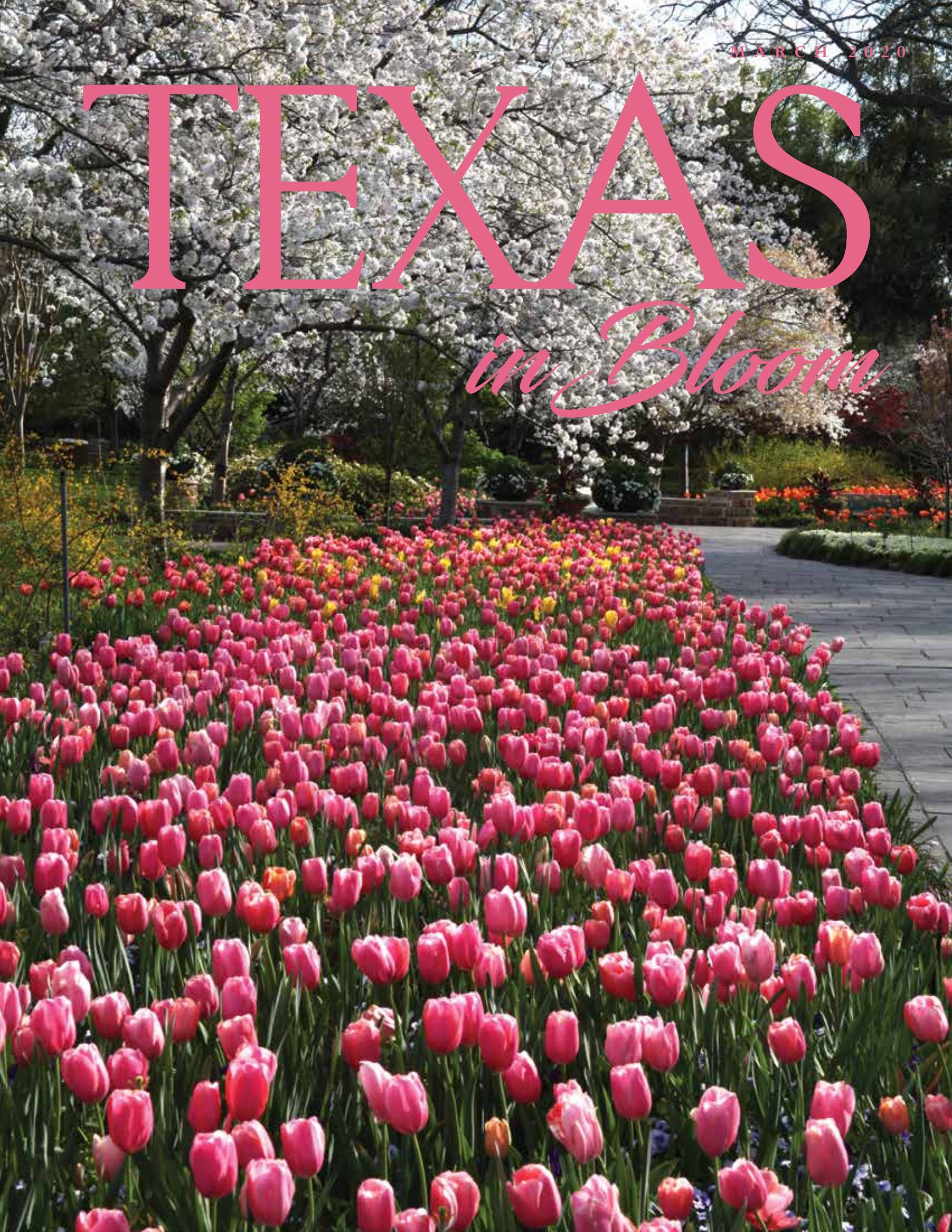


MARCH 2020

# TEXAS

*in Bloom*







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please visit [tsfa.org](http://tsfa.org) for the most up-to-date list of underwriters and their links

## From the President



TSFA President  
Gina Waters AAF TMFA

Sitting in my favorite Salon & Cosmetic location, having my hair cut, thinking about what to share with you this month, I was inspired by a poster I saw, "Time for some MeTime". This statement spoke to me, realizing, that the timing could not be more perfect! Following one of the busiest times of the year and hoping that each of you experienced a successful Valentines Day, I am sure we are all in need of some "Me Time". Investing some quality time in yourself is sure to motivate and rejuvenate your soul to help you prepare to tackle the next task. I take a quote from Stacey Carlton AIFD EMC, "Don't be the same, be better!" thinking that this is what we need to strive for everyday.

Attending one of Stacey's upcoming **STATE OF THE ART** Interactive Presentations, registering to attend the *Organic Structures* 2020 Hands-on Workshop, and competing in a 2020 Texas Regional Design Competition **INGENUITY** is certainly a place to start. Take time this year to challenge yourself and do at least one thing different, to better your skills, to expand your horizons and open your mind to new ideas! There is simply no better place to find these opportunities than right here at TSFA! With the support of the Texas Education Underwriters, TSFA brings the absolute best education at a most affordable price.

Education is also available online through TSFA. Did you know that the TSFA website has training videos? Take time for YOU, pour a cup of coffee and take a look! You are sure to learn something new or be reminded of tip or trick that has long been forgotten. Plan now to register for the new Texas Certified Master Florist Program to earn not only your Texas Master Florist but also have the opportunity to be recognized as a Professional Certified Florist. If you are a currently a Texas Master Florist, reach out to me and make it known that you would like to be involved in the TSFA Education Committee! The Committee welcomes your interest and needs your help!

Look to Spring for inspiration in the wildflowers that will be peeking their heads out very soon. No better place to be in the spring than Texas! Allow the vibrant colors and various shapes of every flower demanding your attention, to create newness of life and grow your passion. Wishing you a Happy Spring!

"Passion is energy. Feel the power that comes from focusing on what excites you."  
Oprah Winfrey

### THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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## REGISTRATION DEADLINE

MARCH 18, 2020



# INGENUITY

## WATCH YOUR STAR RISE

TSFA launches two of the six 2020 Regional Design Competitions  
in Central Texas and in the DFW Metroplex.

Central Texas • April 1, 2020 • Waco

DFW Metroplex • April 4, 2020 • Dallas

There is no admission or parking fee for the competitors participating in the morning competition at the Dallas Arboretum. Family and friends, who attend the competition, will need to pay the \$17.00 Arboretum Admission and \$10.00 Parking on-site the day of the event. There is considerable time to walk through the award winning Arboretum and Botanical Gardens after the competition. The competitors may enjoy this opportunity courtesy of the Dallas Arboretum.

### TO ENTER IS AS EASY AS 1-2-3!

#### 1. Verify your eligibility according to these requirements

##### 2020 Regional Design Competition Eligibility Requirements

- Competitor must be at least 18 years of age.
- Competitor must be a member of Texas State Florists' Association.
- Competitor must reside in the designated region within the state of Texas
- Only one competitor per company may compete in any given year.
- Previous winners may compete after a period of five years.
- Competitor must pay the entry fee of \$195.00. The entry fee includes Dinner and the State of the Art Interactive Demonstration where the winners will be announced at the end of the evening.

#### 2. Review the rules at [tsfa.org](http://tsfa.org)

#### 3. Pay the entry fee of \$195.00 and register on-line at [tsfa.org](http://tsfa.org)

#### Additional Opportunities in June and August

TSFA will travel to two areas of Texas in June and two areas of Texas in August!  
Determine the area closest to your place of residence and register at [tsfa.org](http://tsfa.org) !

Rio Grande Valley  
June 24, 2020 • Corpus Christi

East Texas  
August 26, 2020 • Longview

Gulf Coast  
June 28, 2020 • Houston

West Texas  
August 29, 2020 • Lubbock

**FOR COMPLETE INFORMATION VISIT [TSFA.ORG](http://TSFA.ORG)**



# STACEY CARLTON TO TRAVEL TEXAS IN 2020

## EACH 2020 REGIONAL EVENT OFFERS THREE EDUCATIONAL OPPORTUNITIES!

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

### Central Texas

April 1, 2020

The Baylor Club • Waco  
Chair Tom Wolfe, Jr.

### DFW Metroplex

April 4, 2020

Dallas Arboretum • Dallas  
Co-Chair Jodi McShan AAF CFD TMF  
Co-Chair Susan Piland TMF



## A SCHEDULE TO HELP PLAN YOUR DAY!

8:00 am - 11:00 am	Regional Competition
11:00 am - 12:30 pm	Lunch on your own
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](https://tsfa.org)!

Registration Price \$99.00

TSFA member \$75.00

## ADDITIONAL FUNDING PROVIDED BY THESE TEXAS FLORAL EDUCATION UNDERWRITERS

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Platinum Level Founding Texas Floral Education Underwriter  
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Rio Roses

Bronze Level Founding Texas Floral Education Underwriter  
Design Master

Bronze Level Founding Texas Floral Education Underwriter  
Smithers - Oasis



# TWO CITIES • TWO HANDS-ON WORKSHOPS

## REGISTRATION DEADLINE MARCH 18, 2020

To register and pay your class tuition, on or before March 18th, visit [tsfa.org](http://tsfa.org) or call 512.528.0806.

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



## Organic Structures WACO

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.

## Organic Structures DALLAS

Experience first hand the subject of large scale floral art installation from concept to completion. This is a first in Texas and TSFA is thrilled to bring it to you! Set in the Dallas Arboretum, this opportunity will open your mind to scale and proportion expanding possibilities.

In addition to participation in this workshop, there is considerable time before and after the workshop to visit the Arboretum and Botanical Gardens. \$17.00 Arboretum Admission and \$10.00 Parking is required by the Dallas Arboretum and may be paid on-site the day of the event. This is in addition to the class tuition.



Hotel information for Waco and Dallas with special rates is located at [tsfa.org](http://tsfa.org)

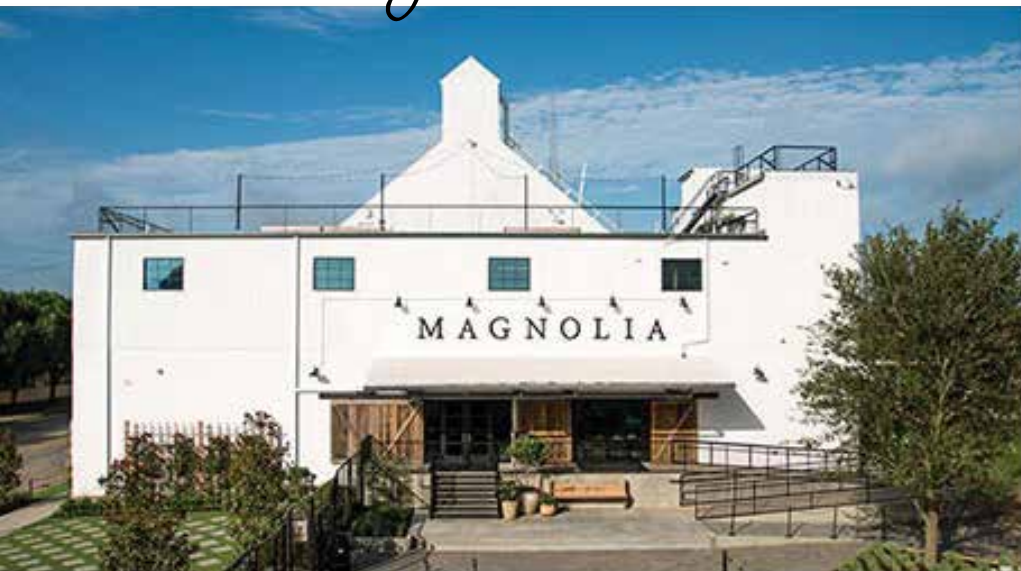


Artist Stacey Carlton celebrates the value in the vast diversity of the floral industry by wearing many hats including educator, consultant, event designer, magazine contributor and product developer. As the owner of The Flora Culturist, she energetically expresses her ever-evolving point of view with 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 Carlton's strongest attributes which she demonstrates as the Marketing Manager for the the European Master Certification program, as a board member for In The Realm of Senses and as a member of the Floriology Education Team.



# Make the Most of Your Waco Experience!

## *Visit Magnolia Market*



Make plans to arrive early in Waco and take time to visit the ever so famous Magnolia Market at the Silos. The Market itself is set with one goal in mind: to inspire you to own the space you're in. Joanna and Chip Gaines offer quite the experience and we all know that life is all about making the most of our experiences!!!

Need a little lunch or something sweet! Visit Magnolia Table on Valley Mills Drive for lunch or peek in Silos Baking Co. right next door to Magnolia Market for a treat sure to please!

For more information [visitmagnoliamarket.com](http://visitmagnoliamarket.com)  
601 Webster | Waco, Texas | 254-235-0603  
Monday - Saturday | 9 AM - 6 PM

## **TSFA visits McLane Stadium once again!**

If you missed this experience in 2017, you do not want to miss it again!! The Baylor Club finds its place here with a first class approach in space and most important, in food and beverage!! Mark you calendar April 1 Waco! No foolin'!

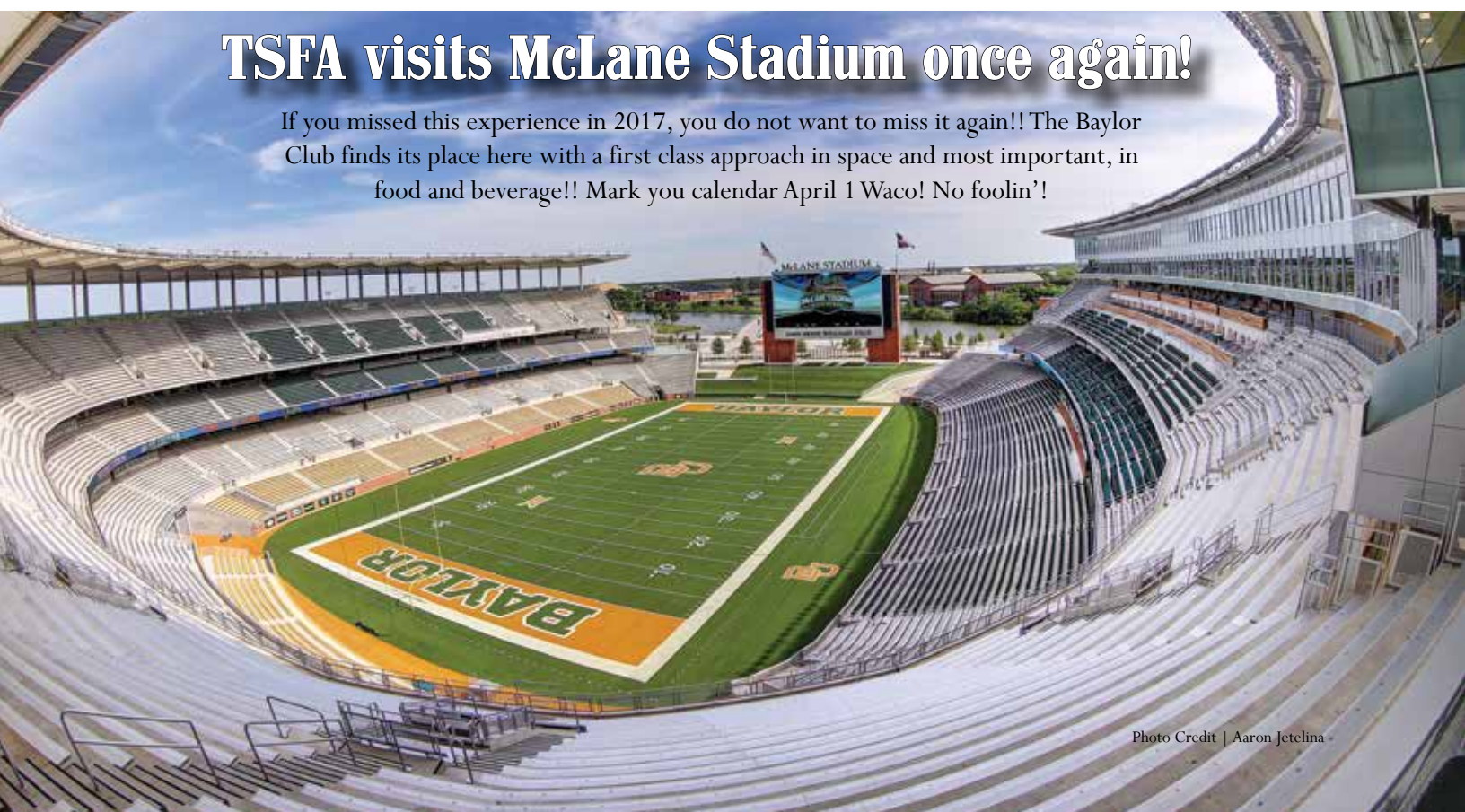


Photo Credit | Aaron Jetelina



# TSFA TAKES THE STAGE ON APRIL 4<sup>TH</sup>

## *when Dallas Blooms*

The Dallas Arboretum and Botanical Garden is one of the most beautiful and top display gardens in North America. With sixty six acres on the shores of White Rock Lake, this nationally recognized garden has changeable displays four times a year. TSFA takes the Stage on April 4th when Dallas Blooms.

Named by Architectural Digest as one of the "15 Breathtaking Botanical Gardens to Visit This Season," the Dallas Arboretum and Botanical Garden presents Dallas Blooms, the largest annual floral festival in the Southwest. Themed "Sounds of Spring," the spring festival showcases an explosion of color from 100 varieties of spring bulbs and more than 500,000 spring-blooming blossoms, thousands of azaleas and hundreds of Japanese cherry trees. Six majestic musical topiaries including a harp, guitar, saxophone, bass, violin and piano, some of which are eight feet in length are perfect for photos and social media posts.

Visit <https://www.dallasarboretum.org/events-activities/dallas-blooms/>  
for complete information about  
Dallas Blooms, "The Sounds of Spring"  
February 29-April 12, 2020.



### DALLAS ARBORETUM BY THE NUMBERS:

- 66: numbers of acres at the Dallas Arboretum
- 6 million: number of spring-blooming bulbs planted in the last 36 years
- 500,000: number of spring-blooming bulbs in 2019 including tulips, daffodils, Dutch Iris and hyacinths
- 3,000: The finale of the spring celebration is the mass flowering of the garden's collection of azaleas that bloom the end of April
- 150: number of cherry trees that bloom in the spring
- 179,700: number of ground cover in 2019 including pansies, violas and thousands of other spring-blooming annuals
- 4,384: number of volunteers in 2019
- 105,406 : number of volunteer hours contributed in 2019
- 105,103: number of children and teachers served by all Arboretum education programs led by teachers in 2019
- 40,000: number of members
- 1984: the year Dallas Arboretum opened to the public
- 1985: the year of the first Dallas Blooms





DALLAS ARBORETUM  
AND BOTANICAL GARDEN



## HISTORY

The Dallas Arboretum was founded upon the dreams of a few visionary Dallasites. Though the gardens themselves are comparatively young, the work that went into creating the current gardens began long ago.

- In the early 1930s, Everette DeGolyer was the chair of a committee to find a location for an arboretum. Decades later, a botanical preserve is a reality, on the very land he once owned.
- In 1974, the Dallas Arboretum & Botanical Society (DABS) adopted bylaws, elected officers and incorporated as a nonprofit organization.
- In 1977, the City of Dallas Park Board recommended that the grounds of the DeGolyer Estate, purchased from Southern Methodist University, be the official location of the botanical garden. The City encouraged DABS to raise funds for the initial costs.
- By 1980, DABS had raised more than one million dollars, increased its membership and corporate support and purchased the 22-acre Alexander Camp House, which is adjacent to the DeGolyer Estate.
- In 1982, the City of Dallas and DABS signed a contract creating an arboretum and botanical garden on the combined 66 acres of the DeGolyer and Camp properties. The gardens opened to the public for the first time in 1984.
- The Dallas Arboretum owes its existence to the diligence of community leaders committed to having a botanical garden in Dallas led by members of the North Dallas Garden Forum.





# CORPORATE MAKEOVER

Photography and Design by:  
Stacey Carlton AIFD EMC

On trend and budget conscience, today's corporate design gets a makeover! By repurposing sets of event rentals and inviting new color palettes into play a quick, easy and cost effective display is achieved. Succulents, cactus, and air plants are incredibly long lasting which will please your stylish weekly, biweekly, or even monthly clients. Review your current inventory, apply these simple upgrades and get ready to create!



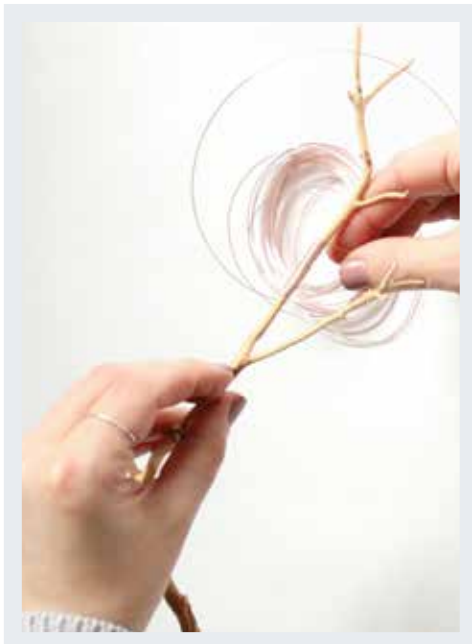




## MATERIALS

- Collection of glassware
- Various vase fillers such as stones, glass, sand, etc.
- Cut succulents and | or cacti
- Tillandsia
- Small bleached manzanita branches or similar
- Oasis Metallic Wire
- Oasis Bullion Wire

1. Select coordinating vase fillers that complement your color palette.
2. Fill each vase with a different base component.
3. Wrap Oasis Metallic Wire around portions of branches for visual interest.
4. Insert your branches into the vase filler until each feels secure.
5. Place first layer of succulents, cacti, and | or tillandsia in separate vases.
6. Gently wrap tillandsias with Oasis Bullion Wire at the base and secure onto upper branches.
7. Accent each design with additional branches, larger stones, feathers, etc.





*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 PFCITMFA  
\$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 AAFTMFA Education Scholarship  
\$500

Sheri Renee Montgomery White AAFTMFA Memorial Scholarship  
\$500

SAFD Texas Master Florist Scholarship  
\$500

SAFD Floral Career Change Scholarship  
\$500

SAFD Floral Career Change Scholarship  
\$500

SAFD Floral Career Change Scholarship  
\$300

Tubby Adkisson AAFTMFA 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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www.flowerforrest.com

SAN ANTONIO



# THE BUSINESS OF



## Flowers

Jodi McShan AAF TMF

### *HIPAA & Personal Information Disclosure*

Working in the flower shop, we quickly come to think of our co-workers as family. If someone has a sick child, we all do. If someone is hurting, we all feel it. It is great to have a caring environment that can support employees; however, we have to keep in mind it's a business too!

What does that really mean? It can often put owners and managers in a tough situation. Since Morgan is going to be out, you know why – she's battling cancer. You know that co-workers would want to be there to support her, but she's asked you not to say anything. You are legally bound to not say anything. Even if it comes up in conversation as to how Morgan was looking the other day, and someone is worried. The best answer is to make no comment at all or encourage the employee to check on her.

You may ask yourself why and think that you are being heartless. If Morgan has disclosed this health information to you for employment purposes, that does not give you carte blanche to go and tell co-workers what is going on. You cannot comment or add to the conversation. Morgan may have told you that you can share with employees – if that is the case, do so with care. You don't want to

disclose more than you are allowed to disclose. This is why the safest route is to say nothing.

Keep in mind this applies to family members health, mental health, substance addiction and physical health. Less is more. The less you say, the safer you are in the legal world. Even if you disclose, with permission, in good faith and get the information wrong, the employee may be upset with you as he/she sees what you stated as placing a stigma on that person.

While it's very hard when others are asking about a co-worker, keep in mind that you are still running a business and are in control of sensitive information. Alice may not want Charles knowing that her brother overdosed last week, and that she is attending a funeral. While this is not necessarily a protected statement, why let it cause problems? Instead, if Charles asks about Alice, just reply that she is unable to be here and encourage him to reach out if he is concerned about her. If he does not have her contact information, DO NOT provide it. Again, this is information given to the employer that you can only share with the employee's permission.

When talking about employee information, you should also remind your employees not to disclose another's information – their days off, contact information, etc. You never know what is going on in someone's personal life. You certainly do not want to be the one who provided a stalker with information to harass your employee. You do not want to help someone learn the schedule to then cause harm – physical, emotional, financial, or otherwise.

While it may be hard and you do not want to seem strict for no reason, encourage open communication among your employees and co-workers, just be sure you are not the source of information without the consent of the employee. It will save you heartache, stress and maybe even a lawsuit in the long run.

## SIMPLY Social



### WHY USE FACEBOOK ADVERTISING

With nearly 1.6 billion people using Facebook each day, the platform offers a unique opportunity for marketers to enhance their organic efforts. And with 22 billion ad clicks per year, it's safe to say your specific audience is on Facebook and they are clicking on ads. You could utilize this same advertising power to reach your target audience through ads, too!

Facebook ads are also inexpensive and cost a fraction of what marketing on other online channels cost. If you go into Facebook advertising with a clear focus and follow a simple strategy, the cost efficiency of the platform will surprise you. The more effective you become with zeroing in on your target audience, the more effective and inexpensive your Facebook ads will become.

How do you find your target audience? The targeting capabilities of Facebook advertising are exceptional and the level of detail you can get is astounding. You can target by behaviors, interests, demographics, connections, age ranges, languages and locations. You can dig-deep, layering these targets upon each other to ensure you exclude any questionable, out-of-market clickers.

Finally, once you have an audience that is targeted and turning into customers, Facebook allows you to clone that audience through a feature called "lookalike audiences". Facebook will then reach new audiences who are more likely to also be interested in your business - taking the guesswork completely out of your targeting.

If you're ready to dive into this powerful tool, go to "Ads Manager" in Facebook and begin to play around. You can create basic ads through an easy guided step-by-step process and begin to explore how they work. As you learn, you will gain more information about ads and also your audience.

For more information, contact [ashley@simplifiedsocialmedia.com](mailto:ashley@simplifiedsocialmedia.com)

# Member Spotlight

*"Flowers are my greatest passion. I can not imagine my life without flowers or designing. I focus on a single project at a time, giving my all to each one."*

## Patricia Viviana Valverde CFD

Growing up in Cochabamba, Bolivia, South America, Patricia Viviana Valverde CFD was, from the beginning, surrounded by flowers. We often find that early influences establish the very core of who we are. The town of Cochabamba, locally known as the city of flowers, may simply have been a coincidence or perhaps offered an early impression. When looking to the past to understand the present, there is one thing known to be true. Without a doubt, the memories are crystal clear of the extensive time Viviana spent in Grandmother's rose garden, arranging blossoms in Grandmother's beautiful vases. These well spent days ignited her passion for flowers as well as her love of floral design that continues still today. She witnessed, at a very young age, the joy of having fresh flowers all over the house and the happiness that these blossoms brought to all who enjoyed their fragrant beauty. A move to Houston in 2002 brought this love forward, combined with a love for the cultural diversity of this new vibrant city, a diversity that still fuels her creativity today.

A family of three, Viviana's oldest son, George, is currently on active duty in the U.S. military. He visits whenever he has the opportunity, but most of the time, Viviana finds her place at home with daughter Julia. Julia attends The High School for the Performing and Visual Arts and will graduate in May. Julia is Viviana's favorite model as you will soon see!

Viviana's education is extensive and includes quite the variety of coursework.

- The American School of Protocol | Certified Etiquette Consultant
- Pen Foster College | Certified Wedding Planner
- Flowers School of New York | Intense Series and Intense Wedding Series
- Floral Design Institute | Graduate
- Houston School of Flowers | 2016 - 2019 Coursework
- TSFA Hands-on Design Experiences with Leopoldo Gomez and Donald Yim AIFD
- 3-day Class with the extraordinary Gregor Lersch

Continuing her education, Viviana attended the 2018 AIFD Symposium. Additionally, she has attended numerous Texas Floral Expos, Texas Floral Forums and Texas Floral Showcases where she served as a design assistant to those that she admires and whom inspire her. Leopoldo Gomez, Stacey Carlton AIFD EMC, Hitomi Gilliam AIFD EMC and Beth O'Reilly AIFD, to name a few.

Since 2016 she continues to be an active member of TSFA. She served Allied Florists' of Houston as an Employee Director for two terms. Viviana was recognized as a Certified Floral Designer (CFD) in June 2018. She was awarded the Texas Floral Forum Tuition Scholarship in 2018 by the Texas Floral Endowment.

Viviana is the Floral Lead at the H-E-B Heights Store location. "Working at H-E-B for the last five years has not only given me the opportunity to grow within my flower career, I have also been able to assist team members with improving their own skills. I love sharing what I have learned, as well as learning from others! Nothing makes me happier





than when I inspire my partners with the hope to plant the seeds of passion for flowers and floral design.” shared Viviana. When asked to describe her favorite thing about her job, she went on to say, “What I enjoy most about working at H-E-B is interacting with customers. I help each choose the best option for the occasion and educate as to how to take care of the flowers so their purchase stays fresh and lasts longer.”

Considering how people express their emotions through flowers and respond to the various styles of design provides a standard for review in order to always create a positive effect for the one that sends and for the one that receives. “My design style is organic yet modern, with oftentimes a bit of whimsical when needed. I love when my customers give me the freedom to create a work of art to express just what they are hoping to express, especially the ones with no budget! My favorite instruction is, “Just make it beautiful, Viviana.”

Traveling holds a special place in Viviana’s heart reminding her of her days as a flight attendant. She enjoys visiting local flower markets and farms whenever she has the chance to travel. She loves good food and good wine, always discovering new restaurants with friends, searching for new and interesting flavors. Top secret! She is also a coffee-holic, any time, anywhere!

Weddings and especially the bridal bouquet is most definitely at the top of the Favorite list! “My goal is to capture a Bride’s vision and execute it perfectly. When brides have no idea as to what they want or their style, I do all possible to help each visualize. The most rewarding is when I see a Bride smile or cry tears of joy when they see the finished florals for their most special day! It is this moment that makes the work worthwhile.”

Looking forward, Viviana believes it best to set short term goals, taking it a year at a time. She looks most forward to continuing her journey, traveling, learning how to improve and grow as a floral artist and plans to test for AIFD in the near future. Her business goal is to become a floral department manager at H-E-B. “Flowers are my greatest passion. I can not imagine my life without flowers or designing. I focus on a single project at a time, giving my all to each one.”





# Expo Education

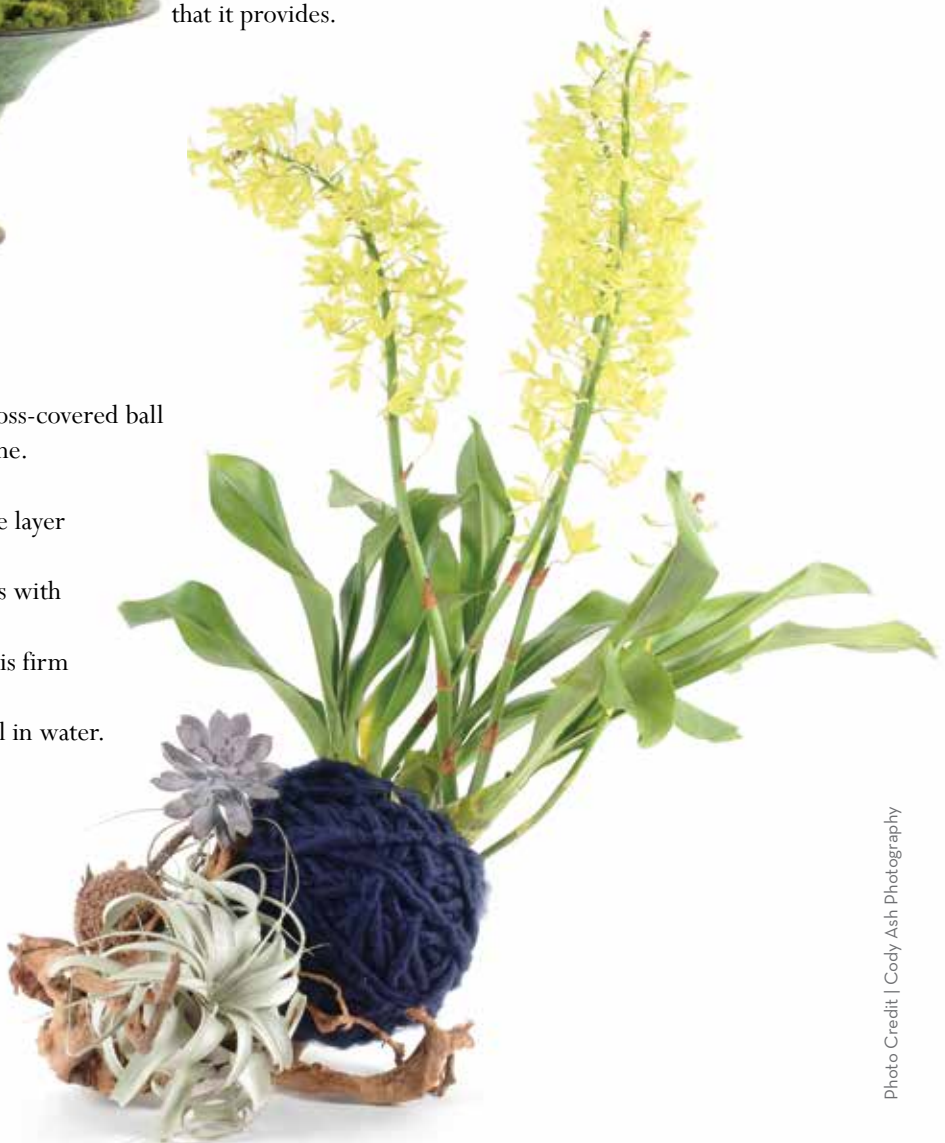
## FABIAN SALCEDO

*Let's take a moment and reflect on what was learned from Fabian Salcedo during the Texas Floral Expo. Fabian shares the How To! and for that we are most grateful!*



We all love a beautiful wreath of flowers. I wanted to present that silhouette in a different way.

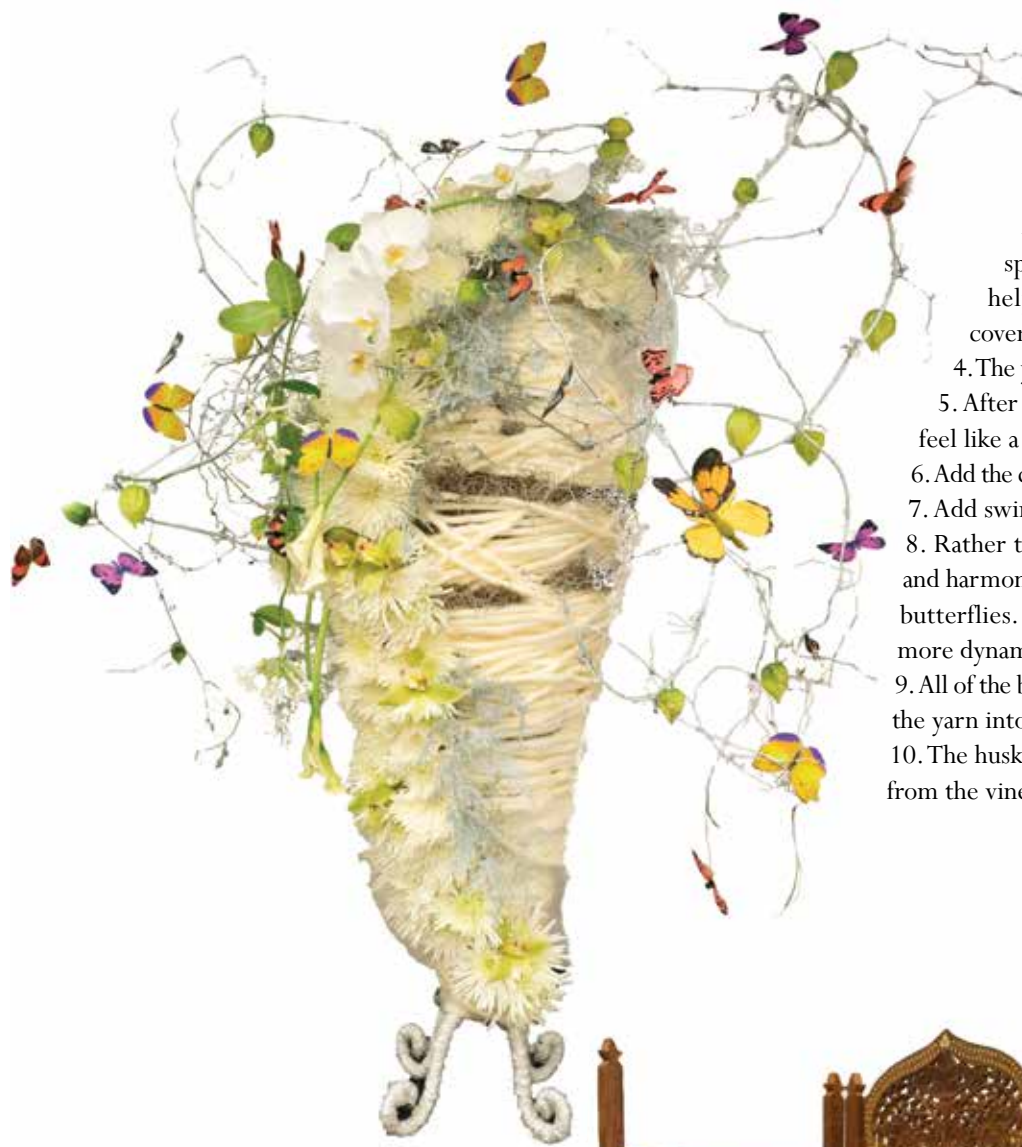
1. The circle is a wood cut out.
2. Spray it liberally with spray adhesive and then sprinkle deconstructed bottom mum petals to cover it. The process had to be repeated a few times in order to achieve full coverage.
3. Repeat the process a few times in order to achieve full coverage.
4. The remaining design may be kept simple or complex. I chose simple.
5. Base the arrangement in green reindeer moss. This allows for coverage and fewer placements.
6. When simple, you can create more impact with minimal product.
7. Curcuma creates an arch on one side and helps to frame the beautiful caladium leaves in the center.
8. To create the Midollino structure, use bind wire and the tatami technique. The one difference is that the center bone is a piece of mega wire. This allows total control over the curves and movement that it provides.



Kokedama is the Japanese art of growing plants in a moss-covered ball of soil wrapped with string or mono-filament fishing line.

1. Cover the root ball, complete with dirt, with a single layer of paper towel to hold the dirt in place.
2. Wrap with your favorite yarn until a ball shape forms with no holes showing.
3. Bind while the root ball is still dry to where the ball is firm but not too tight.
4. Determine the placement while soaking the root ball in water.
5. Insert at least a 2" nail into the desired placement.
6. Impound the pre soaked yarn covered root ball onto the nail.
7. Orient the plant to desired angle and enjoy!
8. For continued enjoyment simply soak the root ball once a week.





1. To create the form use multiple sizes of grapevine balls on a spike.
2. Wrap the structure with chicken wire.
3. Because of the tapered angles of the form, we sprayed adhesive onto the chicken wire frame to help the yarn stay in place as we used the yarn to cover the form.
4. The yarn color and flower choice can vary per your taste.
5. After creating the form, the chunky white yarn made it feel like a cocoon or chrysalis.
6. Add the curve of white spider mums to give some movement.
7. Add swirls of wild smilax vine painted white.
8. Rather than adding white butterflies for a more peaceful and harmonious look, I was excited by the idea of the colorful butterflies. These added visual dissonance that made it feel more dynamic.
9. All of the blooms are simply in water tubes and placed through the yarn into the chicken wire frame underneath.
10. The husks of physalis were strung onto thin wire and hung from the vines for an added detail.

Being able to use personal items of the deceased as a jumping off point for design can yield inspired results. Statues, unique furniture pieces, old frames... these can all evoke loving memories of ones passed. This antique room divider had such personality. I thought it was a great way to depict this design concept.

1. We added a piece of chicken wire to the divider that stretched the entire length.
2. We rolled it into a cylinder before attaching. This gives the stems two points to grab onto for more stability of stem placement.
3. To keep this relatively lightweight, we used no foam.
4. The base was greened with hardy foliage that did not need to be hydrated for the short term.
5. All blooms were simply inserted in water tubes and designed into the greens. We painted the monstera leaves for a bright and modern pop to the overall bohemian presentation.



# In Memoriam

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*Thomas Edward Crow*

Thomas was born at Seton Hospital in Austin, TX on April 22, 1944. He grew up in the Crestview neighborhood, attending Brentwood Elementary School, Lamar Junior High School and McCallum High School.

After high school, he worked at a shoe store for a few months and then later had a job delivering potted plants and flowers to department stores in Austin. He wanted to have his own flower shop and found one to buy in San Antonio. It prospered and grew into a much larger florist called Alamo Plants and Petals. Tom had a friend and able assistant, Sue Paciocco. Sue handled wedding arrangements while Tom was in charge of all floral deliveries for home and business.

During this time Tom was an active member of the Texas State Florists' Association and the American Institute of Floral Designers.

Tom sold his part of the business to Sue in 2010, and moved to Playa del Carmen, Mexico to live until November 2012. He moved back to San Antonio for a few months and then to an assisted living home in Round Rock, Texas. After living there a few months, he moved in to an apartment in Liberty Hill, Texas. His father brought groceries and food and fixed some of his meals for a year. Tom's health declined which made it necessary for him to move to the Bertram Nursing Home in Bertram, Texas. Tom lived in the nursing home for one year, until his death on January 25, 2020 at the age of 75 years, 8 months and 3 days.

Tom is survived by his father O. Clyde Crow, his brother Don C. Crow (Terri) of Liberty Hill; nephew Don C. Crow, Jr. of Keller, nephew Chris Crow of Liberty Hill, niece Marci Crow Chen of McKinney and niece Kim Moore of Georgetown.

"He taught me almost everything I know about the flower business, the art and appreciation of flowers and the love of all things beautiful in nature. I am happy to have been a part of the legacy that is Alamo Plants & Petals." Sue Paciocco.



*Rebecca Burt Ray*

Rebecca (Becky) Burt Ray passed away unexpectedly on January 27, 2020 in Cedar Park, Texas. Becky leaves behind her loving husband, Richard and numerous family members and the floral industry.

Her sudden passing shocked and devastated family, friends, customers, and her extended family at Southern Floral Company. Becky was a major part of the Austin branch of Southern Floral Company for the past 15 years. Although her official title was "Front Desk Ambassador", she went above and beyond representing and supporting those she worked with, a loyal and cherished friend to all. Becky Burt was loved beyond words and will be missed beyond measure.

Besides her passion and love for her "sweet babies" (motorcycles), she was always inspired by and dedicated to the floral industry. Anyone familiar with Becky Burt knew she was a strong supporter of the Texas State Florists' Association and floral education. She especially loved working with her customers, as well as high school floral teachers with students pursuing TSFA Level 1 and Level 2 Floral Certifications.

We are pleased to announce a scholarship established in her name.

Becky Burt 2020 Memorial Scholarship  
established by Southern Floral Company, family and friends

The Scholarship, offered through the Texas Floral Endowment, will be awarded to a deserving Austin | Central Texas High School Floral Design Teacher.

A Celebration of Life was held on Sunday, February 16th, at the HighPointe Estate in Liberty Hill, Texas. Becky Burt will forever be in our hearts.

Contributions to this scholarship may be made through the Texas Floral Endowment or through Southern Floral Company through March 2020. Southern Floral Company will match up to three hundred dollars in donations.



# TSFA *Calendar of Events*

Images courtesy of the Dallas Arboretum and Botanical Garden



## MARCH

- 8 Daylight Savings Time Begins
- 9-10 Society of American Florists  
Congressional Action Days
- 17 St. Patrick's Day
- 18 TSFA Finance Committee  
Telephone Conference | 3:00 PM



## APRIL

- 1 April Fools Day
- 1 Ingenuity Regional Design Competition  
Organic Structures Hands-on Workshop  
State of the Art Interactive  
Demonstration | Dinner |  
Product Gallery  
Baylor Club | Waco, TX
- 2 World Autism Awareness Day
- 4 Ingenuity Regional Design Competition  
Organic Structures Hands-on Workshop  
State of the Art Interactive  
Demonstration | Dinner |  
Product Gallery  
Dallas Arboretum | Dallas, TX
- 9 HS Certification Testing  
Region 17 | Visit [tsfa.org](http://tsfa.org)
- 15 HS Certification Testing  
Klein, TX | Visit [tsfa.org](http://tsfa.org)
- 15 Tax Day
- 18 TSFA School of Floral Design  
Introductory Classes | Leander, TX  
Visit [tsfa.org](http://tsfa.org)
- 20 Easter
- 24-26 TSFA School of Floral Design  
Introductory Classes | Leander, TX  
Visit [tsfa.org](http://tsfa.org)
- 29 HS Certification Testing  
Longview, TX | visit [tsfa.org](http://tsfa.org)



## MAY

- 2 Kentucky Derby
- 5 Cinco De Mayo
- 5 National Teacher's Day
- 10 Mother's Day
- 16 HS Certification Testing  
Eastview HS | Georgetown, TX  
Visit [tsfa.org](http://tsfa.org)
- 25 Memorial Day

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## 2020 Upcoming Course Schedule

January 12-16 **Elements & Principles of Floral Design**

Jackie Lacey AAF, AIFD, CFD, PFCI

April 5-9 **Wedding Bliss/Special Events**

Sharon McGukin AAF, AIFD, PFCI

June 7-9 **Certification & Competition**

Jackie Lacey AAF, AIFD, CFD, PFCI

Sept 14-15 **Advanced Design Techniques**

Donald Yim AIFD, CFD, CPFD, PFCI

Sept 20-22 **Elements & Principles in Spanish**

Alejandro Figueira AIFD, CFD

Oct 4-8 **Celebrating Life Everyday**

Jackie Lacey AAF, AIFD, CFD, PFCI



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