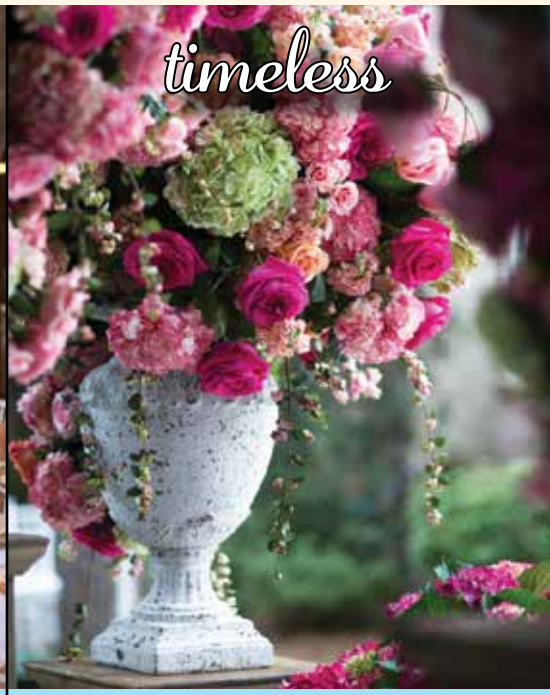
Designed By:
Rebekah Cunningham

Designed By:
Mary McCarthy
AIFD

The Blooming Idea

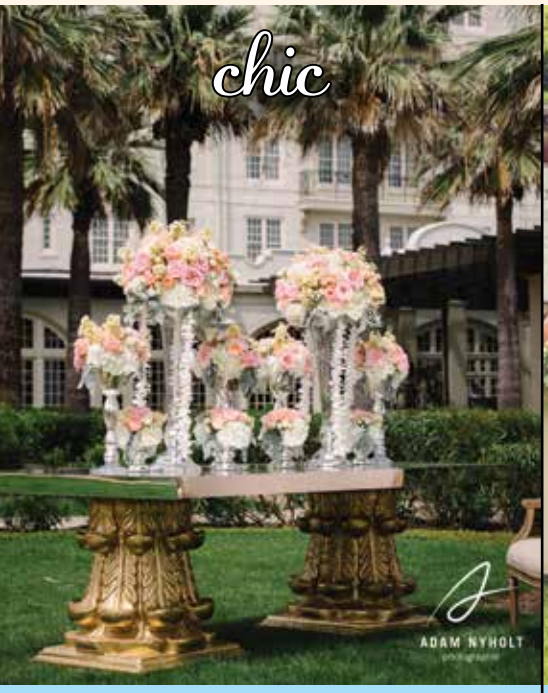


Designed By:
Rob Smith

events in bloom
entertainment design

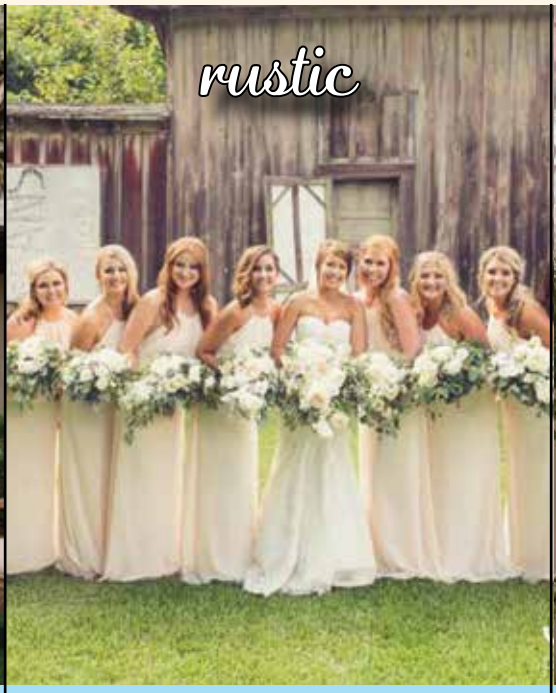
The Bloomin' Texan

MARCH 2016



Designed By:
Stacy Mendenhall

Larry's



Designed By:
René Johnson

Lush Flowers

Designed By:
Darryl Murchison

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WEDDINGS + EVENTS
In Grand Style

More Productivity
More Profits

See **What's More** with BloomNet
Business **M**anagement **S**ystem

WHAT'S NEW:
We've just made it a whole lot easier for our BMS customers to get support! BMS Online Chat Support is live and we are ready to take our customer service to the next level!

TIME CARD:
Employee time card management has been added to BMS to allow employees to easily clock in and out, and allow you to manage their time efficiently with time management reports. Now, managing temporary holiday help has never been easier!

SHOP TO SHOP ORDER TRANSFERS:
For florists with multiple shops, BMS supports transferring orders between those shops without incurring BloomLink transmission fees.

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With just a click of a button, upload your deliveries into BMS's Delivery Mapping Feature to view and download your deliveries in the most optimized delivery route available from Google™ Maps.

QUICKBOOKS™ INTEGRATION:
BMS is now integrated with QuickBooks™. Florists can export their transactions directly from BMS into their QuickBooks™ account.

PAYMENT PROCESSORS:
BMS's flexible platform provides direct integration with SkipJack™, Transfirst®, Heartland and Elavon payment processing.

CATALOG UPGRADE:
BMS Product Catalog now provides automatic updates for 1-800-FLOWERS.COM Design Resource Guide and BloomNet Essentials products. Plus, if you have a BloomNet Commerce Website, you can sync both product catalogs, making it easier to manage all your products.

COMING SOON:
Advanced Inventory Management: Leverage BMS's latest innovations to more effectively and efficiently manage the flow of orders through your fulfillment operation.
- Real-time, on demand inventory management features
- Optimize production by designers with robust workflow tools
- Reduce time & labor and maximize margins on high volume products

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VISIT www.youtube.com/watch?v=vlUk2ifB_Vs **for the BMS Promo Video**

To learn more about how BloomNet Technologies can help grow your business
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The Bloomin' Texan

MARCH 2016 | VOLUME XXXXII | NUMBER 3

From the President

Susan Weatherford

TIME TO PULL OVER AND REFUEL

There are numerous areas in our everyday lives that **REQUIRE** us to ***"REFUEL"***! From putting gasoline in our vehicles to charging our MANY technology devices to even the basic routine of nourishing our own bodies… they are all not only for want, but for **NEED**!

The process of ***REFUELING*** can also be applied personally and professionally. This is vital for our association to follow suit. New members and volunteers are a precious resource that offers different views, ideas, angles and opinions.

It is crucial to successfully integrate and make new members feel welcome and at ease within our association. In doing so, they will find value in their membership more quickly. This will also set the tone for their involvement and overall experience within the association; ensuring consistency and momentum!

With so many ways to engage members online, it's easy to forget the power of a simple phone call; person to person interaction…not machine to machine. Being welcoming should be a priority at all times; to engage all individuals, including customers, vendors, peers and friends.

"The soul should always stand ajar, ready to welcome the ecstatic experience."
–Emily Dickinson

A FINAL THOUGHT…
The most valuable resources that I have gained from TSFA are my friendships and interactions with the most talented group of professionals. I hope that all of you feel the same and acknowledge it!

4-5 TEXAS FLORAL SHOWCASE LONGVIEW, TEXAS

8-9 FASHIONABLE FLOWERS & FLORAL JEWELRY

10 REFLECTIONS

11 DAVID TUTERA & PERSTON BAILEY ATYWE

12-13 THE ABSOLUTE BEST

16 BRILLIANT ON THE BASICS

15 TRENDING STYLES

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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East Texas Hosts the Texas Floral Showcase

The Summit Club ballroom offered the perfect setting for the first 2016 Texas Floral Showcase with floral decor by Casa Flora.

As the 91 guests entered the ballroom they saw a stage set up with designs that might be considered typical, ordinary or even a little dated. Texas Floral Showcase Chair Shana Brittain TMFA introduced the designer Kevin Ylvisaker AIFD. Kevin entered looking a bit disheveled, but he soon turned professional and emphasized a look that a shop would want to portray to their clients.

> "Kevin Ylvisaker is an incredible educator. I returned to our shop with many new strategies and ideas to implement right away. I also enjoyed meeting and networking with other floral professionals. It was a great opportunity to share information with each other."
>
> Amy Neugebauer TMFA

The evening was filled with care and handling information and pricing. Those arrangements on stage that were lacking excitement were soon replaced with updated looks, with energy and color harmony! Kevin showed every day, sympathy, wedding and event designs.

Kevin's goal was to update your shop, the level of design creativity, and to encourage all to take a little risk!!! He did just that in his showcase *Beyond the Basics!*

TSFA President Susan Weatherford and Kevin Ylvisaker

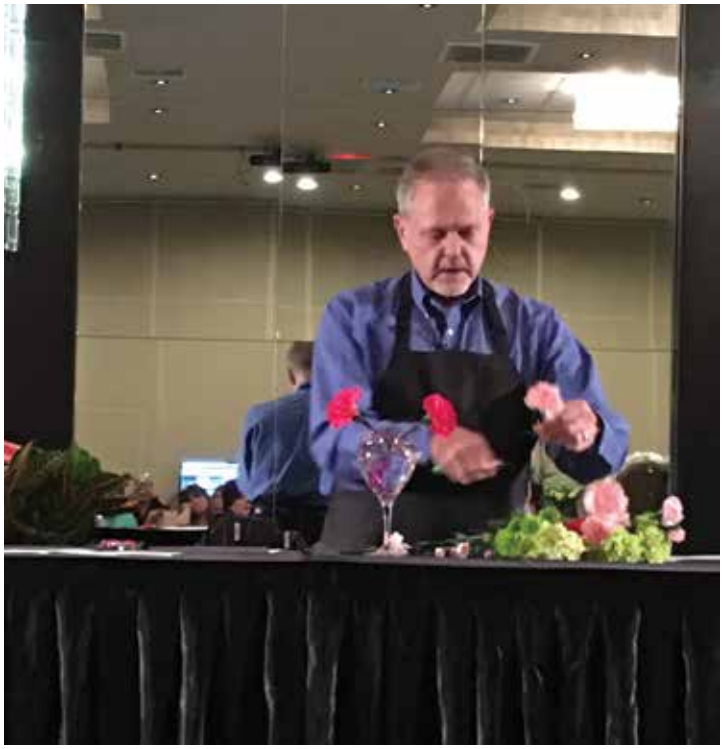
Floral Design Students from Big Sandy High School with TSFA's presenter Kevin Ylvisaker. Thank you students!

Designer Kevin Ylvisaker

Local Showcase Chair Shana Brittain TMFA and 2016 Texas Floral Procurement Chair Bruce Easley AAF TMFA

"As an agriculture science teacher that teaches floral design I feel it is important to keep up with the trends of the floral industry. This showcase was a way for me to see how to modernize your floral work so that I could bring that back to my students when teaching in the classroom."

Tina Rosenbaum TMF



Designer Kevin Ylvisaker

A Texas Sized Thank You to all Who Contributed with the Success of the Texas Floral Showcase in Longview.

With three times the expected attendance TSFA's approach to floral education in Texas is on the road in 2016 due to the support of these individuals and companies.

Texas Floral Education And Product Partners

Accent Décor | Acolyte | Choice Flower Exchange
Dallas Design Supply | Design Master Color Tool, Inc.
Greenleaf Wholesale Florist | J. B. Parks Wholesale Florist
Oasis Floral Products | Priest International, Inc.
Rio Roses | Southern Floral Co.
TSFA Growers Division | Zoom!Roses

Texas Floral Product Sponsors

The following companies provided product available through the Texas Floral Education Underwriters. In addition, J.B. Parks Wholesale and Rio Roses covered the freight expense of the floral product sent through their companies to East Texas.

Accent Décor | Alpha Fern | Dallas Design Supply
Design Master Color Tool, Inc. | Fitz Design
J.B. Parks Wholesale | Oasis Floral Products
Priest International, Inc. | Rio Roses
Syndicate Sales | TSFA Growers Division
Vickery Wholesale Greenhouse | Zoom!Roses
Hill's Wholesale Florist in Longview provided product in addition to our very generous donors listed above.

Product Gallery Participants

Texas Floral Education Underwriter Platinum BloomNet
Texas Floral Education Underwriter Gold Rio Roses
Texas Floral Education Underwriter Silver Zoom!Roses
Texas Floral Education Underwriter Bronze
Acolyte | Priest International, Inc.

The Local Committee and TSFA members added grassroots support and contributed to the success of the largest attended Texas Floral Showcase! Their hospitality was amazing! A special thank you to the local Chair Shana Brittain TMFA and to the Procurement Chair Bruce Easley AAF TMFA for all the work done to guarantee such perfection in an event.

Texas Floral Education

UNDERWRITER 2015-2016

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Winward

Making Texas Floral Education Possible

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

SHOWCASE REGISTRATION

TEXAS Floral

2015 • SHOWCASE • 2016

March 30, 2016

The Club at Sonterra
901 Sonterra Blvd. | San Antonio, TX 78258

6:00PM | Shop the Product Gallery and see all that is New!
7:00PM | Dinner and Time to Interact with your Floral Friends
7:30PM | Kevin Ylvisaker will present *Beyond the Basics* to make your life in the design room a little easier!
9:00PM | Product Gallery Shopping
Design Auction to support the Texas Floral Endowment

Beyond the Basics

Kevin Ylvisaker will present a series of presentations in 2016. *Beyond the Basics* will be presented as the featured Texas Floral Showcase program in Longview and San Antonio. Anyone successful in today's floral retailing knows that the one detail equally as important as the quality and freshness of the product is visual value. A design that goes beyond the basics and offers the consumer either a unique experience or a perceived value that goes beyond a few stems is what creates consumer loyalty. Kevin will take Texas *Beyond the Basics!*

Texas Floral Education and Product Partners
Accent Décor | Acolyte | Choice Flower Exchange
Dallas Design Supply | Design Master Color Tool, Inc.
Greenleaf Wholesale Florist | J.B. Parks Wholesale Florist
Priest International, Inc. | Oasis Floral Products | Rio Roses
Southern Floral Co. | TSFA Growers Division | Zoom!Roses

Attendee Name

Business Name

Address

Phone Email

$45 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping

Take 30% off Registration as a TSFA Member

_____ I am registering for the March 30th Showcase in San Antonio. At the door registration will be an additional $10.00.

Credit Card No.

Expiration Code Zip Code

Signature

Mail check to:
Texas State Florists' Association
PO Box 170760 | Austin, TX 78717
OR REGISTER ONLINE AT TSFA.ORG

Staying the night in San Antonio?

King rooms are available for $104 at the Hyatt Place San Antonio, Texas. Call 210.545.2810 and ask for the Texas State Florists' Association group rate to receive special pricing.

Petals from a Bird of Paradise accented with Bells of Ireland and Hypericum Berries. Fitz Design Mini Fan rhinestone foliages completes the boutonniere design.

Simple yet elegant the Night Lights boutonniere holder by Fitz Design is the perfect lapel accessory for prom or weddings. Here it features Equisetum, a single Galax Leaf and lavender Hyacinth Blossoms to create a minimalist look that still delivers a lot of punch.

Black River of Diamonds from Fitz Design is tangled and twisted into a free form streamer providing for an interesting backdrop for this innovative boutonniere. Green Dendrobium Orchids, Button Mums and Hypericum Berries add the finishing touch.

Fitz Design Boutonniere Bands are the perfect lapel accessory, offering the design endless creative possibilities. But don't let the name fool you, these little gems are great when used as purse accents, in hairpieces, as stylish corsages even as a vase accent. The heavy duty magnet makes them easy to attach and comfortable to wear.

FASHIONABLE FLOWERS & FLORAL JEWELRY

Be the Go To Place for the Extraordinary

Today's floral designer is always looking for the new and must have! To offer simply the best in Fashionable Flowers and Floral Jewelry this spring the Fitz Design Team is showcasing incredible ideas to make it just a little easier. These how to's come just in time as you complete your planning for the prom season that awaits your expertise. Creating customer loyalty and developing your store as the Go To Place for the Extraordinary adds to your success and sets you apart from the mainstream! We invite you to take a look at each and every one of these designs and then visit your local wholesaler and www.creationsbyfitzdesign.com to get ready for the weeks ahead!

Bronze Level Texas Floral Education Underwriter Fitz Design will underwrite a Hands On Design Experience featuring the incredible talents of Fitz Design Team member Jackie Lacey AIFD PFCI during the Texas Floral Forum in Dallas, Texas on October 8th!
You will want to schedule this most important date on your calendar today! *Fabulous Flowers to Wear* promises to be a Sold Out Performance from one of the Industry's best so schedule the date and plan to register once the information is released! The Texas Floral Events are filled with the best in education and we want you to plan now to be a part of it all!

The Zoey Arm Cuff from Fitz Design provides the perfect backdrop for this interesting jewel box corsage design.

Simply put it's all about the details in this lovely corsage. One perfect white Button Mum, a little bit of greenery, just a hint of bling and a WOW bracelet from the Fitz Design Rhinestone collection. Simply the best!

MEET YOUR PROFESSIONAL FITZ DESIGN INSTRUCTOR

Jackie Lacey AIFD PFCI

Jackie has over twenty-five years of experience in the retail floral market and ownership of shops in Tennessee, Texas and South Carolina. He has been provided an extensive background in the retail floral market and design industry. Formally Vice-President and Wedding & Event Specialist for a retail floral corporation with annual sales over a million dollars, Jackie now utilizes his experience to provide education and instructional design programs, market showroom set up, private retail consulting as well as design and event planning.

An award winner in numerous competitive floral design competitions Jackie has also had published articles that have appeared in *Flowers* &, *Modern Bride,* and *Inside Weddings.*

Jackie's strong desire to share this acquired floral knowledge has given him the opportunity to promote the continued growth of the floral industry as well as be involved in continuing education through numerous stage presentations. His current position as Lead Floral Instructor for the Institute of Floriology continues to broaden and enhance his own education.

Jackie currently serves the American Institute of Floral Designers as a member of the National Board of Directors and as the Past Chairperson of the National Membership Committee.

Composite flowers or fantasy flowers are all the rage thanks in part to the versatility of cold glue mechanics. Deconstructing flowers allows the designer to get creative and offer one of a kind, over the top designs to their customers. Another trend we're seeing is the return of gold accents. Fitz Design has several golden accessories - like the Rose Leaves in 24 Karat shown here.

When colors are hard to match with available flowers, why not create your own like we did here with this composite rose made with coral and lavender rose petals. Add in a few accessories like the Fitz Design Sterling Rose Leaves or a little gem from the Kara's Kisses line and you've got a real showstopper.

Nothing is as quite as it seems in this beauty. We started off with a beautiful rhinestone statement bracelet, created a frame using the Fitz Design Rectangle Bouquet Bucklezz then added some botanical bit's and pieces to create this stunning piece of floral jewelry.

A single piece of Lily Grass and a scattering of Wax Flower blossoms seem to create a protective nest around the Bella Brooch from Fitz Design. Simple yet elegant this lovely design is in perfect balance with the bold and beautiful rhinestone bracelet also from Fitz Design.

Texas Floral Expo | Pure Inspiration
Designer - Hitomi Gilliam AIFD

Accent Décor - Pisces Tray serves up the horizontal European inspired parallel design. The stems of flowers elegantly float, designed in AD's needle test tubes which were connected with clear acrylic rods. An overlay of curvilinear, woven Midollino interlaced with natural curves of Tillandsia xerographica parts. Intriguing mixture of flowers - 'Less is more' is the mantra. Add gorgeous Nouveau linear elements with a touch of ever popular succulents as anchor.

Reflections...

The 'Shakers and Movers' Florist's New Year resolution for 2016 is - Not to short-change themselves by designing ordinary, low price-point designs. To believe in their creative talent and start creating distinctive and DIFFERENT designs, not available at mass market. To believe that this approach will pay off in building their brand of floristry.

The biggest change in commercial design for 2016 is to introduce New Styles!!
- Use less products to make more
- Popularize transparent designs with bigger impact
- Understuffing creatively
- Charging handsomely for creativity, making the difference with higher price-point for boutique designs.

Do not be Afraid in 2016!!
Dare to change!!"
Hitomi Gilliam AIFD

Muslin-covered foamcore and wood frame is the foundation to show the beauty of 'Nature's Chaos'. Randomly crossing willow sticks provides the mechanics for showcasing the absolute beauty of Gloriosa rothschildiana, designed in water tubes.

Design 'FREE', less rigid, more organic, airy, transparent..... reflecting the spirit of our time... the look of 'Vintage Romance'.
The Accent Décor – Fairytale Collection compotes are currently the containers of choice, reflecting the consumers' love for all things vintage. Let loose!! No more stuffing, enjoy the spirit of freedom in design!! Emphasis on sense of style, instead of dense massive volume of flowers.

DAVID TUTERA AND PRESTON BAILEY
HOUSTON, TEXAS | APRIL 17, 2016

Tutera has made a brand for himself, taking his passion for designing spectacular events and transforming it into a lifestyle. Honored by Life & Style Magazine as "Best Celebrity Wedding Planner," David's impressive client list includes Hollywood's A-list, countless film premieres and celebrity parties for royalty, politicians and socialites. He is the author of seven books and the creator of fourteen brands in the fashion, DIY and home categories that brings creative solutions to all consumers, inspiring them to "Celebrate Their Lives in Style," each and every day. He is the host of the hit primetime show, "David Tutera's CELEBrations" on WE tv. His name has become synonymous with style, elegance, creativity and vision. For more information, please visit www.DavidTutera.com

Globally-celebrated for his unique ability to transform ordinary spaces into lush, theatrical environments, Preston Bailey is known as the premier event designer for a client roster that includes celebrities, royal families, CEO's and athletes.

With 35 years of experience in the industry, Preston is often sought out to create one-of-a-kind, transformative designs that serve as backdrops for some of the most memorable moments of his clients' lives. His Art Installations have been featured across the world with showcases in New York, Las Vegas, Hong Kong, Jakarta, and London.

The author of six books–five of them bestsellers—he is often asked to share his experience through speaking engagements, seminars, editorial profiles and television and radio interviews.

Photo credit | Franz Paván

A FRESH LOOK INTO THE WEDDING INDUSTRY
with David Tutera & Preston Bailey

This pre-show event begins at 9:00 am on Sunday, April 17th and is open to all wedding industry professionals. Tickets are available now! Please inquire for more information: 651-757-4220. yourweddingexperience.com

TEXAS FLORAL FORUM TO FEATURE *The Absolute Best*

HANDS ON DESIGN EXPERIENCES IN TAPATIO SPRINGS

In establishing the format soon to be known as the Texas Floral Forum the organizers knew that the Hands On Design Experiences had to play a major role. Offering the best in educational presenters only gets better when the presentation style is given the time needed to be offered in this format. It is with pleasure that we announce the Hands On Design Experiences for the Texas Floral Forum in Tapatio Springs.

We invite you to visit TSFA's FaceBook page where we will share little known facts about each presenter with a floral image featuring their most amazing talent. TSFA will award a free, two hour hands on design experience to the first person that identifies the correct designer on TSFA's Facebook page. Please follow the postings on FaceBook and be certain to post your guess in the comment section.

Here we share the subjects at hand. Take a moment and have fun trying to figure out who is presenting in Tapatio Springs.

The designers will be revealed on the Cover of the April Bloomin' Texan!!! The April Issue will be filled with each and every Tapatio Springs detail!

Step into my Garden

There is a method in selecting a variety of flowers that look hand-picked from the garden and then creating what initially appears to be the non-arranged composition of blossoms in absolute perfection for today's home. Setting aside engineered structures, this style of design showcases the beauty of the blossom. Our designer will give new meaning and a clearer understanding to the garden style of design. Whether his inspiration is a reflection of European designer Constance Spry or an influence of his American contemporary Joe Smith AIFD, he is certain to teach you the style and the art. Before the world was at our fingertips and we could have access to pretty much anything at any time there were those who designed from the garden in a most elegant way.

Above & Beyond the Basics

A series of presentations have traveled Texas in 2016 sharing ways to easily and profitably update the floral retail. Whether you are a traditional retailer, involved in mass market, or a free lance designer spreading your magic wherever the opportunity presents itself, this Hands On Design Experience will take you *Above & Beyond the Basics*! Anyone successful in today's floral retailing knows that the one detail equally as important as the quality and freshness of the product is visual value. A design that goes *Above & Beyond the Basics* and offers the consumer either a unique experience or a perceived value that goes beyond a few stems is what creates consumer loyalty. In two hours you will learn Hands On numerous tips and techniques that will outline where you need to go to be fully informed of the numerous possibilities shared by our guest designer!

Jubilation

Our presenter, an American floral designer, will showcase sympathy arrangements while encouraging you to look at sympathy arranging from a different perspective. Focusing on the life of a loved one rather than the loss of a loved one through design, those attending will participate, Hands On, in the embellishment of flowers for a "Celebration of Life" event. The class will be encouraged to experience a new way of thinking that offers surviving family and friends ways to share and to celebrate joyous memories as they say their final goodbyes. The designer will guide this process of achieving a custom design for a one of a kind "Celebration of Life" event while sharing techniques that will not only benefit the bottom line but also set you apart from others in your market.

The Art of the Party

Creative party designs can lead you to the best kind of loyal customers. But there is a definite process to learning how to create and sell parties profitably. Learn how to create a huge look with surprisingly little material…Because that's where the profits are. No matter how many weddings, parties, or other special events you do, this workshop shares details on how to effectively get the job done without giving it away. You will learn to "Work Smarter Not Harder"!

An Afternoon with…(You'll have to wait & see!)

We will give you one clue and that is the designer is one of Texas' best! To be able to spend an energizing afternoon that will inspire a fresh insight into what you do each and everyday will exceed your expectations! It is so easy to get into a rut….always selecting the same container…the same foliage…the easy way out to just get it done. To excel in today's marketplace requires that we forever reach to create each design reflecting our absolute best. You will reach into your toolbox all afternoon adding to your best!

Simply Social

Now that Valentine's Day is behind us, many of you are already thinking about how to make Valentine's Day 2017 even better. This is also an excellent time to evaluate your social media strategy to get the most out of your marketing next year.

EVALUATE: Look at your metrics to see what worked well and what did not work as well as planned with your audience. By doing this, you can already begin to gather content ideas while learning what content you shouldn't spend time on next year.

IMPROVE: For the best performing content, how can it be improved upon next year? For example, if it was a particular image, what did your audience like about it? How did it make them feel? What was unique about what was shared? The more information you can gather, the better prepared you will be to craft an even better visual in future marketing.

TRY SOMETHING NEW: Choose something new to execute next year and begin to develop the concept now. You might want to consider video if you've never used video in your marketing before. When done well, it can be extremely effective and by beginning the process of developing and testing it out now, will ensure you have a great concept going into next year's busy season.

For more information, contact ashley@simplifiedsocialmedia.com

Making the BUSINESS OF FLOWERS FUN

Now that Valentine's Day is past it's time to take stock of the holiday, literally. There is no better time to inventory your Valentine's items than when you are packing them up for the year. If you inventory each holiday as you pack it away your year-end inventory is a simple matter of counting what is in the showroom and storeroom. You will already have the count for all of the holiday stuff you have in storage.

Also take the time to ask and discuss the following questions with your staff:

1) What did we do for this Valentine's that we should do again, or do more of, next year?

2) What did we do that we should do less of, or eliminate altogether, next year?

3) Discuss and document the weather, and any other unusual factors that contributed to your successes and difficulties for the holiday.

4) Review your purchasing for the holiday and determine what you will need more or less of next year.

5) Finally, analyze what items were your hot sellers and try to build on that for next year. Maybe plan to spotlight them on your website next year. Or develop a new twist.

By understanding what went right and what went wrong you can better prepare yourself for next year and other upcoming holidays.

Derrick P. Myers, CPA, CFP, PFCI
President of Crockett, Myers & Associates, Inc.

We're Taking Floriology Institute On The Road...First Stop Dallas!

March 13 - March 15, 2016 | Greenleaf Wholesale | Dallas, TX
March 20 - March 22 | Houston, TX

Attend the upcoming, 3-Day Principles & Elements design course with instructor Jackie Lacey, AIFD, PFCI, CFD

Course provides lectures covering floral supplies & equipment, care & handling, selling & pricing, design principals and elements. Interactive hands-on sessions for Everyday, Holiday, Wedding, Wear & Carry, Special Events and Sympathy Design. What's more, instruction on Retail Store operations, business best practices & retail sales & customer service.

Course cost $449.99, with 3 flexible monthly clearinghouse statement installments of ONLY $149.99! Plus, FREE Airport shuttle to & from hotel/school, onsite lunches & group dinners.

For details/register, email or call Nicole Romanelli nromanelli@bloomnet.net | 516- 237-7973. Hope to see you there!

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TRENDING *Styles*

Saturday, June 25, 2016

International Trade Plaza | Dallas Market Center | Dallas, Texas

We invite Texas Designers to gather in Dallas, Texas on June 25th to compete in the 2016 Texas Cup Competition promising to be a featured highlight during the well attended Summer Market held each year at the Dallas Market Center. The 2015 Texas Cup Winner Chris Collum AIFD CFD TMF is thrilled to chair this most prestigious event. "For the first time the best of Texas will have the opportunity to share their incredible talent with those attending market. Trending Styles is the perfect theme. Surrounded by the latest trends in Home Decor, I know all who attend will be enlightened with the floral interpretations of this most important design subject."

2016 TEXAS CUP COMPETITION CATEGORIES

INTERPRETATIVE DESIGN TO REFLECT TRENDING STYLES

The Interpretative Design Category in the 2016 Competition will reflect Trending Styles. The competitor will design a container or prop to reflect this theme and set the base of the design according to the rules of the competition. The flowers and supplies as well as other creative elements will be provided by Texas State Florists' Association to complete the design for this category.

DESIGN TO REFLECT TRENDING STYLES IN HOME DECOR

Today's consumer is bringing florals and plants into the home not only for entertaining but also for personal enjoyment and to accent the home as an interior accessory. In a container provided by Texas State Florists' Association you will have the opportunity to combine the florals and other creative accents in a design that will adorn gracious living at its best.

SURPRISE SITUATION

Each competitor will be given an envelope and one hour to respond to the outlined situation in flowers. The situation will keep with the theme of the overall competition. The flowers and supplies as well as other creative elements will be provided by Texas State Florists' Association to complete the design for this category.

To Enter this Prestigious Competition visit tsfa.org for the 2016 Texas Cup Competition Rules and Outlined Information
Download the Entry form and mail the completed form with the entry fee to:
Texas State Florists' Association PO Box 170760,Austin, TX 78717
or email the form to txsfa@sbcglobal.com and contact the office to pay the entry fee 512-834-0361

TSFA has received special room rate pricing through the Dallas Market Center.
Please make your reservations as soon as possible by going to this link
http://www.dallasmarketcenter.com/hotelandtravel/default.aspx?m=832

Brilliant ON THE BASICS

Design Descriptions by Kevin Ylvisaker AIFD CFD PFCI CAFA
Images courtesy of Oasis Floral Products.

Study closely the modern upgrade to a traditional heart. The design is created in an Oasis solid mache heart. Calla leaves are placed onto the face of the heart followed by strips of white ribbon secured with a decorative jeweled treatment using Diamante Pins. Silver Flat Wire is then placed followed with small pieces of gypsophilia surrounding the outside of the heart. A Pave technique featuring Carnations, Button Pompons and Gypsophilia completes the floral design with rows of Diamante Pins to embellish.

This highly contemporary design fills a large martini type glass. "Hoops" of 1 inch Red Flat Wire are secured using UGlu Dashes. Additional hoops of Red Flat Wire are added to support the structure. The entire structure is secured to the glass using UGlu Dashes. The red Tulips are simply wound into the structure and stay in place with no additional support.

The mechanics for this Ginger vase is simply strips of ½" Red and Silver Flat Wire. The red Ginger are inserted into the wire grid and secured with a decorative wrap of additional silver wire. Red Alstroemeria bases the design and red Anthurium adds visual weight. To complete the design additional loops of red and silver wire are added to the base.

This design is arranged in a Silver Rectangular Essential container using just ½ brick of Oasis Floral Foam Maxlife which has been pan glued into the container. The foam is covered with white carnations and white roses to complete the base of the design and then emerge upward. The decorative accent is composed with 1" Silver Matte Flat Wire shaped into flowers and inserted into the foam base. A quick and effective updated look for today!

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THE POWER OF GO TEXAN

"GO TEXAN helped us promote our business and support the Texas Local Florist campaign. I encourage all Texas florists to be a part of this program and take advantage of the power of GO TEXAN."
—Bruce McShan, McShan Florist

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Texas Floral Endowment

We can do more than believe, *we can create.*

We can do more than belong, *we can participate.*

We can do more than work, *we can grow.*

The Texas Floral Endowment is pleased to announce the following 2016 Scholarships.

Allied Florists of Houston Scholarship in memory of Lavon Bankhead AAF AIFD PFCI TMFA- $500

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

Allied Florists of Houston Scholarship in memory of Wayne and Mabel Fisher- $500

Teleflora Education Center Floral Industry Tuition Certificate- $599.95

Floriology Institute Scholarship in memory of Mildred E. Riddle- $1000

FTD Boot Camp Scholarship- $500

Judy Rutledge AAF TMFA Education Scholarship- $500

National Designer of the Year Scholarship- $650

Sheri Renee Montgomery White AAF TMFA Memorial Scholarship- $500

Society For The Advancement of Floral Design TMF | Career Change Scholarship- $500

Society For The Advancement of Floral Design Floral Career Scholarship- $500

Teleflora's Seymour Carren Memorial Scholarship- $500

Teleflora's TSFA School of Floral Design Scholarship- $500

Texas Floral Endowment Memorial Scholarship- $500

Texas State Florists' Association Past Presidents' Scholarship- $500

Texas Floral Forum Tuition Scholarship- $300

Tubby Adkisson AAF TMFA Educational Scholarship- $800

For a detail listing please visit http://www.tsfa.org/scholarships.html

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MIAMI

TSFA *Calendar of Events*

MARCH

8 International Women's Day

13 Daylight Saving Time begins

13-15

Floriology on the Road
Dallas, Texas | For details
email nromanelli@bloomnet.net

15 National Agriculture Day

16 TSFA Education Committee Meeting

TSFA School of Floral Design, Austin
10:00 am - 4:00 pm

17 St. Patrick's Day

20 Palm Sunday

First Day of Spring

20-22

Floriology on the Road
Houston, Texas | For details
email nromanelli@bloomnet.net

21-30

TSFA School of Floral Design
Classes | Houston, Texas
For registration information
call the TSFA office
512.834.0361 or
texasschooloffloraldesign.com.

25 Good Friday

27 Easter

30 National Doctors Day

Texas Floral Showcase
The Club at Sonterra
San Antonio, Texas
Featuring *Beyond the Basics* by
designer Kevin Ylvisaker
Registration information on page 4
of this issue

Photo credit | Cody Ash Photography

APRIL

9 Level 1 Floral Design Certification Testing, College Station High School, College Station, Texas

13 TSFA Finance Committee Telephone Conference Call

16 Level 1 Floral Design Certification Testing, Skyline High School, Dallas, Texas

17 Your Wedding Experience | TSFA & Tutera Partner | The George R. Brown Convention Center, Houston, Texas

18-28

TSFA School of Floral Design
Classes | Houston, Texas
For registration information
call the TSFA office
512.834.0361 or
texasschooloffloraldesign.com.

20 Level 1 Floral Design Certification Testing, James Madison High School, San Antonio, Texas

22 Earth Day

27 Administrative Professionals Day

29 Arbor Day

30 Level 1 Floral Design Certification Testing, Klein ISD Region Center, Klein, Texas

MAY

3 National Teacher Day

5 National Day of Prayer

6 National Nurses Day

8 Mothers Day

16-26

TSFA School of Floral Design
Classes | Houston, Texas
For registration information
call the TSFA office
512.834.0361 or
texasschooloffloraldesign.com

20-22

Texas Certified Florists
Courses | Austin, Texas
For registration information
call the TSFA office
512.834.0361 or tsfa.org

Texas Master Florist Exam
Austin, Texas

30 Memorial Day

TSFA *Advertisers*

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18 Klepac Greenhouses | 830.833.4574 | www.klepacgreenhouses.com
14 Love Floral | 903.675.1702 | www.lovefloralimports.com
14 McShan Florist | 800.331.3349 | www.mcshanflorist.com
18 Precious Memories | 254.778.2242 | www.preciousmemoriesflorist.com
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18 Southern Floral Company | 713.880.1300 | www.sofloco.com
17 Texas Department of Agriculture | 800.835.5832 | www.gotexan.org
Back Cover Teleflora | 800.421.2815 | www.myteleflora.com
14 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
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