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From the *President*



TSFA President Tom Wolfe, Sr.

Happy Valentine's Day!

This should be the busiest day and week of the year for the traditional retail florist. With Valentine's Day falling on a Thursday, the market should be more favorable for us than if it were on a weekend. Hopefully, this holiday will be a great start to a prosperous spring and 2019.

Speaking of 2019, a lot is happening at TSFA. We will be in our new location in Leander this month. Our first Showcase "Experience" was on January 23rd in El Paso featuring Jenny Thomasson AIFD CFD PFCI EMC. I would like to thank Marisa Guerrero AIFD CFD for chairing this event. The next Showcase will be June 5th at the Houston Racquet Club and chaired by Mary McCarthy AIFD TMFA.

The 2019 Texas Designer of the Year will be held on February 19th and 20th at the TSFA Headquarters in Leander and the Texas State Capitol Rotunda in Austin. The Texas Designer of the Year is the longest running and most prestigious competition in Texas. The winner will receive \$1000.00 and the coveted Silver Texas Cup along with up to another \$1000.00 to represent Texas in the Sylvia Cup at the SAF National Convention.

We will start our high school floral Level 1 and Level 2 Floral Design Certification testing on February 2nd in College Station, and next in Cy Fair on March 27th. Six more testing sites will follow throughout the spring. This is an excellent opportunity for you to become more involved with TSFA.

Here's wishing all of you a prosperous and successful spring!



4-6 WEDDING BOUQUETS

7 YOU DO NOT WANT TO MISS FTD WORLD CUP 2019

8-9 WEDDINGS AROUND THE WORLD

10-11 MUTUAL RESPECT



12-13 MEMBER SPOTLIGHT
DAWSON CLARK AND HIS
HIGHPOINTE ESTATES

14 SIMPLY SOCIAL
THE BUSINESS OF FLOWERS

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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Flowers from the Forum

Just in time for your Bride to walk down the aisle six Texas designers, featured during the Texas Floral Forum, share a number of ideas to carry you into the wedding season!

Sandy Alford TMFA



Pretty, Pink...and Parchment?

I always love it when I get that Special Bride that says "I trust you. Here are my colors. Do your thing." Woohoo! That's what "Happy Dances" are made of! Creativity starts flowing and beautiful things happen.

I selected soft, dainty clusters of hellebores and blush rice flowers nestling them close to the base of a lovely and unexpected White King Protea. Pale pink tulips and ranunculus were added allowing them to flow freely and at different levels in order to create good depth and lots of romance, movement and interest.

Ribbon treatments can create excitement when they are made of something unusual. Watercolor parchment paper was hand cut by myself and a few girlfriends using actual leaves of the King Protea as a template. After adding them to the bouquet, I then rolled them up and put plastic around them to protect them from tears and water spills during construction and delivery. Soft peachy-pink satin ribbon and a striped sheer of the same color complimented the bouquet very nicely so I began to twist and turn loops around the handle securing with pixie pins as I turned the bouquet in my hand. This created soft billows of satin and stripes.

As a final touch I release those rolled up parchment "beauties". It's amazing how they seem to know their place to settle around the bouquet as they wait for their big moment to walk the aisle with one very Happy Bride.

Kassie Baker TMF



Assembled as a hand held bouquet, Kassie Baker made certain that the roses and peonies were beautifully viewed from all angles. Starting with foliage as a backdrop and providing a way to easily secure the blossoms, the focal flowers were tightly placed. Tulips were added at the base providing a slight cascade. Orchids gracefully draped over the bouquet.



One of Kassie's favorite hand-tied bouquets began with a tight base of roses and pin cushion protea. The Bombay orchids were placed next providing a complimentary accent for the blue in the birds of paradise. The orange mokara orchids carried the main tones of orange in the birds of paradise and the pin cushion protea throughout the bouquet. The anthurium create a strong focal area while providing a smooth texture offering shelter for the roses tucked deep within the bouquet. The driftwood garland accentuates movement as well as color. The Tillandsia offers a keepsake for the bride to enjoy after the wedding day. The ribbon coordinated perfectly with the anthurium adding a feminine contrast to the drift wood.

Sheri Zentsch AIFD TMF



Shape 2-3 pieces of curly willow into a circular shape securing together with bind wire at various points.

Attach another piece of willow to the left side of the circle extending downward to appear as a backwards 9.

At the base of the willow, secure 4 pieces of taped 18 gauge wire, each at 1 of 4 points to create a handle.

Cut Rose stems into 1 inch pieces and thread onto decorative wire.

Lay the garland of rose stems on top of circular base of curly willow and extend the length.

Add floral throughout the mid section to complete bouquet.

To create the cascade of this bouquet cut three pieces of bailing wire at varying lengths. Wrap bailing wire with yarn. Loop Lily grass and secure to the yarn covered wire. Add florals to complete bouquet.



Maria Maxit



Select premium blooms that each have different movement and personality. I think of the shape I want to create and make sure all items that I select allow me to create that shape. For example focal flowers are often Roses and Garden Roses. A soft billowy blossom might be Ranunculus. Line is often established with foliage. Rice Flower is one example of texture.

Starting with your line foliage, create the shape by gathering the stems into the shape of an X.

Continue adding blooms as you rotate the bouquet inserting the blooms.

Once the blooms are being inserted move the stem in and out of the grid you have created to place each exactly where you want the blossom placed.

When in perfect position, zip tie the gathering and cut the length of the blooms at a desired length.

Cut the zip tie down to remove the long tail and wrap your ribbon around the base to cover the zip tie and finish the bouquet.

Susan Piland TMF

This handtied bouquet of blush Faith roses, velvety dusty miller, flowing lysimachia, and the deep color tones of agonis are each intertwined with the tinted gold Australian sea star fern. With gold still trending as an accent color, experiment by enhancing foliage with Design Master 24 Karat gold. A few stems of sprayed leather or lemon leaf look exceptional in centerpieces. The subtle hint of metallics add shimmer to this style.



Green plastic poultry fencing is cut into a 6 inch by 6 inch square securing the corners with binding wire forming a grid. Foliages are placed through the grid first followed with hydrangea, peony, dahlias and pin cushion protea creating strength in the focal. The more delicate blooms such as ranunculus, tulips and mokara orchids are placed last with the addition of pheasant feathers offering a dramatic look to the bouquet.

Marilyn Schuenemann AIFD

One bunch of curly willow tips form a structure providing a base for the hand tied bouquet. The curly willow easily bends and twists at will adding texture to the overall bouquet. Lily grass adds visual interest to the seasonal blooms in this hand-tied bouquet.



The florals in this bouquet are placed with a simple gathering technique. The Lily grass provides the creative adornment while framing the bouquet and expanding visual space. The woven technique is quite simple. Start with either 3 or 6 pieces of lily grass, line up the tips so that each appears even. The next step is to place each on top of one another. Using bullion wire, tie the bottom of the lily grass. Then spread the pieces of grass apart weaving the bullion wire in an over - under technique.



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Weddings World

Written by: Jodi McShan AAF TMF

Engagement season is here, and that means you will begin hearing from more and more soon-to-be brides who want to plan their flowers. In order to best serve your customers, you need to be knowledgeable about your customer's needs. This means more than just knowing the location and what their policies are (which is important!), it also means understanding each customer's background and traditions. Below is a brief synopsis of major traditions (at least how the traditions relate to the flowers) that you may encounter with your new customers. This is by no means a 100% comprehensive list, but it should help give you a strong background before you walk into your first Chinese wedding consultation and mistakenly offer the bride a book of huge bridal bouquets to review!

CHRISTIAN - PROTESTANT

Traditional protestant Christian weddings that are most common in Texas include personal flowers and floral statements for the ceremony: a bride's bouquet, bridesmaids' bouquets, flower girls, mothers' flowers, boutonnieres, altar flowers, aisle decor, a unity candle and flowers to adorn the entry or at least by the guest book. Some may include flowers on an archway or floral adorned candles. The noted personal flowers may include corsages rather than bouquets. Some may select flower crowns. For the reception, flowers are generally at the guest tables and sometimes suspended from chandeliers and enhancements for architectural adornments. Brides oftentimes start this process with selecting favorite colors and flowers. Florists do their best to create the perfect blend to capture the bride's vision.

CHRISTIAN - CATHOLIC

Traditional Catholic ceremonies are similar to protestant ceremonies, except that some churches may not allow floral placements in the church. It is most important to check with the church as to their specific rules before meeting with the Bride.

You sometimes see the couple light a unity candle, joining the two families. Flowers creatively presented add to the candle itself as well as to the tradition. Additionally, the bride may present a bouquet of all white flowers to the Virgin Mary, sometimes tied with a soft blue ribbon. Personal flowers are most often permitted.

INDIAN AND PAKISTANI

Regardless of the style of wedding, bridal bouquets are customary and set the tone for the wedding in any style and size. Attendants and other members of the wedding party will also wear or carry flowers. Oftentimes couples exchange carnation leis in what is called the Jaimala, a focal point of the ceremony. During this exchange, the couple express mutual respect for one another as they exchange leis which are traditionally red, white, or orange and may contain flowers other than carnations. These leis drape down and fall well below the waist. The ceremony takes place under a mandap, which is a canopy decorated with flowers and is quite ornate. The mandap

can be any color and is generally bright and in the selected wedding colors. Rose petals are commonly seen throughout the celebration. Centerpieces are placed at each event. Flowers to adorn the hair are quite common. Many of the weddings are among the most elaborate. When presented with these opportunities take time to study well the customs.

JAPANESE

Most Japanese weddings today are Shinto-style and are quite intimate with close family and maybe a few guests present, so most of the decoration and flowers are enjoyed during the reception. During more modern ceremonies, the couples will gift their parents flowers during the reception, friends will toss petals and toss bouquets. An elaborate reception most often follows the wedding ceremony. The Bride changes dresses multiple times. Included in her ensemble are kimonos, a white kimono, perhaps a western style wedding gown, and a dress to party! During the reception, the couple sits on a stage, so there is plenty of opportunities for flowers. Additionally, you will see large displays of colorful sushi for the guests which can be accentuated with... you guessed it...flowers!

JEWISH

Central to the Jewish ceremony is the chuppah. This canopy is over the bride, groom, and rabbi during the ceremony, and may be laden with flowers, lights, foliage, or only the simplicity of the fabric. The bride determines how to best adorn the chuppah providing countless options to make the chuppah her own. Similar to Christian ceremonies, flowers are seen throughout the wedding events including personal flowers for the wedding party and fabulous florals for the reception. Some brides choose to incorporate non-Jewish practices and traditions. It is important to be open to what the bride expresses as her wish list. In traditional planning, the Bride and Groom sign a wedding contract. This is known as the signing of the Ketubah and is done prior to the wedding. Following the signing of the Ketubah and the wedding ceremony, the bride and groom may choose to retire briefly to the Yichud Room. This room is where they are together (yichud) for the first time as husband and wife. Both of these events, which are unique to the Jewish ceremony, are important to the new couple, and flowers are a connector to tie each to the decor of the wedding while allowing the couple time to relax and enjoy the beauty around them.

KOREAN

Unlike seen in western traditions, the wedding day is a day of the couple being together. The bride and groom arrive at the wedding together, and the bride is then seated in the bridal room to greet her guests as the groom greets guests in the lobby. Flowers are a part of it all! The wedding itself is short and sweet, lasting no longer than a half an hour, so there is no need to create a big production. The wedding is about the guests in this culture. There are generally no attendants. Flowers are central to the theme which may include robes with embroidered flowers and a wedding screen with peonies displayed upon it. Traditionally there is no reception after the wedding but rather a meal will be served with the total amount of time being approximately two hours.

CHINESE

Chinese weddings involve beautiful flowers, but not viewed how we traditionally see them in western nuptials. For Chinese celebrations, most wedding flowers are placed on the tables as decoration with large bouquets, traditionally in pink and red, and given to the bride and groom as gifts. The large bouquets that are given to the couple line the hall leading to the reception. Some brides carry a bouquet, but this is generally only for pictures. The flowers most often seen include lilies (representing "bringer of sons"), orchids (symbolizing love), and the lotus (a bloom with a leaf symbolizing a complete union). The bonus for florists with the Chinese tradition is that the bride and groom are not the only ones bringing flowers to celebrate! Spread the love and lilies when it comes to Chinese weddings.

While there are many more traditions throughout the world these are the ones most discussed in Texas. Please take the time to do further research prior to your wedding consultations so you can be informed and make the best presentation possible to your potential customers.

Happy Wedding Season!

Webster defines respect as “a feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements.”

Any floral professional would be pleased to know that the ownership and the staff of the venues where they work most oftentimes have feelings of admiration when they look back upon their interactions with the best of memories. However, on occasion, experiences involving floral designers, their clients and the venue staff get caught up in the stress that is invariably a part of any event with the risk even higher when it's a wedding!

MUTUAL RESPECT

The Key to Working Effectively with Event Venues

Written by Dawson Clark

We reached out to several floral professionals and venues to gain insight on just what steps may be taken when striving to create a good experience for the client as well as ensuring a positive relationship between floral and venue businesses.

“One of the biggest hurdles is communication and being sure that there is a clear understanding of who is doing what as well as the timeline for the day,” said Elaine Lincoln, TSFA member and owner of Kindred Oaks Wedding Venue and ZuZu’s Petals in Georgetown.

For example “Some venues only provide the space with the expectation that the family or vendors will handle all installation and dismantle, while other venues offer additional services such as set up of tables and chairs,” she explained. “So, if the floral team arrives expecting the tables to be set up with linens in place and ready to go, and that has not been done, it can really complicate the earliest stages of the installation.”

Lincoln strongly encourages floral designers to carefully plan and communicate every installation detail, contacting the venue, well in advance to ensure that installation and dismantle details are clearly understood. Other details, such as parking during set up, rules about the use of candles and more must be clearly defined for a successful event.

TSFA member Lachelle Huron, who previously served the Austin wedding market through her lovely floral practice, French Inspired Floral, has an amazing reputation among vendors. “Lachelle has such high standards for professionalism,” said Dawson Clark, TSFA member and owner of HighPointe Estate Wedding Venue in Liberty Hill. “Lachelle reminded her entire team of the need to introduce themselves to venue staff and to other vendors, and even to pitch in and help other vendors who might be feeling the stress of last minute preparations. “Respect for others and for the venue facility was paramount to Lachelle,” Clark shared.

Karen Moise, Founder and owner of Ma Maison in Dripping Springs, stressed the need for respect for the property as a critical consideration for floral professionals who want to establish and maintain mutually admiring relationships with venues.

“A busy event venue will host several events every week, so if every floral installation results in nails in walls or glue on surfaces, it really takes a toll,” according to Moise. She said she truly values those floral designers who go out of their way to treat her facility with respect. Moise’s devotion to respect begins and ends with her brides and grooms, and she values floral designers who demonstrate respect for their customers by helping them determine a budget and by respecting their budget. “Many of our couples have no idea how to work out a budget for their wedding, and they certainly don’t have any idea how much all that they have seen online is going to cost,” she said. “We are typically one of the first vendors that a bride and groom interact with,” said Moise. “So we really try to help them get an early handle on their entire budget.

Lincoln also stresses that it’s so important for the floral team to be prepared when they arrive. “We appreciate the floral team that arrives prepared, not only with the floral arrangements mostly ready to go, but also with ladders, work tables, supplies and the ability to clean up before they leave,” she noted. “It is difficult to see a floral team standing on our chairs and borrowing items that quite honestly they should have brought to complete all needed.”

The companies that travel to the work site prepared with their own tables, trash cans, and brooms, in addition to the basic

floral supplies are the one always invited back! “Lachelle always made sure the space was as clean or more clean when she and her staff left than when they started the install.” commented Clark.

Respect for the venue relationship may begin in early planning, but it’s clearly reinforced and ends with the way in which the strike and clean-up is handled after an event. “One of our worst experiences ever was when a floral team no-showed for break-down and clean-up at the end of the night,” Moise said. “We had another event the next day so we were working not only to clean up our facility, we were breaking down all the floral install inside and outside. It was unfortunate and created undo stress.”

Incidents, such as this, will most definitely have a negative effect on a vendor’s preferred vendor status.

“We don’t ever place a vendor on our vendor list until they have proven their ability to work within our guidelines. Everyone has a bad day once in a while and we understand. Repeated failure to deliver will result in being removed from our vendor list. Our customers are counting on us to make reliable recommendations. We must be certain that our customers can count on those we vouch for,” shared Moise.

Just about everything addressed here can be managed if there is an abundance of clear and timely communication, said Jackie Thomas of Lary’s Designs in Friendswood.

“Communication with both the client and the venue makes all the difference,” Thomas said. “There are many event spaces where we work regularly and those are easier because we know the drill. But when we get introduced to a new space, it’s so important to make contact with the venue very early to establish a clear line of communication about rules and expectations.”

Thomas added that timely response to questions along the way makes such a difference.

“When the client, and the floral designer, and the venue are all communicating timely, it’s just so helpful,” she said. “It can really cause problems when requests for information go several days, or even weeks, without getting addressed.”

That Webster definition stressed admiration for others due to their abilities, qualities, or achievements. Who doesn’t enjoy being admired for completing an event install and looking across a room to enjoy the results of months of planning and execution. When that momentary satisfaction and admiration is multiplied over time by proving one’s self in partnership with an event venue, it is truly the key to success for everyone involved.

A FEW TIPS ON WORKING WITH VENUES

We hope these tips might begin a dialogue within your shop or professional network.

COURTESY

Weddings and events oftentimes cause significant stress. In this is an opportunity to remain calm so that you set the tone for the day. Upon arrival introduce yourself and your team to the venue staff and other vendors supporting one another to ensure the best possible event!

BUDGET

From the time you start planning all details with your client communicate all possible where budget is concerned. No surprises will provide the best possible end results!

COMMUNICATE OPENLY & OFTEN

Once you determine the best venue contact, make your introduction, discuss expectation early and follow up on details in a timely manner.

RULES & RESPECT

Treat the preferences and rules of the venue with respect. Very few will allow you to nail, screw, or tape to their walls and surfaces. Ask if the use of flamed candles is permitted. Avoid standing on chairs or taking risks that put you at physical risk and that may cause risk to the venue. Be prepared with the needed equipment to complete the installation. Know the rules!

DISMANTLE PROMPTLY

A sure way to not be invited back is when a venue experiences overtime due to vendors not arriving as planned.

LIABILITY INSURANCE

Many venues request proof of your liability insurance or ask to be named as an “additional insured” on your policy. Be prepared to respond.

PREFERRED VENDOR LIST

Discuss with the venue how to be considered for their preferred Vendor Lists. Having an opportunity to build your favorite places to work is a benefit to all!

OTHER SERVICES

Let the venue know all you have to offer!



TSFA spotlights TSFA member Dawson Clark and his

HighPointe Estate



Leanne and Dawson Clark

Situated on 42 beautiful acres with sweeping views of the San Gabriel River Valley, HighPointe Estate offers dramatic spaces for a wedding or event.

TSFA visited with Dawson Clark and asked that he share his story of inspiration, dedication and commitment to what will prove to be a most amazing accomplishment!

It is a pleasure to share his story as told by Dawson Clark.

We are often asked if this dream of opening a wedding venue has been a lifelong dream. The truthful answer is, "not at all!" The wedding and floral business sort of sneaked up behind us and captured our hearts!

I have always been a gardening and floral hobbyist. Although I never worked in a professional floral capacity, I rarely

passed the floral department at the supermarket without grabbing a few bunches of blooms and bringing each home to arrange. Often I was arranging flowers for some party we were hosting at home or in our church or community.

So when our son became engaged in 2015, I offered to coordinate and create the flowers for the wedding. Bless the heart of our trusting daughter-in-law, who allowed me to express my unproven creativity on her big day!

We must have done something right, though, because at the wedding and soon thereafter, we received requests from several close friends for assistance with floral designs for their weddings. One thing led to another, and soon we launched a small company, while maintaining our own demanding full-time jobs. We did a couple weddings each quarter, and we did the work out of our kitchen and garage!

Somewhere along the way, I was chatting with a wedding planner while setting up for a wedding when I mentioned how much I love weddings! I told her that if I could make a good living at this business, I'd quit my job and open a wedding venue. That wedding planner encouraged me to do just that, and she gave me the courage to take the first step.

The venue project has brought together our love for hosting events with a creative outlet for me, not only in floral design, but also in interior and landscape design, and more. Entrepreneurship is not for the faint of heart. The process has been hard. It's taken much longer and cost much more money than we ever dreamed. But we remain committed to seeing our project completed and welcoming our first events in early 2020.

Beautiful Bride's Room

Brides and their party will feel especially pampered in this lovely space. Featuring light-grey walls, and luxurious grey and pink upholstered furniture, this space allows a perfect place for prepping for the big ceremony. And, though not pictured here, the room also includes an entire wall of windows overlooking a private walled garden for indoor and outdoor enjoyment!



The Gathering Room

Featuring shiplap walls and dramatic arched timber trusses and windows, the Gathering Room evokes "old country tradition" with an updated and modern vibe. This space is immediately adjacent to the elegant bridal suite with its private garden, so the journey to the altar will be just a few steps, and completely protected from inclement weather.



The Ceremony Tree

The Ceremony Tree graces the edge of our ridge, overlooking the San Gabriel River Valley. It sits about 80 feet from the Terrace on the back of our venue building. To get here, you'll stroll a lovely stone path and cross a little bridge over our creek.

Unparalleled Groom's Room

And the men aren't left out at HighPointe Estate! Situated off the expansive Terrace and facing a dramatic view of the San Gabriel River, the groom's dressing room features comfortable furniture and 2 wide-screen televisions for catching the afternoon sporting events of choice!

THE BUSINESS OF *Flowers*



Jodi McShan AAF T M F

The ins and outs of a Wedding Contract

When you ask a family law attorney to talk about the business of weddings, my first instinct is the subject of a premarital agreement! Apparently, that doesn't quite fit into this magazine, so here are some florist-related considerations. Many florists require that the bride sign a contract with the shop prior to the wedding and deposit with payment in full prior to ordering flowers. These are not bad practices themselves; however, we still need to remain vigilant about what we are having her (or her family or him or his family) sign. It does not just guarantee your payment, and often, the contract is not enforceable to do that. It is also binding you and your business to certain promises: cost, rates, timelines, services, and who pays if it

is canceled. While a contract is a good idea to have to help protect your investment in her special day, take the time to have an attorney look over your contract to ensure that it is doing what you want – protecting you and your business and not promising that you will be outside creating a beautiful waterfall with live flowers in February despite the Icepocalypse happening that week and it's 10 degrees!

As always, please remember to consult with a local attorney who understands your business and your community. This column is not intended to serve as legal advice.

SIMPLY *Social*

Gone are the days of looking through endless amounts of bridal magazines as a bride plans her wedding. The modern bride feels as though she is savvy, empowered with information and social. How do you reach them and how do you position yourself as the expert, guiding them away from misinformation while providing them with knowledge that will help them move through the process? First, use Instagram as a style board that is in line with the type of client you want to attract. Take as many opportunities to share in Instagram stories or captions the way you have been consultative with your brides, like helping them with venues and how you played a part in guiding them through their vision and process. In order to take a consultative approach, you want to display connection with the brides you have worked with. Do this by telling stories rather than simply posting an image of your work. Second, paid social media works and targeting a newly engaged couple via Facebook and Instagram ads is one of the



easiest ways to get started working with ads, if you have not already. As soon as a future bride or groom changes their Facebook status to "engaged" this puts the marketing target on their back. In a few easy steps, you can create a simple ad on Facebook, run this simultaneously on Instagram and the ad will target anyone who has "engaged" as their status and any other suggested keywords you would like to target. By doing these simple steps, you can expand your business reach and connect with today's modern bride.

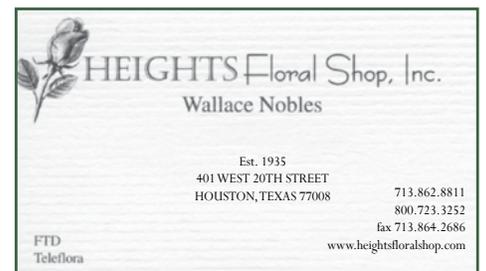
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HOUSTON

TSFA *Calendar of Events*

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Brighton

FEBRUARY

- 2 Groundhog Day
- 14 Valentine's Day
- 18 President's Day
- 19 Texas Designer of the Year Competition
Category 1 and 2
TSFA Headquarters | Leander, Texas
- 20 Texas Designer of the Year Competition
Final Round
Texas Capitol Rotunda | Austin, Texas
- 22 - 24
Wedding Design Classes
TSFA School of Floral Design
Leander, Texas



Free Spirit

MARCH

- 2 Texas Independence Day
- 10 Daylight Savings
- 17 St. Patrick's Day



Pink Floyd

APRIL

- 10 TSFA Finance Committee
Conference Call
- 14 Palm Sunday
- 15 Tax Day
- 19 Good Friday
- 20 First Day of Passover
Easter
- 22 Earth Day
- 24 Administrative Professionals Day

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