is east coast. The first design revealed was Bill's. Titled "Urban Grid", it was an interpretation of the big city, where he grew up and still resides. Within the black frame was a design of white flowers attached to a wire net back with lights. The shapes represented city buildings and streets. The white was accented with gray and silver moss and foliage. The next design was created by Kris. It was titled "Sea Waves". In the black frame was a design depicting two waves, the west coast waters where she was born and raised. Blue and purple flowers and foliage along with white callas and frothy looking gypsophila created the curving waves.

The next two designs were interpretations of their design styles using the concept of feelings. The black board was removed and a design of swirls of flowers was revealed. Titled "Ebb and Flow", the design was masculine in feel and used strong colors of reds, oranges and greens. Callas, Birds of Paradise, Protea, Anthurium and many other flowers were used to create the swirls of color with the reds and oranges on top transitioning into the greens at the bottom. Kris made a design titled "Art". It was feminine in feel and featured a ladder grid with wonderful shapes of spheres curves and rings of flowers and accent materials. Bright colors of yellow, orange, blue, green, and tints of these colors along with different textures of the flowers, yarns, and other materials danced through the piece. Geodes created from hollowed out half spheres added to the unique artistic design.

The last two designs were based on other interesting concepts. Kris designed a piece titled "It's All Relative". It used the concept of perception. Within the black frame was an all white monochromatic design of strings of dendrobium orchids with a basket at the bottom. Kris asked the audience what they saw. Some said rain, seeing the dendro strands falling into the basket. Others said an explosion of dendrobiums emanating from the basket. It's all in the perspective!!! How one perceives what they see. The last design was uncovered to reveal a black frame with floral orbs of different colors and textures. There was lots of negative space still left. Bill spoke about the concept of culture and how everyone is different and how cultural differences allows for individual creativity. He told us about the Tribe concept. How a group of individuals can come together to create. He then invited one person from each table to bring the orb they created as a group, to add it to the design. The empty space was filled with more floral spheres. It became an interactive design with some emotional feeling. Everyone in the room became part of it. Once all the orbs were added, Bill and Kris closed their program with thanks to the audience, their design assistants and FTD who sponsored their program. They were given the 100 Anniversary commemorative book as a token of appreciation and the event ended.

Kris and Bill took us on a design ride of grand scale with incredible and unique designs, concepts, and thought provoking perspectives. It was a wonderful afternoon spent with Schaffer Designs and many floral friends.



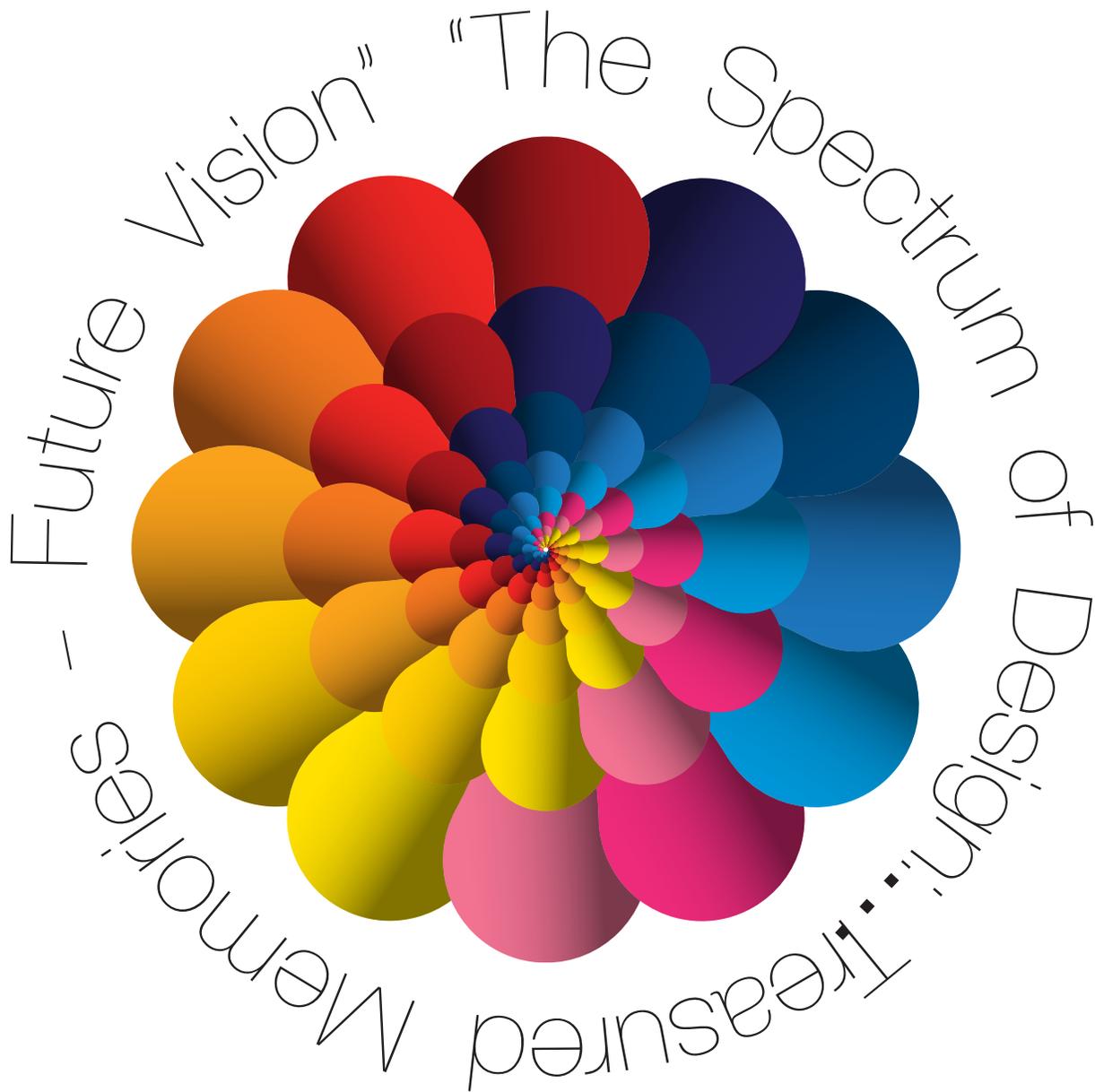
Prior to the event, I was able to speak with Kris about the program and preview the designs for their presentation.

During our brief chat, Kris gave me a preview in words of what would be seen later. She said the most asked question and the impetus for the program was "Where do big ideas come from?". This is the process she imparted to me. Experience- Things that make you who you are. Perspective — How we see things differently. Art and the Human Drive to be a creator. "Our art is our freedom of expression" and lastly the Tribe Concept — When we work together as a group we can go above and beyond and exceed our expectations even more. Anything you can dream you can achieve as a group because you have so many more minds and hands to make your vision come true. Inspiration comes from our five senses whether we realize it or not. As I previewed the designs, I understood what she meant.

During dessert, and prior to the program, were the prize drawings. The Las Vegas Grand Prize Trip was won by Robin Martinez AAF TMFA. The Floral Endowment money awards were drawn, Beth Davis won \$200 and Sheri White AAF TMFA won \$750. Chris Eggelston from FTD presented the Texas Floral Endowment with a contribution check. During this time, those sitting at the tables were instructed to take carnation heads and insert them into the orb and pass it around so everyone had the opportunity to create the floral orb at their table.



The TEXAS Cup



100th Anniversary Texas Cup Competition 2014
Sponsored by American Agro Products

A Unique Perspective from Behind the Judges Curtain

Written by Dov E. Kupfer AIFD CFD

This years 100th Anniversary Texas Cup Competition took place in the evening after dinner in the Glass Oaks room at the Renaissance Hotel in Austin, TX. Nineteen designers from all over Texas and one from Canada competed for the coveted Texas Cup and additional prizes that go with winning the Cup.

The following designers competed: Joshua Anderson TMF, James Madison High School, Seguin, TX; Ace Berry

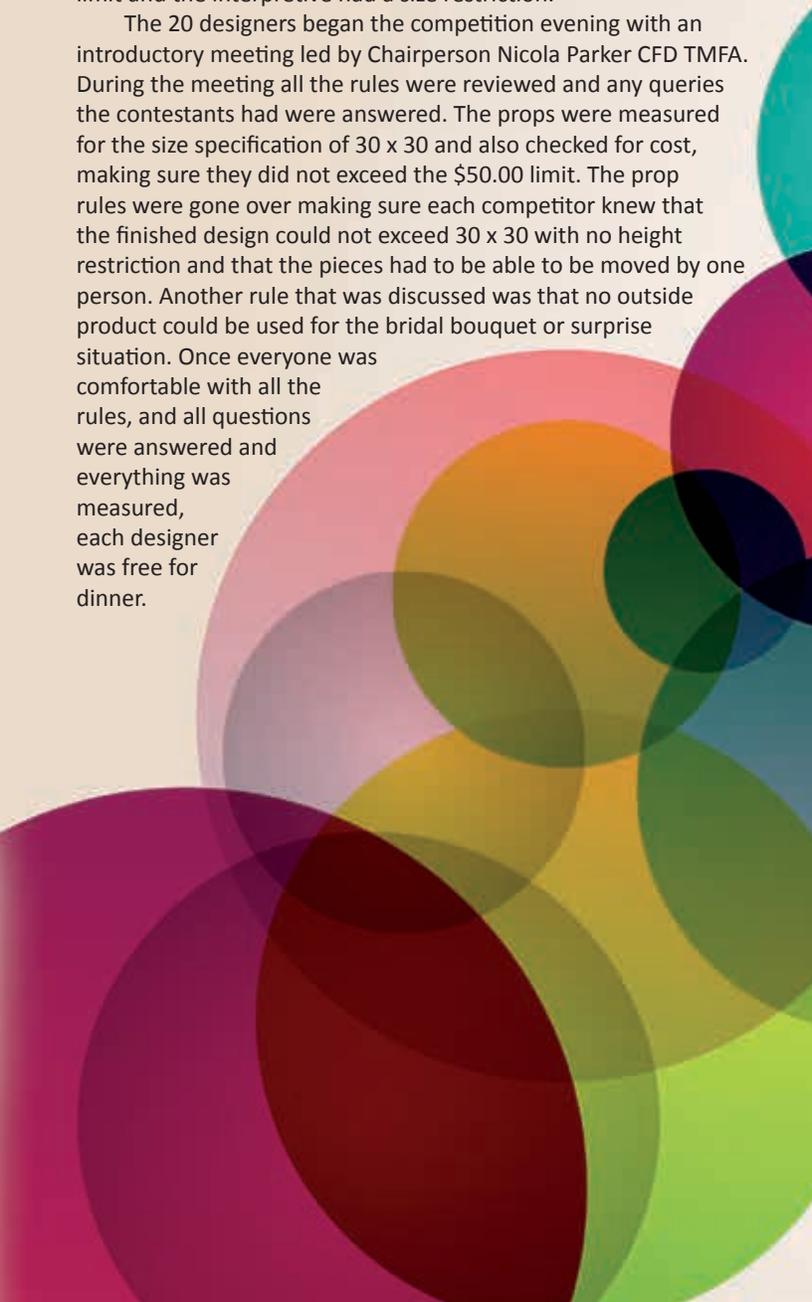
TMF, Taylor Wholesale, Houston, TX; Nora Cisneros TMFA, Flowers of Kingwood, Kingwood, TX; Vickey Enriquez TMF, Rita's Floral Design Center, San Angelo, TX; Lenzie Fuller Betancourt TMF, Bloomers, Harlingen, TX; Gordan Fulton, Victoria's Flowers & Gifts, Didsbury, Alberta CA; Shawna Haberer, The Flower Bucket, Austin, TX; Luke Harwell TMF, Baack's Florist and Greenbox Floral, Abilene, TX; Tiffany Houck, House of Blooms, Sugar Land, TX; Sheri Jentsch TMF, Allied Florist of Houston, Houston, TX; Kim O'Brien Jones TMFA, The



Blooming Idea, Spring, TX; Debbie Lyon, Hubbell and Hudson, Spring, TX; Michael McCarthy, The Blooming Idea, The Woodlands, TX; Amy Neugebauer TMF, The Blooming Idea, Spring, TX; Shayne Presley, The Flower Studio, Austin, TX; Rey Rodriguez AAF AIFD TMFA, A Rey of Flowers, Pleasanton, TX; Ashley Timmons-Blanton, Brosangs Flowers, Tyler, TX; Ty Tipsword, Shirley Floral Company, San Angelo, TX; Nieves Vasquez, Suchy's Floweres & Gifts, San Antonio, TX; and Lidia Villamizar, 2 Cool Flowers, Houston, TX.

The theme for this year's competition was "The Spectrum of Design...Treasured Memories- Future Vision". A look to the past with a vision to the future. The contestants had three categories to create designs for. The interpretive design based on the theme, a bridal bouquet, and a Surprise Situation. Each category had a specific time limit and the interpretive had a size restriction.

The 20 designers began the competition evening with an introductory meeting led by Chairperson Nicola Parker CFD TMFA. During the meeting all the rules were reviewed and any queries the contestants had were answered. The props were measured for the size specification of 30 x 30 and also checked for cost, making sure they did not exceed the \$50.00 limit. The prop rules were gone over making sure each competitor knew that the finished design could not exceed 30 x 30 with no height restriction and that the pieces had to be able to be moved by one person. Another rule that was discussed was that no outside product could be used for the bridal bouquet or surprise situation. Once everyone was comfortable with all the rules, and all questions were answered and everything was measured, each designer was free for dinner.





After dinner, the designers went to their tables and were given buckets of flowers and foliages, containers and other product they would use for their designs. The first design category to be created was the interpretive design. Following the theme, “The Spectrum of Design: Treasured Memories —Future Vision”, the contestants created floral designs using the props each one brought for the contest.

Being one of three judges and concealed behind the curtains, I was not able to observe the design process. Debbie Gordy AAF AIFD TMFA, Susan Tate AIFD and myself evaluated all of the designs. After 45 minutes, time was called and the designs were brought into the judging area. This was the first time we three saw anything. Some of the unique props used were a green ceramic head, boxes stacked with old photos attached, green glass bottles attached to an old wooden slab, a metal sculpture with a gear and copper tubing, a large driftwood piece, a rusted pipe sculpture incorporating gears and clock pieces, an old fashioned mirror frame and futuristic mirror combination with the words “You are the Future”. Other pieces used metal sculptures like a plant stand, a lantern on a stand, and one that was motorized that had turning photos when the button was pushed. A few more props were a beautiful old fashioned crystal based glass table, a metal woven disc inside a black square container, and a large upside down box covered with old photos of TSFA events and members, with a curvilinear metal piece attached with more photos on it. Other props used were a double woven oval, wooden box with metal netting armature, an old ladder, a vertical rectangular branch woven matt, a sombrero, a large vase and a wooden and metal wagon. Each design was a unique interpretation of the theme. The designs were checked for size. Unfortunately, some were over sized and could not be evaluated. The other designs were evaluated on theme, color, harmony, proportion and scale, the other elements and principles of design and mechanics. While we were evaluating the pieces the second design was being created.

The second category designed was the bridal bouquet. After 40 minutes, time was called and the bouquets were brought to us to judge. Wonderful and unique techniques were used to create the bouquets. Classic cascade and round designs as well as very contemporary and avant-garde designs were created by the designers. Curly willow used as an armature or base for the flowers was used by some. Flowers atop a moss and decorative wire orb was another unique design. Different foliage techniques like the nautilus shell and cascading lily grass, loops of bear grass within and sheltering flowers and other manipulations were used to make each bouquet different and special. Flowers used to create these bouquets included Roses, Mini Callas, Cybidium orchids, Alstroemeria, Carnations, Green Kermit and Fuji mums, Hanging Amaranthus,

Lilies, Succulents and Hydrangea. Wonderful and exciting designs were created by the contestants. Once again, as we were busy evaluating, the third and last category was being created.

The last category, Surprise Situation, was given to the designers. Each was given the situation and a photo with a deceased past TSFA president. The paper read the following, “Your mission is to create a funeral design using the Oasis wreath paying tribute to one of TSFA’s Past Presidents. You must incorporate the photo in your design.” Time limit was 20 minutes, but given that it was a larger funeral piece, an extra 10 minutes was added to the design time. Two wreath shapes were given to the designers; the round and the square wreath forms. An easel and the photo were the other prop pieces used. Designers were told that they could use whatever was left in their buckets of flowers and foliages. Beautiful and unique floral tributes were created by each of the designers. Some designers broke the wreath into parts and used a piece of it for their design. One used an angle to create the design on. Another created a broken wheel look while another created a crescent design. Some created more traditional designs while others went outside the box and did contemporary designs. One used all foliage and no flowers to create a green monochromatic tribute. Moss covered wreaths and groupings of flowers were seen in some. Creative uses of flowers and foliages were used in these floral tributes. Each one incorporated the photo in some way, be it the focal point or somewhere within the flowers on the wreath. The designers created some really great pieces honoring our past presidents.

With the last design evaluated by the three of us, the contest came to an end. It was a little after 1:00 AM when we were done. The results would be announced at the Saturday night Gala.

Saturday came and it was time for the announcement of the winner. Chairperson Nicola Parker CFD TMFA was called to the stage. Each of the 20 designers were recognized for their participation in the competition. The two honorable mentions were announced. They went to Debbie Lyon and Luke Harwell TMF. Third place went to Josh Anderson TMF. Nora Cisneros TMFA took second place. The announcement was made and the new 2014 Texas Cup winner is Sheri Jentsch TMF. She wins the Texas Cup, \$500, The Sylvia Cup Scholarship representing TSFA in the Sylvia Cup competition sponsored by Teleflora and the TFE Scholarship representing TSFA in the NAFA “Designer of the Year” contest. Congrats to all on a job well done!



Texas State Florists' Association

TSEAs 100th Anniversary Convention highlights will continue in the October issue. Look for articles on the following programs and events:



100 Year Gala Celebration



"A Century of Centerpieces"

by Kevin Ylvisaker AIFD
Sponsored by Smithers-Oasis



"Cultivating Personality & Emotion into Funeral Design"

by Coby Neal AIFD PFCI



"Eco's of the Past"

by Rebecca Sherman AIFD
Sponsored by the TSFA Grower's Division



"Not the Typical Tropical"

by Gerard Toh AIFD
Sponsored by Teleflora



"The Retro Floral Menagerie"

by Jim Johnson AAF AIFD TMFA

"Secret Shopper Call: TEXAS"

by Tim Huckabee
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Texas Floral Endowment Scholarship Awards



"Weddings...100 Years of Style & Romance"

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TSFA Presents —

“Merchandising Permanent Botanicals in a Fresh Way”

September 25, 2014
All Occasions, Inc.

7069 Old Katy Rd, Houston, Texas 77024
TSFA Member price is \$125.00
Others \$155.00

*This course counts as 1 credit toward the TMFA program.
Call the TSFA office for more details.*

Registration is limited to 30. Registration Deadline: September 17, 2014



Registration Information

Name _____ Shop _____

Address _____ City _____ State _____ Zip _____

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TSFA Member: Yes No I would like to learn more about TSFA.

Class Times

September 25, 2014

Presentation

“Merchandising Permanent Botanicals in a Fresh Way”

6:30 pm – 7:15pm

Hands-On

7:30pm-8:45pm

Gail Terrill AIFD of For All Occasion, Inc and her talented team of designers will be demonstrating the art of merchandising permanent botanicals. Featuring unprecedented styles to elevate the design of your showroom promoting client curiosity and enthusiasm. With artful conception there will be hands on instruction in one of four categories: traditional, contemporary, transitional, and wedding expo. The choice is yours, **choose a category and include your selection** when you register for this noteworthy event. Hands on instruction and all the products you need will be provided to you to complete your very own display. Register by sending this form to Texas State Florists' Association, on www.tsfa.org, or by calling the office at 512.834.0361.

In recognition of all TSFA members, FAO will be providing an additional 20% discount on all the products used and any additional purchases made during the evening. Light refreshments will precede the hands on portion of the program. Check-in begins at 5:15 p.m., at For All Occasions, Inc.; 7069 Old Katy Road, Houston, Texas 77024. For directions please call 713-880-4333 or check out our website, www.fao-houston.com. Do not miss this opportunity to network and enrich your marketing skills.

Instructor: Gail Terrill AIFD

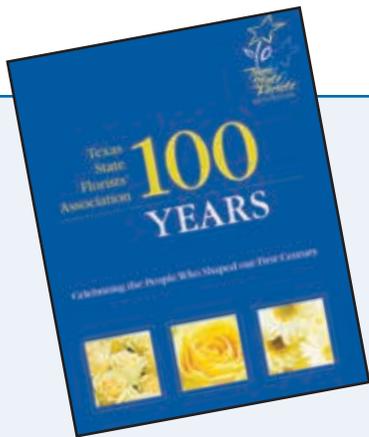
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Tuesday, October 7, 2014



Schedule of Events...

5:00-6:45 p.m. - Social & Shopping

7:00-9:00 p.m. - Dinner & Design Program

Pre-Register Cost for AFH & TSFA Members: **\$20.00**

Pre-Register Cost for Non-Members: **\$25.00**

At-the-Door Cost (Members & Non-Members): **\$30.00**

★ Pre-Register Ends on Friday, October 3, 2014 ★

Call to RSVP @... Weatherford Farms (281) 498-7261 or
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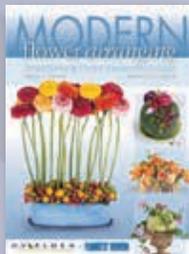
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- 1 Labor Day
- 5 Hands on Classes at the TSFA School of Floral Design in Austin, Texas — Basic Design Styles & Techniques
- 6 Wedding Design Techniques
Funeral Design Techniques
For registration information call the TSFA office at 512.834.0361 or go online to tsfa.org
- 7 Grandparents Day
Comprehensive 2 week floral training program held in two locations —
- 15-18 TSFA School of Floral Design Classes, Austin, Texas
- 22-25 TSFA School of Floral Design Classes, Houston, Texas
For registration information call the TSFA office at 512.834.0361 or go online to tsfa.org
- 25 Rosh Hashanah
- 25 "Merchandising Permanent Botanicals in a Fresh Way" held at For All Occasions, Inc., Houston, TX. Registration information on page 14 of this issue or online at tsfa.org.
- 27 Jr. Cup Design Competition Finals at the State Fair of Texas Dept. of Agriculture's Food & Fiber Pavilion. Noon – 2:00 pm

OCTOBER 2014

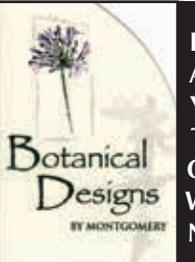
- 2-3 TSFA offers Introductory Hands-on Floral Design Classes. "Basic Design Styles & Techniques", "Wedding Design Techniques", and "Funeral Design Techniques". Held at Park View Terrace Club House, Harlingen, TX. For more information, telephone the TSFA office at 512.834.0361 or register online at tsfa.org.
- 4 Yom Kippur
- 7 Holiday Spectacular at Southern Floral Company, 1313 W 20th Street, Houston, TX. Hosted by Southern Floral Company, The Allied Florists' of Houston & TSFA with designer Marlin Hargrove AIFD PFCI. Opportunities for shopping before dinner and the design program. Chances to win tickets for TSFA Educational Funds will be sold! To register, call Southern Floral Company at 713.880.1300 or Weatherford Farms at 281.498.7261. Preregistration ends October 3, 2014.
- 13 Columbus Day (Observed)
- 16 Bosses Day
- 18 Sweetest Day
- 31 Halloween

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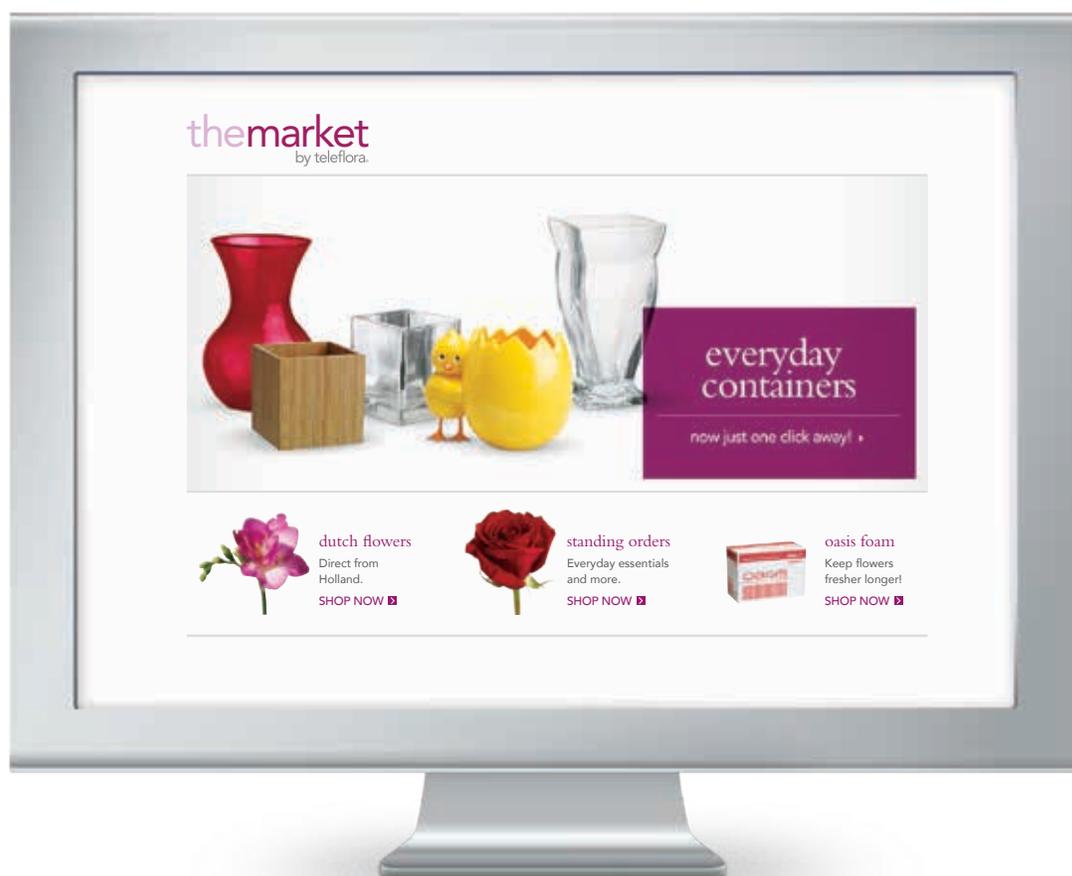
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