

JUNE 2020

TEXAS

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please visit tsfa.org for the most up-to-date list of underwriters and their links

FROM THE *President*



TSFA President
Gina Waters AAF TMFA

WE ARE ESSENTIAL!

Hoping each of you is well and looking to the positive days ahead!

This has been a process for all of us in so many ways. Adapting to the changes we face on a daily basis have brought increased awareness of the importance of our business.

Can I stay open? Do my employees want to continue working under these circumstances? Can I get the flowers I need? Will my customers order enough to make it worthwhile?

Fear, brought into our daily lives by this virus, has challenged us, to say the least. The journey has been rocky at times, but the door continues to open to a new opportunity. The light at the end of the tunnel is starting to shine. As Governor Abbott stated in his press conference "Essential business can operate while slowing the spread." Today, Texas is seeing positive results because Texans have followed the established guidelines hoping to reduce the spread of COVID-19.

Our shared experiences have brought us together. We have not been able to gather, but have found time to spend together on webinars, exchanging emails, texting and talking more on the phone. Each and everyone of us had to come to our own decision as to what was best for our business. I made the decision to continue to provide flowers and plants during this unprecedented time. Fellow retailers have thanked me for encouraging them to continue to make deliveries. Leaning on one another and providing the most up to date resources is truly what this Association is all about.

I want to shout out a BIG Thank You to everyone who has made it possible for me to continue working: The customers that reached out to express their emotions with flowers. The staff that preferred to continue to work following guidelines in place to keep them well. The wholesalers that never stopped providing flowers and supplies that were much needed. I know other retailers join me in extending this appreciation.

The TSFA Staff has been challenged with the cancellations and the rescheduling of our numerous events, while being available daily to provide answers to members' questions concerning the changes that we all have faced daily in businesses. For example, each county has different guidelines and statewide statements are updated sometimes daily. The staff has done all possible to provide the best support available.

Looking ahead, we have some new and exciting events that will be finalized soon!
Stay tuned for TSFA's next chapter!

"There are far better things ahead than any we leave behind." C.S. Lewis

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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4

TSFA LAUNCHES
TSFA On Demand

TSFA'S FIRST *Virtual Event*

5

TSFA ELECTION

6

2020 TEXAS DESIGNER OF
THE YEAR COMPETITION

7

TEXAS FLORAL ENDOWMENT
EXTENDS APPLICATION
DEADLINE

8

BOUQUETS OF HOPE

12

Organic Structures

STATE OF THE ART
LONGVIEW • LUBBOCK

14

THE BUSINESS OF FLOWERS
SIMPLY SOCIAL

TEXAS STATE FLORISTS' ASSOCIATION LAUNCHES

TSFA *On Demand*

TSFA's innovative approach to Virtual Learning will encompass a variety of subjects hosted by a wealth of talent! The selected subjects will address the most relevant of topics and highlight the most creative of techniques. Each Live Presentation and Demonstration will be catalogued at tsfa.org for learning 24-7. It's TSFA *On Demand*! It's new! It's original! It's available to you to learn at your leisure in the comfort of your own home! Visit tsfa.org for a complete catalogue and schedule of Virtual Learning!

VIRTUAL *Hands-On*

In the event a hands-on component is included in the lesson, a list of materials will be shared online at tsfa.org for you to gather! Perhaps you have the list on hand at the shop or can take the time to purchase from your local wholesaler. Hands-on is certainly not required to take part. More good news is that with the class being *On Demand* you can gather the materials in advance or at your convenience and go back and watch it again and again and again!

For High School Teachers and High School Students, TSFA was asked to provide Virtual Learning and we listened! Introducing the TSFA *Classroom*. The TSFA Classroom is developed for the high school teacher, as well as for the teacher to invite students to step into the TSFA *Classroom* and expand their learning!

TSFA *Classroom*

TSFA *Virtual Event*

This year allows TSFA to again show that we are at the forefront of the industry in education and technology. Announcing the TSFA *Virtual Event*! The circumstances are perhaps not ideal, but we are pleased that we can provide TSFA members these opportunities to be a part of our community and continue to thrive as an organization.

The First TSFA *Virtual Event* JUNE 28, 2020

- TSFA Annual Meeting
- TSFA Election
- Virtual Learning with Stacey Bal AIFD EMC

TSFA's first *Virtual Event* will be held on Sunday, June 28, 2020 to include the TSFA Annual Meeting • TSFA Election • Virtual Learning with Stacey Bal AIFD EMC. This TSFA *Virtual Event* is brought to you in the comfort of your own home.

June 28, 2020 was the original date for the TSFA Annual Meeting and Texas Floral Educational Events in Houston. Out of an abundance of caution, the TSFA Board of Directors decided to move all components of this event online for the safety of our presenter, attendees and families. This TSFA *Virtual Event* is outlined in this issue of TEXAS in Bloom. Dial in Information and Updates will be made available online at tsfa.org. This TSFA *Virtual Event* will allow those throughout Texas and beyond to learn from the Lecture and Demonstration in the comfort of their own home, without missing work and without traveling, as well as provide TSFA members the opportunity to attend the Annual Meeting and vote for the candidates of their choice.

JOIN STACEY BAL AIFD EMC FOR ORGANIC STRUCTURES

Functional interdependence and reciprocity of organic materials and flowers undoubtedly result in a symbiotic relationship. Join Stacey Bal AIFD EMC for an in depth focus on the methodology at the core of the process of these constructions, the awareness of and value attached to them and the emotional impact of a custom creation.

TSFA ANNUAL MEETING AND ELECTION

The **TSFA** *Virtual Events* scheduled Sunday, June 28, 2020 will additionally provide an opportunity for TSFA members to virtually attend the TSFA Annual Meeting and vote in the 2020 Election to elect the 2020 - 2021 TSFA Board of Directors.

The TSFA Bylaws require a written ballot, thus a ballot and instructions will be coming your way via email. To cast your vote in the election for the 2020 - 2021 TSFA Board of Directors, you will need to print this ballot and be ready to vote on June 28th. Voting will remain in private.

TSFA members will receive additional information regarding the TSFA Annual Meeting and Election via email. Please keep an eye out for these most important instructions.

We hope that you and your families remain safe, and we look forward to seeing you virtually in June!



PRESIDENT

Cheryl Vaughan TMFA | Dripping Springs

I have owned Creative Petal Designs since 1997. Currently, I mostly freelance with most of my time at Blumen Meisters Flower Market. Working on the TSFA Communications Committee and assisting with numerous TSFA events prepared me to chair the Texas Floral Expo in 2019. Serving TSFA as First Vice-President and the Education Committee as a Co-chair continues to prepare me to serve the members of TSFA. I am honored to be considered as President.



SECOND VICE PRESIDENT

Jodi McShan AAF CFD TMF | Dallas

As a third generation florist, Jodi understands the importance of TSFA and how it helps all aspects of the floral industry. She remains active through writing for Texas in Bloom, serving on the Education Committee, numerous other TSFA committees, and participating in SAF. Jodi realizes the value of strong leaders who are committed to helping TSFA maintain its position in the forefront of education, technology and networking in the flower industry today and into the future.



RETAIL DIRECTOR (ELECT 2)

Tiffany Albrecht TMF | Sugar Land

My floral career began in 2007 with my family at The House of Blooms, in Sugar Land, Texas. I am passionate about fostering the growth of our industry, and actively work with multiple organizations to see this progress come to fruition. The beginning events of 2020 are unimaginable for the entire world. TSFA members deserve leadership from a Retail Director that continues to inspire the magic and beauty of flowers in our world.



Mary Ann DeBerry CFD TMFA | Denton

After being in the floral industry approximately eighteen years, Mary Ann understands the importance of education. She actively maintains and designs in the shop, also attending TSFA and SAF events. As former Teleflora Unit President, Mary Ann will continue to help and support educational events for TSFA and the retail florist. Strong leadership is important for the future of the retail florist as well as FFA floral students. Mary Ann was named 2020 Louisiana State Florists' Association Designer of the Year.



Oralia Espinoza AIFD CFD TMF | San Antonio

Oralia Espinoza is the president and owner of Spring Garden Flower Shop. Since 1990, Oralia has created a successful business serving San Antonio and surrounding communities. She leads a team of knowledgeable designers, production crew and event specialists serving clients such as San Antonio Aids Foundation, CPS Energy, and the American Heart Association. A most rewarding experience was receiving an invitation from American Artist Devon Dikeou to replicate, in flowers, the last sixteen paintings Edouard Manet painted before his death.



Marisa Chanel Guerrero AIFD CFD | El Paso

As Vice President of Debbie's Bloomers and instructor at El Paso Community College, Marisa Guerrero AIFD CFD is a second generation floral designer and educator known for her enthusiasm and wide ranging involvement in the floral industry. She sits on the boards and committees of numerous industry organizations. Marisa has had the pleasure of designing for many prestigious industry events but her goals lie in propelling the floral industry into a successful future.



WHOLESALE DIRECTOR

Tom Wolfe, Jr. | Waco

I am a 6th generation florist at Wolfe Wholesale Florist in Waco and a graduate of Southern Methodist University. I have been around the floral industry my entire life. I have previously served TSFA as a member of the Technology Committee. I have also served on the Board of Directors and numerous committees for WF&FSA. I look forward to the opportunity to serve this vital organization and build on its great successes.



BIG TEX IS CALLING TEXAS FLORAL DESIGNERS TO JOIN HIM IN DALLAS ON OCTOBER 4TH!

Here's Your Opportunity to be added to the List of Texas Icons!



2020 Texas Designer of the Year Competition! Texas State Fair

1233 Washington Street | Dallas, Texas

Presented by Texas State Florists' Association

With four of the six Regional Design Competitions cancelled due to Covid-19, TSFA worked to develop a plan that may just prove to be more exciting than the original! Working with the Texas Department of Agriculture, the 2020 Texas Designer of the Year Competition will take place on October 4, 2020 during the State Fair of Texas! The State Fair of Texas is thrilled with this addition with plans to publicize the Texas Designer of the Year Competition as the longest running and most prestigious competition in Texas.

**Categories 1 and 2 will be designed and displayed in the new lobby of the Briscoe Pavilion.
Category 3 will be designed and presented live on the GO TEXAN Pavilion Stage!**

RULES & REGISTRATION

ENTRY DEADLINE

- September 1, 2020
- Maximum of Ten Competition Entries

ENTRY QUALIFICATIONS

- Competitor must be at least 18 years of age
- Competitor must be a member of TSFA
- Competitor must reside in the state of Texas
- Competitor must pay the entry fee of \$100
- Competitor must file a completed entry form by September 1, 2020
- Only one competitor per company may enter
- Previous winners may compete after five years

TO ENTER

- Visit tsfa.org for Complete Information
- Visit tsfa.org to review Competition Rules
- Download the entry form and mail the completed form with the entry fee to:
Texas State Florists' Association
PO Box 859
Leander, TX 78646
or email the form to txsfa@sbcglobal.net and contact the office at 512.528.0806 to make payment

RECOGNITION & PRIZES

FIRST PLACE

The First Place Winner will receive the following made possible by Texas State Florists' Association and the Texas Floral Endowment

- Named Texas Designer of the Year
- \$1,000
- Silver Texas Cup
- First Place Ribbon
- Up to \$1,000 to represent Texas at the Society of American Florists 2021 Sylvia Cup Competition

SECOND PLACE

The Second Place Winner will receive

- \$300
- Second Place Ribbon

THIRD PLACE

The Third Place Winner will receive

- \$200
- Third Place Ribbon

APPLICATION DEADLINE EXTENDED TO JULY 31!



The Texas Floral Endowment Board is pleased to welcome Pat Berry and Susan Weatherford as members of the Board and announce that the Application Deadline on the 2020 Scholarships Opportunities is extended until July 31, 2020. We invite you to visit tsfa.org and Apply Today!

The Texas Floral Endowment is pleased to announce the following 2020 Scholarship Opportunities

Give your Career the Advantage by attending industry leading education programs through scholarships offered by the Texas Floral Endowment.

Allied Florists of Houston Scholarship honoring
Lavon Bankhead AAF AIFD PFCI TMFA
\$500

Allied Florists of Houston Scholarship honoring
Sheri Montgomery White AAF TMFA
\$500

Allied Florists of Houston Scholarship honoring Mabel and Wayne Fisher
\$500

Floriology Institute Scholarship in memory of Mildred E. Riddle
\$1,000

Freytag Family Education Scholarship in memory of Ann Hobbs TMF
to Texas First Place FFA Floriculture Team
\$1,200

FTD Boot Camp Scholarship
\$500

Judy Rutledge AAF TMFA Education Scholarship
\$500

Sheri Renee Montgomery White AAF TMFA Memorial Scholarship
\$500

SAFD Texas Master Florist Scholarship
\$500

SAFD Floral Career Change Scholarship
\$500

Tubby Adkisson AAF TMFA Educational Scholarship
\$800

**Details and qualifications may be found online
tsfa.org-Texas Floral Endowment>Scholarships
or by calling the TSFA office 512.528.0806**


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SAN ANTONIO

Bouquets of Hope

Laura Dowling's garden style bouquets are exquisite gatherings of lush and vibrant seasonal blooms, poetic arrangements that evoke sentimental memories and inspire ethereal dreams. Highly original in concept and design, Laura's bouquets weave layers of blooms, fruits and entwining vines with fabricated materials such as paper, ribbons and wool, blurring the lines of traditional floristry to fuse flowers with nature and handcrafts in new and unexpected presentations. At once fanciful and whimsical, refined and elegant, her colorful bouquets exude a friendly and approachable aesthetic that have inspired a First Lady, high-level dignitaries and legions of fans from around the world with their great charm and liveliness. Laura shares her secrets and insights for creating 75 innovative designs that focus on l'art du bouquet - the most personal and evocative form of floral artistry - including detailed step-by-step tips and techniques for crafting her unique, signature-style bouquets for all settings, seasons and occasions in her new book titled *Bouquets*. These excerpts are shared with her permission as *Bouquets of Hope* for a better tomorrow. Laura has graciously accepted to be a featured presenter on TSFA *On Demand*. TSFA is most grateful for her willingness to continually share her incredible talent with Texas florists.



Pink Porcelain

Photo Credit | Laura Dowling



Sèvres porcelain, first manufactured in France in 1738, is prized by collectors for its lavish gilding, intricate details and striking color palettes ranging from sky blue and lapis to jonquil yellow and verdant green. One of the most beautiful colors is “rose pompadour” – a romantic shade of pink – named in honor of Madame de Pompadour, mistress of King Louis XV, who had a passion for Sèvres and was instrumental in bringing it to the attention of the King. As the story goes, she commissioned an entire “garden” of porcelain flowers that enchanted the King, who was initially fooled into thinking that the flowers were real. When he went to pick a bloom, he was surprised to learn the actual truth about the exquisitely hand-crafted flowers and impressed by the coquettish antics of his favorite mistress. By 1753, the Sèvres factory enjoyed a privileged status as manufacture royale with royal patronage, special commissions and ongoing financial support from the King. This bouquet of Sèvres pink flowers in a classic, sculpted form echoes the luxurious beauty of “rose pompadour” porcelain and the elegant taste of Madame de Pompadour.

WHAT YOU'LL NEED

VASE:

- 1 bucket (7 inches tall, 7 inch opening)
- 4 sheets of pink bouquet wrap (from the floral supplier)
- Hot glue
- Hot glue gun
- Rubber band
- 1 bunch berried summer foliage (or naked seeded eucalyptus)
- Pink floral paint
- Bind wire
- Scissors

BOUQUET:

- Clippers
- 6 inch wired wood picks
- 5 stems deep pink hydrangea
- 5 bunches zinnias (approx. 50 stems) in vintage pink and mauve shades
- 1 bunch pink lisianthus
- 5 stems pink garden roses
- 1 bunch fuchsia celosia

HOW-TO INSTRUCTIONS

FOR THE VASE

1. Cut the wrap into small 3 inch squares.
2. Starting at the bottom, pinch a square in the middle, creating a floret; glue the center to the bucket close to the bottom edge.
3. Working in horizontal rows, continue gluing florets, creating a textured base.
4. Cover the entire bucket with florets.
5. Spray the berry foliage with floral paint.
6. Place a rubber band around the center of the vase.
7. Slip sprigs of the pink berry foliage under the rubber band, alternating the direction both up and down all the way around, covering the entire vase.
8. Secure the berries to the container with bind wire over the top of the rubber band.
9. Save berry sprigs for the bouquet.

FOR THE BOUQUET

1. Prepare the flowers by stripping the lower leaves off the stems and separating the material into piles.
2. Fill the bucket with water to reach two inches below the top.
3. Arrange the hydrangea as the base layer to create a slightly elongated oval shape.
4. Starting at the outside edge and working in towards the center, insert the zinnias over the top of the hydrangea, following the oval outline.
5. Continue adding the zinnias, placing some deeper and others higher in the design to create dimension.
6. Turn the bouquet after each insertion to help gauge and maintain the structured oval shape.
7. Add the lisianthus to fill in gaps and create additional color and texture.
8. Insert the garden roses so that they are dispersed throughout the bouquet, allowing a couple stems to spill over the edges.
9. Layer in the celosia so that the blooms float above the design.
10. Wire the remaining berry sprigs to wood picks and insert around the edges of the design, adding movement and extended lines.

Violet Prairie



One of my favorite things to do when I'm visiting my hometown is to go on a morning run on the trail near Violet Prairie. The 14.5 mile trail in western Washington state was formerly a Burlington Northern railroad line, and now runs through prairies and meadowlands, enchanted forests and sparkling lakes. Last September, on a crisp summer morning, the trail was bursting with abundant flora and fauna, a veritable picture postcard of an idyllic Northwest scene. Wild sweet pea vines entwined with brambbling blackberry branches framed the trail while birds and butterflies floated overhead. As I passed through wooded areas and marshlands, orchards and wildflower meadows, autumn clematis and ripe fruit perfumed the air with a sweet scent. In nearby gardens, brightly colored dahlias, zinnias and cosmos bloomed in profusion, creating a multi-sensory impression. Inspired by the beauty that surrounded me, I gathered fallen figs and plums, wild sweet peas and blackberry branches to make an autumn-themed arrangement. This bouquet of mixed fruit and flowers, inspired by the colors and scents of the landscape, capture the charm of a September day on Violet Prairie.

WHAT YOU'LL NEED

VASE:

Flower bucket
(7 inches high, 7 inch opening)
Scissors
2 rolls 1-inch magenta ribbon
Paddle wire
Hot glue
Hot glue gun
1 bunch green aspidistra leaves
stapler

BOUQUET:

Clippers
6 inch wired wood picks
4 inch water tubes
2 bunches local green hydrangea
2 bunches coral zinnias
2 bunches fuchsia dahlias
1 bunch purple sweet peas
1 bunch grey "hypnosis"
lavender carnations
1 bunch purple "moonvista" carnations
1 bunch raspberry branches
10 figs
10 limes
15 plums
1 pint cherries
1 pound of purple grapes

HOW-TO INSTRUCTIONS

FOR THE VASE

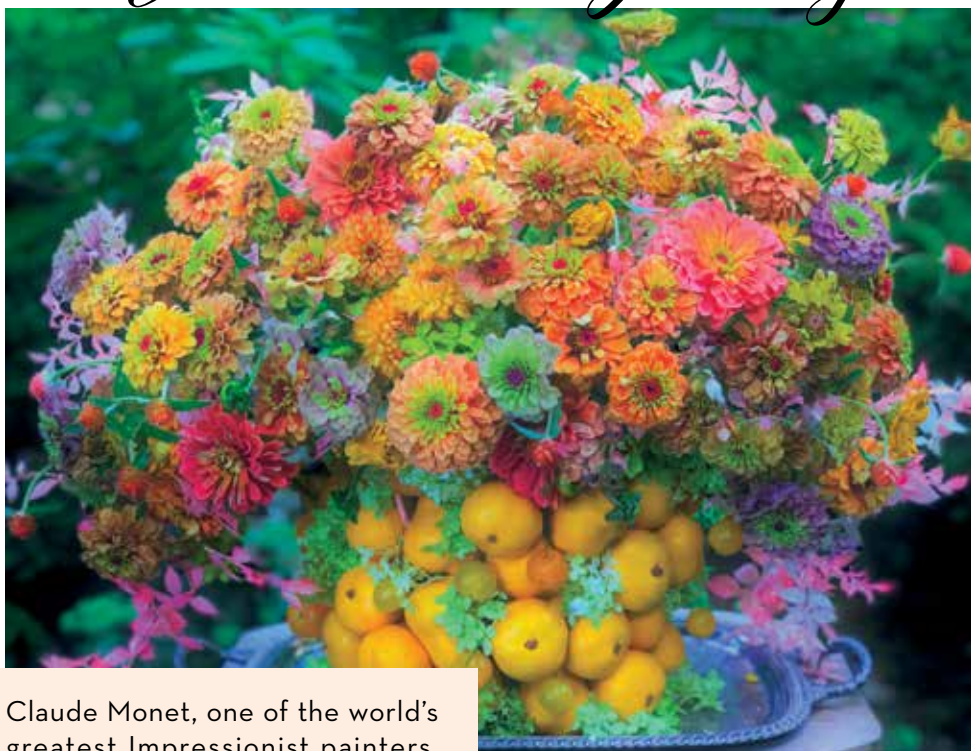
1. Using the paddle wire, create a continuous garland of one-sided ribbon loops using the ruched ribbon technique.
2. Starting at the bottom of the bucket, glue the back of the ribbon garland to the surface so that the loops face outward.
3. Working in rows, continue wrapping and gluing the garland to the bucket, creating a textured effect, covering the entire container.
4. Cut the aspidistra leaves in half and add a magenta border to each side by stapling folded ribbon around the edge of the wreath
5. Fold each leaf in half and staple the ends together.

FOR THE BOUQUET

1. Prepare by stripping lower leaves off the stems and separate the materials.
2. Create a base layer with the green hydrangea, arranging the stems in a slightly elongated oval shape, forming a structure to support the flowers.
3. Insert the zinnias over the top of the hydrangea base, occasionally grouping two together and placing some low near the edges and others higher up in the bouquet, following the oval shape.
4. Add the dahlias and carnations in a similar fashion, focusing on creating ribbon-like swaths of color throughout the bouquet, occasionally crossing stems and changing direction to create movement.
5. Layer in the raspberry branches so that the fruit floats above the bouquet.
6. Using the wood picks, pierce the fruit (figs, limes and plums) and mix them in throughout the design.
7. Wire two cherries together with the pick and insert them in the same fashion.
8. As a finishing touch, add small clusters of wired grapes so that they spill over.
9. Place the decorated aspidistra leaves at the base of the bouquet along with a few pieces of fruit to create a dramatic presentation.

Summer at Giverny

Photo Credit | Laura Dowling



Claude Monet, one of the world's greatest Impressionist painters, once said that his beloved gardens at Giverny – a work in progress he developed over 40 years – constituted his greatest work of art. The lush flower garlands and a lily pond framed by a picturesque arched bridge created iconic vistas that provided inspiration for some of Monet's most famous paintings. In fact, it is to flowers that Monet said he owes becoming a painter. If you look closely at his landscape paintings depicting the garden paradise, his artistic vision is clear: Monet used long, sweeping brushstrokes with accents of short sparkling bands of color to suggest sunlight and the changing seasons, and exquisite garden scenes – a strategy that can also be applied to flowers. One of my favorite iterations of Monet's Giverny is the summer garden in full bloom, when the formal edges are softened by exuberant sunflowers, zinnias and nasturtiums that bend and sprawl across the paths. This bouquet of zinnias, dahlias and hydrangea in a vase of late summer fruit is inspired by the "Nasturtium Path" at Giverny – a magical walkway of beautiful blooms and overarching vines in sunbleached muted tones.

WHAT YOU'LL NEED

VASE:

- 1 flower bucket
(7 inches tall, 7 inch opening)
- Craft paper
- Tape
- Scissors
- Paddle wire (28 gauge)
- 30 small yellow pears
- 1 pint yellow cherry tomatoes
- 3 stems limelight hydrangea
- 6 inch wired wood picks
- Straight wire (28 gauge)
- 1 piece of floral foam
- Knife (for cutting the foam)

BOUQUET:

- Clippers
- 4 inch water picks
- Bullion wire
- 6 inch wired wood picks
- 1 bunch limelight hydrangea (10 stems)
- 6 bunches small/medium peach and pastel zinnias
- 1 bunch peach dahlias
- 2 bunches coral gomphrena
- 1 bunch bleached ruscus

HOW-TO INSTRUCTIONS

FOR THE VASE

1. Wrap the bucket with craft paper, taping the edges to secure it to the container.
2. Wedge the floral foam tightly into the bottom of the bucket.
3. Pierce a pear with the paddle wire, twisting the wire ends around a wood pick, allowing several inches in between.
4. Insert the wood pick into the foam so that the pear reaches the bottom.
5. Working in vertical rows around the bucket, continue wiring and adding pears, covering the entire surface.
6. Wire the mini yellow cherry tomatoes to the wood picks and intersperse them around the bucket.
7. Fill the bucket with water, 2 inches below the top.

FOR THE BOUQUET

1. Prepare the flowers by stripping the lower stems of leaves and separating the materials into piles.
2. Create a fairly dense base layer with the limelight hydrangea, arranging the stems in a slightly elongated oval shape.
3. Insert the zinnias over the top of the hydrangea, following the oval outline, turning the bouquet to maintain an even shape and placing smaller stems so that they float above the design.
4. Layer in the dahlias throughout the bouquet.
5. Wire the gomphrena to the wood picks and insert them in and around the bouquet, adding texture and depth.
6. As a finishing touch, weave small garlands of ruscus around the outside edges, allowing the trails to extend above and below the bouquet.

TWO CITIES • TWO HANDS-ON WORKSHOPS

Organic Structures WACO • LUBBOCK

Join Stacey for a hands-on workshop and discussion as she demonstrates organic structures as the foundation of a variety of floral designs with an emphasis on Midollino. Explore new techniques and mechanics to inspire your next creations. Bring your tools and create your own guided version of designs rooted in nature. Principles, elements and the process of design will be discussed during this interactive workshop.



REGISTRATION DEADLINE AUGUST 5, 2020

To register and pay your class tuition, on or before August 5, 2020, visit tsfa.org or call 512.528.0806.

Tuition for TSFA member is \$175.00 and for a Non-member \$199.00.

Hotel information for Waco and Lubbock with special rates is located at tsfa.org



Artist Stacey Bal celebrates the value in the vast diversity of the floral industry by wearing many hats including educator, consultant, event designer, magazine contributor and product developer. As the owner of The Flora Culturist, she energetically expresses her ever-evolving point of view with unexpected materials and unique combinations of botanicals. A lover of adventure, she travels as a freelance artist and speaker. Stacey's continued lifelong educational journey through various arts and horticulture are met with her experience as a second-generation floral designer. She is recognized for bringing a fresh perspective and strong voice to the visual arts community most recently as a feature artist at Art Basel Miami in 2019. Internationally published, her latest work is featured in the 2018-2019 International Floral Art Book by Stichting Kunstboek. Leadership is one of Bal's strongest attributes which she demonstrates as the Marketing Manager for the European Master Certification program, as a board member for In The Realm of Senses and as a member of the Floriology Education Team.

This is an unprecedented time. The TSFA events that are currently planned are subject to change, depending on guidelines from local and national governmental health organizations. The health and safety of our members is our highest priority. TSFA will continue to share updates at tsfa.com.



STACEY BAL TO TRAVEL TEXAS IN 2020

EACH 2020 REGIONAL EVENT OFFERS TWO EDUCATIONAL OPPORTUNITIES!

ORGANIC STRUCTURES • A Hands-on Workshop
STATE OF THE ART • An Interactive Demonstration
with Dinner and Product Gallery

East Texas

August 26, 2020
The Summit Club • Longview
Chair Vickie Slover

West Texas

August 29, 2020
Louise Hopkins Underwood Center for the Arts
Lubbock
Chair Kassie Baker TMF

A SCHEDULE TO HELP PLAN YOUR DAY!

12:30 pm - 3:30 pm	Hands-on Workshop
6:00 pm - 7:00 pm	Product Gallery
7:00 pm - 10:00 pm	Dinner and State of the Art Interactive Demonstration

Product Gallery, Dinner and State of the Art Interactive Demonstration REGISTER TODAY at tsfa.org!

Registration Price \$99.00
TSFA member \$75.00

ADDITIONAL FUNDING PROVIDED BY THESE TEXAS FLORAL EDUCATION UNDERWRITERS

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THE BUSINESS OF *Flowers*

Jodi McShan AAF CFD TMF

Looking Ahead to Summer

While the spring brought us many surprises, we reviewed things to do to stay busy – such as cleaning out your store and perhaps your storage spaces. Hopefully, we were all too busy to do that, got it all done, or both! No matter what, there are still many things to do in the summer to stay productive and get ready for the fall.

Marketing. While everything we do markets ourselves – from our designs to our delivery vehicles and uniforms, we have many other ways to market. Take the time to look at your storefront as well as your website. Do they align and send the same message, promoting your brand? Have you taken the time to visit major vendors you work with throughout the year? Have you visited the vendors you would like to partner with in the coming year? Use this down time to get your name out there and make yourself accessible to both your customers and vendor partners.

Education. Many professions require continuing education – this is not by accident or just because someone wanted to make some extra money off of that profession. Education helps you grow as a designer and/or business manager. You can always learn new tactics, new designs and new approaches. Sometimes you walk away from educational sessions learning what you do not want

to do – but you still learned. Take this time to be productive and help yourself grow. You may not be a designer, but take the time to take a design class so you can learn something new and make you a better manager/owner. Step out of your comfort zone to help you and your team become stronger.

Planning. Re-evaluate your business plan. It may have changed (and probably has this year for sure) from January until today. You need to consider how your first two quarters went and what needs to happen for your next two quarters. Adjust your team and planning based off of your new strategies and goals. Most importantly, communicate these goals to your team. If they are educated and understand what is going on, they will more readily work with you and help you reach those goals.

Organize your office. This does not mean tidying up and getting close with Marie Kondo. This means making sure you have a calendar of when your contracts expire, what contracts you have with suppliers and vendors, and what you need to address now or in the future. If you have this all in one place, you are less likely to be caught off-guard when your dumpster rate goes up or when you suddenly do not have phone service.

Check your prices. This is checking both the price you are paying, do not be afraid to shop around. Make sure you are getting the best price for your business based on the quality that you want, remember cheaper is not always better. Verify the prices you are giving customers. Do you need to raise your prices? Or maybe even lower them? Are your delivery prices on point? Do the math, sit down, and analyze how things are going and make any adjustments as needed.

Make the most of your down time. While it is not always the most fun, it can definitely make the rest of your year easier, more profitable, and more productive. All things we want to see!



5 Things To Do To Move Business Forward During Coronavirus

Press Pause On Scheduled Posts. The conversation at large is changing rapidly and your messaging should share the same tone. Your previously determined scheduled posts could easily fall at the wrong time causing you to appear tone deaf to your audience. Removing scheduling will allow you to remain sensitive as you listen to the at large conversation.

Post In Real Time. Pausing scheduling doesn't mean throwing out previously planned posts. Post in real time and play around with the times you are sharing content. Many are still working from home and caring for family members while working which means the times they are on social media may have shifted. Testing posts at different times will allow you to see when your audience is most active and most receptive to your messaging.

Prioritize Conversation Over Clicks. To remain connected to your audience in uncertain times and to move business forward during slower months, it is important to shift our expectations and how social media outcomes are valued by moving away from click

driven results and focus on conversation. Engage in every single comment made on your posts, asking questions when possible to show interest and value to your audience. Businesses are slowing and budgets are tightening. Social media will give you an active marketing channel, but now more than ever, it is important to focus on conversations, building community, sharing support and storytelling.

Focus On The Consumer. As business slows, creating content focused on current business is important. Highlight customers sending flowers and capture the “why” of their stories and share them with your customers. There is no better way to get your audience thinking about the power of flowers than by sharing stories of the people who are buying right now. Create meaningful stories around this as a way to build connection with your community.

Create Appointment Viewing Content. As business slows, people are open to watching more content online that is meaningful, informative and spurs creativity. Give your audience an alternative to Netflix binges and use IGTV or Facebook Live to create video content that is valuable to your consumer. This content should look different than the behind the scenes content you would share in IG Stories. This content should be longer and should be valuable to your audience, such as: ways to style specific flowers in your home, or how to brighten your at-home workspace.

Creating compelling content shouldn't slow because business does. It is finding ways to adapt and fine-tune that will move business forward to the other side.

TSFA Calendar of Events

Photography and Design Credit Laura Dowling



JUNE

- 13 National Weed Your Garden Day
- 21 Father's Day
- 28 TSFA Virtual Event
Annual Meeting
Election
Lecture & Demonstration



JULY

- 1-2 Teacher Certification
(Level 1 & Level 2)
Cy-Fair ISD Exhibit Center
11206 Telge Rd, Cypress, TX 77429
Registration Deadline
June 12, 2020
- 4 Independence Day
- 26 Parent's Day
- 27-31
ATAT - 2020 Agriculture
Teachers Association of Texas
Professional Development
Conference for Agriculture



AUGUST

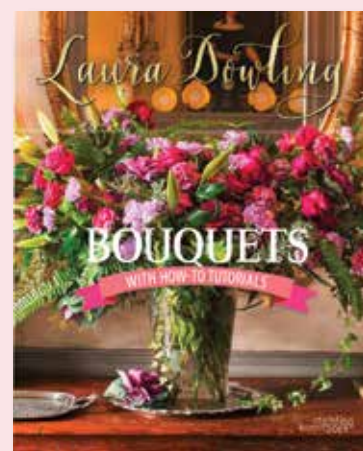
- 2 Friendship Day
- 4 US Coast Guard Day
- 26 Texas Floral Event | Longview, TX
State of the Art | Organic Structures
- 29 Texas Floral Event | Lubbock, TX
State of the Art | Organic Structures

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- 7 The Flower Forrest | 210.822.6766 | www.flowerforrest.com
- 15 The Florist, LTD | 940.483.1800 | www.thefloristltd.net
- 15 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 15 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com



Laura's Book is in stock at [amazon.com](https://www.amazon.com)

Laura will present three educational
tutorials on TSFA *on Demand*.

Visit tsfa.org for these
scheduled opportunities!

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AUSTIN



Better Together

Throughout FTD's 110-year history,
we have overcome many global and national challenges.
Together, we're all facing a new unprecedented crisis.

Now more than ever, we are witnessing first-hand
the grit and resilience of the floral industry. FTD Florists are
amazing business leaders, and we are here for you
as we all power through this pandemic.

With people seeking ways to remain connected,
consumer demand for flowers continues to be extremely strong.
We look forward to building upon this momentum and growing
together with you. Thank you for being our partner.



LEARN HOW YOU CAN GROW WITH FTD

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