

APRIL 2019

TEXAS

in Bloom





Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



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

From the President



TSFA President Tom Wolfe, Sr.

The April President's message is being written in February because of publication deadlines, as there are every month. February is always such a busy month for florists and TSFA. Valentine's Day is always stressful with many long days. I hope everyone had a successful holiday.

February 19th was the first of two parts of the Texas Designer of the Year competition which was held in our new headquarters in Leander. The building is absolutely wonderful and is something we can all be proud of, not only as our headquarters, but as a good investment. Special thanks goes to Dianna Nordman, Lynn McLean and Lisa Schuessler for their hard work in being in charge of the remodel. The second and final part of the Designer of the Year Competition was at our Texas State Capitol Rotunda in Austin. There was a great turnout and TSFA received great PR. Thanks to last year's Competition Winner, Coby Neal AIFD, for chairing this year's competition. Congratulations to Ace Berry AIFD for winning Texas Designer of the Year. Thanks to everyone who competed and helped with this event. I was unable to attend the final stage of competition because I was attending the funeral of TSFA Past President Harry Reed in Waco. Harry was TSFA President in 1962, and was very active in our organization for decades. He will truly be missed.

Please keep in mind the spring events on our calendar. We have Level 1 Floral Design Certification Testings, April 3rd in Lubbock, April 6th in Big Sandy, April 13th in Haslet, and April 27th in Dallas. I encourage you to participate in one of these and become more involved in our great organization. TSFA has a lot to offer. Be part of it!

4 TEXAS FLORAL SHOWCASE

5 FTD WORLD CUP WINNER

6-11 EXPERIENCE
EXCEPTIONAL
PROGRAMMING

12-13 TEXAS FLORAL EXPO
SCHEDULE

14 TEXAS FLORAL EXPO
REGISTRATION

15 TEXAS FLORAL EXPO CHAIRS

16-17 HANDS-ON DESIGN

18-19 BUSINESS EDUCATION

20 DESIGN MAIN STAGE

21 LECTURE & DEMONSTRATION

22 STARS OF TEXAS

23 LUNCH & LEARN

25 THE BUSINESS OF FLOWERS
SIMPLY SOCIAL

THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

PO Box 859 | Leander, Texas 78646 | 512.528.0806 | FAX 512.834.2150 | www.tsfa.org | E-mail txsfa@sbcglobal.net

TSFA BOARD

President Tom Wolfe, Sr.
Immediate Past President Debbie Woltmann TMFA
First Vice President Gina Waters AAF TMFA
Second Vice President Cheryl Vaughan TMFA
Retail Directors
Charles Ingrum | Jodi McShan AAF TMF | Amy Neugebauer AIFD TMFA
Wholesale Director Hein Verver
Grower Director Jack Weatherford

STAFF

Publisher and Managing Editor | Dianna Nordman AAF
Editor | Lynn Lary McLean AAF AIFD PFCI TMF
Director of Education and Membership | Taressa Dominguez
Administrative Assistant | Carole Sayegh
Production | Graphics by Kandi, Inc.
Cover Credit | Courtesy of Park Hill Collection
Cover Photography Credit | Nancy Nolan
Contributing Writers | Ashley DeFranco, Jodi McShan AAF TMF, Cheryl Vaughan TMFA and Tom Wolfe

EXPER^{ENCE}

THE 2019 TEXAS FLORAL SHOWCASE
WITH PRESENTER *Jenny Thomasson*

With the 2018 research emphasizing the importance of experienced based retail, TSFA presents this program, written exclusively for Texas! **EXPER^{ENCE}** will outline various opportunities for today's retailers to expand business and set themselves apart as professionals.

AIFD President Elect Jackie Lacey AAF AIFD CFD PFCI joins Jenny Thomasson to provide marketing information that contributes to the development of these opportunities!



Jenny Thomasson AIFD CFD PFCI EMC is the Design Director & Principal of Stems Florist in St. Louis, MO. She became a member of AIFD, American Institute of Floral Designers, a very prestigious group of international floral designers in 2011. She was inducted into PFCI, Professional Floral Communicators International, in 2015, and in 2016 she earned the designation of EMC, European Master Certificate.

Jenny has been honored to be part of decorating the White House for Christmas and being part of the AIFD Team at the Philadelphia Flower Show 2016 - 2019. She presented a main stage program at the 2015 AIFD Symposium in Denver, led an Inspiration Session at 2018 AIFD Symposium in Washington, D.C., represented North America in "Fleur Amour 2016" and was a featured designer in "Fleur Amour 2018" in Belgium.

Her constant pursuit of education and dedication to the industry is ever growing and she enjoys pushing the boundaries of American floristry.

\$75.00 Registration includes Dinner | Design Presentation | Product Gallery Shopping

TSFA Member Discount: Take 25% off Showcase Registration

Join TSFA Today and Save on your Showcase Registration!

Visit tsfa.org to join TSFA and to register for this regional event!



2019 • SHOWCASE • 2020

Texas Floral Showcase

June 5, 2019

Houston Racquet Club | Houston, Texas

6:00pm | Shop the Product Gallery and see all that is New!

7:00pm | Dinner and Time to Network

8:00pm | Jenny Thomasson to present **EXPER^{ENCE}**

Staying the night in Houston?

Visit tsfa.org for complete information.

FTD World Cup Names Australian Floral Designer as CHAMPION OF INTERNATIONAL COMPETITION



FTD World Cup is pleased to announce that Australia's Bart Hassam was named the 2019 World Cup Champion at the conclusion of one of the world's most prestigious floral design competitions. The three-day competition was held at the Philadelphia Flower Show, bringing 23 top floral designers from around the globe under one roof.

"This has been a really wonderful experience and I am very grateful for the opportunity that has been given to me," said Hassam during his acceptance speech. "I know that it is a rare opportunity for anyone from any country, and I am thankful."

Hassam, a resident of Brisbane, Australia, is a professional floral designer and active floristry competitor. He has won the Interflora Australia Florist of the Year Competition five times and the 2011 Intercontinental Asia Cup. He exhibits, demonstrates and teaches floral design all around the world.

FTD World Cup is held approximately every four to six years. This is the first time the three-day floral design competition was held in the United States since 1985. The floral designers completed four preliminary design tasks followed by a semi-finals round featuring ten competitors. The five finalists created their final design task live on stage at a gala event with 650 guests. Hassam was named champion at the conclusion of the evening alongside first runner-up Natalia Zhizhko from Russia and second runner-up Tamás Mezőffy from Hungary.

Texas' own Cheryl Vaughan traveled to Philadelphia to attend the event. Cheryl won the Trip for Two awarded during the Texas Floral Forum.

Blumen-Meisters Teia Bennett, a shop owner of less than a year and a half and a Texas Master Florist, shared the FTD World Cup 2019 experience with Cheryl and what an **EXPERIENCE** it proved to be!

"First, we would like to take the opportunity to thank FTD and TSFA for the once in a lifetime experience to witness the FTD World Cup 2019 held during the Philadelphia Flower Show. It was an honor and privilege to watch the competitors, each in their own element, create their own masterpieces. We were especially in awe of the twenty three competitors when each received the exact same products. Watching as each designer implemented their own design style, using new and innovative techniques, was a learning experience in itself!

The creativity seen in this competition was contagious inspiring us to return to Texas with new perspectives and a desire to implement all we learned into our own designs. We will never look at product the same again. This experience brought a new vision and fresh approach that we know will be with us a very long time! Thank you FTD! Thank you TSFA! "We will long value this **EXPERIENCE**!"



Photography by | Michelle Smith | @ginchigoo



EXPERIENCE EXCEPTIONAL PROGRAMMING

The absolute best floral design professionals and business of flowers instructors travel to Texas to present, in a variety of formats, exceptional programming during the Texas Floral Expo.



Pete Samek AIFD | Instructing two Hands-on Design Experiences

Building Blocks
The Elements and Principles of Design

Chroma
Get Your Color On



Design Experiences underwritten by FTD
Texas Floral Education and Product Partner
Silver Level Founding Texas Floral Education Underwriter

Pete was inducted into AIFD in 1991 and has been an active supporter of AIFD throughout his entire career. He is currently serving the AIFD North Central Chapter as the Chapter Representative to the AIFD National Board and Trustee to the AIFD Foundation. Pete is a Past President of North Central Regional Chapter and he currently holds an additional position on the AIFD National Awards Committee.

His floral career is diverse which includes at the national level of AIFD, creating the floral décor for the Awards and Induction Ceremony and Dinner and has presented a main stage program. Pete presented the Elements and Principles of Design at the Denver Symposium, 2015 and recently held hands-on workshops titled *Tropical Fusion* at the 2018 AIFD National Symposium, Washington, D.C. Last year he was appointed the Director at

the American Floral Art School, United States branch and has continued to travel abroad to teach floral design in Taipei, Taiwan.

Pete is a FTD Quality Services Representative serving our member florist network. Working out of the corporate offices, located in Downers Grove, Illinois, he monitors and coaches FTD member florists and assists them in being successful. Pete has used his education in horticulture and floral design skills to teach in the FTD Boot Camp and in the mass market industry. One of his most recent projects is the Assistant Designer to J. Keith White AIFD in creating the floral décor for the VIP antique cars at the Tournament of Roses Parade. Pete was also an important part of the planning team for the 2019 FTD World Cup Competition held during the Philadelphia Flower Show.



Dr. Chris Stacey | Instructing a Business Session

Where is the Nearest Florist?
How to Make Money With Google My Business



Business Session underwritten by See What You Send
Texas Floral Education and Product Partner
Bronze Level Texas Floral Education Underwriter

Dr. Chris Stacey is the President of See What You Send, Inc. He is a software engineer who designed TSFA's digital grading software for Level One floral design certification. In addition to custom software, his company is the creator of See What You Send visual reviews for florists. Dr. Stacey serves as a consultant to florists who wish to expand and make their businesses more profitable on the Internet. With over 20 years of experience in the industry,

Dr. Stacey is involved in the day-to-day operations of florists at the shop level. Dr. Stacey occasionally teaches, as an adjunct, American history at the University of Illinois at Chicago. Dr. Stacey uses a foundational approach to working with his clients to create strong and cost-effective approaches to competing in the digital economy.



Stacey Carlton AIFD EMC | Instructing a Hands-on Design Experience and Presenting Main Stage

The Art of the Bouquet

The Evolution of Floristry



Educational Programming underwritten by Floriology
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter

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. Named one of Florists' Review Magazine's Top 35 Under 35 in 2018 she is recognized for bringing a fresh perspective and strong voice to the industry. 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 Social Media Manager for the European Master Certification program and as a member of the Floriology Education Team.



Sarah Campbell | Instructing two Business Sessions

*Finding & Selling
Luxury Weddings*

Social Exposure
Techniques for Increasing Brand
Awareness and Sales, One Post at a Time



Business Sessions underwritten by the Texas Floral Education Underwriters

Sarah Campbell is a renowned wedding expert having launched multiple wedding businesses. In her early 20's Sarah found her calling in the wedding industry and founded a thriving event planning firm. From that experience she saw a need in the industry for a high-end florist serving Annapolis and the Eastern Shore of Maryland. Seeing this need, she launched Intrigue Design & Décor, concentrating on weddings and social events up and down the East Coast. This business grew by leaps and bounds quickly becoming known for lavish floral installations and over the top wedding designs.

Sarah has become a leader in the industry being called upon by a variety of media sources such as NBC, ABC, FOX as well as magazines, blogs and newspapers. Sarah's excitement for weddings and her passion for design is apparent the moment you meet her. She openly shares her talent and knowledge through speaking, workshops and classes designed specifically for the wedding industry as part of her Intrigue Teaches platform and the Intrigued Experience Floral Conference held bi-annually.



Brooke Raulerson AIFD FSMD | Instructing a Hands-on Design Experience

I want lots of greenery!
Translating Trends into useful Techniques using Foliage



Design Experience underwritten by Floral Greens Farmers of Florida
Texas Floral Education and Product Partner
Bronze Level Texas Floral Education Underwriter

Brooke began her floral design career in 1996 assisting her mother with the family business at the age of 15. She soon realized she had a passion for design and an abundance of energy to offer. Brooke and her husband Dale purchased Artistic Florist, located on Amelia Island, Florida in 2005. An accredited Florida State Master Designer, Brooke was inducted into the American Institute of Floral Designers in 2009. Her designs have been featured on David Tutera's My Fair Weddings, featured in Jacksonville *Luxury Living Magazine*, *Florists' Review*, *Flowers & Bride's* and *Water's Edge* publications. Brooke designs across the nation sharing knowledge to educate and inspire floral design awareness industry wide and to the public. Assisting home builders with interior design and such corporate retailers as Dillards

and Stein Mart with visual merchandising Brooke has expanded her design scope beyond flowers. In 2016, Brooke won Florida State Florist Association Designer of the Year, placing first in all categories and overall. She represented the USA in two Gateway to the Americas Cup International Floral Design Competitions and brought home first place in 2014 and third place in 2016 over the best competitors from six North and South American countries. In 2017, Brooke shared her passion through her main stage presentation, *Xceptional Color and Texture Trends in Weddings* at AIFD National Symposium in Seattle, Washington and continues to present large stage presentations and garden club programs throughout the United States.



Talmage McLaurin AIFD | Presenting the Stars of Texas Event

PsychoFloral



Stars of Texas Dinner Presentation underwritten by
The Texas Floral Education Underwriters

Talmage McLaurin began his floral career in a family-owned flower business. In 1990, he launched a twenty three year career in floral publishing, during which he contributed to more than 400 issues of *Florists' Review* and *SuperFloral* magazines and was featured in more than 20 books for florists as the creative director and publisher at Florists' Review Enterprises.

Talmage was inducted into American Institute of Floral Designers in 1988 and has made eight presentations at their National Symposiums. In 2008, Talmage received the AIFD Award of Distinguished Service to the Floral Industry. Talmage currently resides in Oakland Park, Florida and is the Creative Director at Nature's Flowers in Miami.



Michael DeRouin AAF AIFD PFCI CAFA | Presenting Main Stage

Visual Impact



Presentation underwritten by Accent Decor
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter

Michael Derouin is a second-generation floral designer, raised in his family's florist where he learned a career by osmosis. After almost three weeks in college, he realized what he wanted to do with his life, so he came back home and continued his father's legacy.

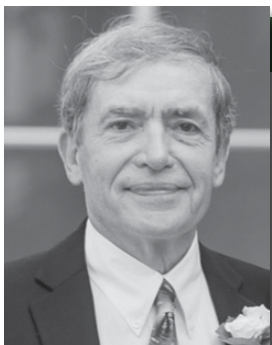
After his family closed their stores in 2007, Michael joined McArdle's, the state's largest florist, located in Greenwich, Connecticut. Today, as the Director of Floral Design, Michael manages the design department and leads the team that creates florals for the company's discerning clientele.

By the age of 31, Michael fulfilled a personal goal he set as a teenager. He was invited into membership into the industry's four most prestigious

organizations. These include, American Institute of Floral Designers, American Academy of Floriculture, Professional Floral Communicators International, and Canadian Academy of Floral Art.

Michael currently serves on the Board of Directors of The Connecticut Florists Association where he serves as Vice President. He is humbled to be the recipient of numerous design awards including The 2001 Connecticut Floral Designer of the Year.

While Michael enjoys all aspects of the floral industry, his passion is education. He enjoys presenting garden club programs in addition to teaching and learning from industry professionals.



Gaylon Pyle | Instructing a Business Session

Improve Profitability and Cash Flow While increasing Value by Controlling the Cost of Goods Sold



Business Session underwritten by the Texas Floral Education Underwriters

As the Director of Training and Consulting for Quality Advantage Gaylon consults, designs and presents seminars on floral and business topics ranging from selling to financial management with all programs designed to improve profitability of the retail florist. He is well known for his impactful, educational and entertaining presentation style.

A trainer by profession, customers always learn strategies and processes that will impact their business immediately. His audiences range in size from 10 to 500 people and his presentations reflect his expertise and understanding

of the many challenges that owners and employees face in the floral industry. Gaylon has taught and consulted in the floral industry for twenty-seven years consulting many top member clients and has helped florists across the United States and Canada grow and improve their business and most importantly increase profitability. He also draws technical and business knowledge from management and training positions at The Marriott Corporation, Marathon Oil Company and FTD.



Chris Norwood AIFD PFCI | Presenting a Lunch & Learn Topic and a Lecture & Demonstration

What's Hot & What's Not!

Profitable Stylings for Exquisite Events



Educational Programming underwritten by the Texas Floral Education Underwriters

Chris Norwood AIFD PFCI serves as Vice President of Floral Operations at Tipton & Hurst, Arkansas' largest and oldest florist. Chris is a former National President of the American Institute of Floral Designers and former AIFD Foundation CEO. AIFD recognized him as a Fellow of the Institute for his service to AIFD. He currently serves as the President of the Arkansas Florist Association. Chris has presented at numerous floral conventions nationwide. He was recently recognized as a Professional Floral Communicator and received the PFCI designation. His work is frequently seen in such prestigious publications as *Flowers & Florists' Review*, *Southern Accents* and *Veranda*. Chris is featured weekly on KATV Good Morning

Arkansas and was recently recognized as the Best Event Planner in *Soiree* and *Inviting Arkansas*. Chris is active in Little Rock community affairs working with the Arkansas Cancer Research Center, the American Heart Association, Alzheimer's Arkansas and the Arkansas Symphony Orchestra. He credits his success to the supportive group surrounding him to include the Tipton & Hurst staff and most importantly his loving family. He and his wife, Renee, are extremely proud of their children, daughter Sydney, son-in-law Lance, son Andrew and daughter-in-law Ashley. His whole world stops with his beautiful grandchildren Brooklyn and Henry and newest additions, twins Landon Christopher and Jaxson Dwight.



Loann Burke AAF AIFD PFCI | Presenting a Lecture & Demonstration

Floral MythBusters
DeBunking the Folklore of Flower Care



SMITHERS-OASIS

Lecture & Demonstration underwritten by Smithers-Oasis

Texas Floral Education and Product Partner

Bronze Level Founding Texas Floral Education Underwriter

Loann Burke AAF AIFD PFCI is an award winning floral designer and event specialist with Furst the Florist in Dayton, Ohio. A highly sought after presenter, she frequently shares her passion for flowers as she presents product demonstrations, hands-on workshops and design seminars throughout the country. With over 30 years of experience, Loann's insight has been featured in *Florists' Review*, *Canadian Florist*, *Floral Management*, *Floriology* and *IDEA* Magazines to name a few. She was inducted into the American Institute of Floral Designers in 2005, and into Professional Floral Communicators International in 2008. In 2015, Loann won the 48th Annual Sylvia Cup Design Competition, and was inducted

into the American Academy of Floriculture. She presented her critically acclaimed program, *The Language of Flowers*, on the main stage at the AIFD National Symposium in Chicago. As part of a team of designers from the American Institute of Floral Designers, Loann has been invited to design at the White House in Washington, D.C. on multiple occasions. In 2017, she represented the United States in the World Florists' Competition in France. Loann currently serves as Design Director for Smithers-Oasis. She is past President of the North Central Chapter of AIFD and has served on the AIFD National Board and the AIFD Foundation Board of Trustees. Loann holds a Bachelor's degree with Distinction in Horticulture from Purdue University, and a Master's degree in Marketing from Wright State University.



Phil Rulloda AAF AIFD PFCI | Instructing three Hands-on Design Experiences

Foliage
Rulloda Style

Stylized Tropicals that Sell

Tropicals
Rulloda Style



Design Experiences underwritten by BloomNet

Texas Floral Education and Product Partner

Platinum Level Founding Texas Floral Education Underwriter

Phil Rulloda AAF AIFD PFCI is one of America's chief evangelists for floral design, celebrating his 55th year as a florist — an Ambassador of Sentiment. Having amassed an incredible number of awards in national and international design competitions, Phil has presented more than 500 programs to tens of thousands of professional florists. He was the 2004 recipient of the Society of American Florists' Tommy Bright Award in recognition of his lifetime achievement in floral education and commentary. In 1991, he was the first recipient of AIFD Award of Design Influence and in 2007 Phil and wife Cathy Hillen-Rulloda were honored and received AIFD's Award of Distinguished

Service to the floral industry. Phil was invited to the White House to assist in Christmas decorating and has been a visitor in many foreign countries at the invitation of heads of State. He is director of the Southern California School of Floral Design in Santa Ana, California.

He often shares that he is not so proud of his own accomplishments, but more considers the measure of his worth by the many students who have gone on to excel in the industry. His goal has most-importantly been to educate, motivate and provide inspiration to his audiences and students. To his many students, he states, "You are my legacy."



Scott Hasty AIFD | Presenting a Lecture & Demonstration

A Fresh Look Christmas 2020



Lecture & Demonstration underwritten by Teleflora
Texas Floral Education and Product Partner
Gold Level Founding Texas Floral Education Underwriter

Scott Hasty AIFD has been a retail florist for over 40 years in Orange, Texas, a small southeast Texas town with a population of 18,000. His shop, JSCOTTS A FLORIST, has evolved over the years to become the provider of in-trend flowers, offering cutting edge floristry to his faithful customers. Scott has proven that it IS possible to be the florist who caters to preferred customers, selling upscale trendy designs in a small town.

Scott began his retail career with a small plant shop in 1977, Scott's Planter, which evolved into a full-service flower shop, JSCOTTS in 1994. He has been active with the local Teleflora Unit, since the late 90's, having served as a board member, treasurer, vice- president and president. He is an active member of Allied Florists of Houston, Texas State Florists' Association and the Orange Chamber of Commerce.

In 2003, he won the Houston Cup and Texas Cup Design Competitions. He

has served on the judging panel for Houston Cup for the Allied Florists of Houston. He was inducted into the American Institute of Floral Designers in 2006.

As a featured designer he has presented for Texas State Florists' Association as well as during the 2011 AIFD National Symposium in San Francisco as part of the New Generation program.

Scott believes in education. He has travelled extensively all over the United States, Canada and Europe to witness education in order to stay current on new styles and techniques to add to the design offerings at his store.

He offers international styling and big city looks to his everyday customers in his hometown of Orange. His customers are grateful that he brings the world to them!



Jackie Lacey AAF AIFD CFD PFCI | Michaela Hills

Instructing a Business Session

SEO & SEM Modern Marketing Essentials to Build Web Business



Business Session underwritten by Floriology
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter



Jackie Lacey has over thirty years of experience in the retail floral market and floral education field. Jackie now utilizes his experience to provide education and instructional design programs, market showroom set up, private retail consulting, product development as well as design and event planning. His current position as Director of Education and Industry Relations for BloomNet and Floriology and Senior Editor for Floriology Magazine keep him on top of market trends, current design trends, industry education and retail marketing. Jackie has won numerous awards in floral design competitions in both multi state, national and local floral associations. Jackie has been published in *Floriology* Magazine, SAF publications, *Flowers & Modern Bride*, *Inside Weddings* and many others. National Television exposure includes designing and participation for WETV programs *Platinum Weddings* and *I Do Over* as a Celebrations.com Floral Expert. Previous work for noted celebrities has come easily through participation with floral design on several major motion pictures. His position as AIFD National President 2019 and 2020 and his extensive travels across the country, Hong Kong, China and Europe afford many opportunities for him to interact with designers of all levels and share this extensive background and experience to florists everywhere.

Michaela Hills is the SEO | SEM Manager for the Floriology Digital Marketing Department. In her first year with BloomNet, she has helped strategize, develop and implement competitive digital marketing practices. She strives to help local businesses build their online presence and increase their brand awareness through digital marketing strategies. Michaela has a degree in Telecommunications with a specialization in media and society from the University of Florida.

Floriology® Institute is a premier hands-on floral design school located in Jacksonville, Florida. Classes are open to all florists and individuals seeking specialized instruction in floral design and best business practices from AIFD certified instructors. As the leading floral industry service provider, BloomNet and Floriology are focused on continually exceeding the expectations of its select community of florists.



Jody McLeod AIFD NCCPF | Presenting a Lunch & Learn Topic

Discovering the Art of Leadership



Presentation underwritten by

Texas Floral Education and Product Partners

Gold Level Founding Texas Floral Education Underwriter Rio Roses

Silver Level Founding Texas Floral Education Underwriter Syndicate Sales

Jody McLeod is a 27 year seasoned veteran of the floral industry. He is the owner of Annie V's Florist Inc. in Clayton, North Carolina. Jody is an award winning designer and his designs have been published in both industry magazines and product catalogs. He is a former North Carolina Designer of the Year, two-time champion of the Jim Treadaway Cup interpretive design competition and has served as President and Chairman of the Board of the North Carolina State Florists Association. In 2008, Jody was inducted into the prestigious American Institute of Floral Designers and in 2018 was selected to present a main stage program for AIFD symposium.

Jody is a Teleflora Education Specialist and a member of the Syndicate Sales

design team. Jody is a graduate of East Carolina University with a Bachelor of Science in Management with a concentration in entrepreneurship and small business. Jody McLeod AIFD is a highly sought after floral presenter who is dynamic, engaging and message driven. He is also the Mayor of his hometown, Clayton, North Carolina, a position he has held since 2003.

Jody enjoys sharing his journey and his knowledge of the many aspects of the floral industry. "We are placed on this earth to support, cultivate and grow others. Otherwise, why are we here?!"



Fabian Salcedo | Presenting a Lecture & Demonstration

Personalized Floral Expressions



Lecture & Demonstration underwritten by CalFlowers

Texas Floral Education and Product Partner

Gold Level Texas Floral Education Underwriter

Fabian Salcedo has been in the floral industry for twelve years. Having accidentally stumbled across a love for floral design, he knew he had found a passion to explore. He graduated from the University of Texas with a BA in psychology in 2005. It was not long after graduation that he attended the Floral Design Institute in Seattle. Once back in Austin, he began his career washing buckets and processing while learning from two great mentors. This mentorship, combined with great talent, led to his Texas Designer of the Year win in 2008. These life experiences provided him the confidence and skills needed to ultimately open

F2 Floral Design, an event based floral studio, in the summer of 2014.

Education continued through his membership and participation in Texas State Florists' Association. His willingness to assist others in design education is seen at the highest levels. Salcedo's distinctive style was shared in 2016 when he presented at the World Trade Center and later that year at the Texas Floral Forum. Today Fabian spends his time in China in product development and at home in Austin in creative development of an expanding business.

EXPERIENCE EXPO

It is up to you how you wish to EXPERIENCE the EXPO!

Take time to review the details included in this issue and begin to create your best EXPERIENCE!

Concurrent programming is offered each day in a variety of educational formats. Select from these concurrent sessions as to which offers the most benefit to you!

Included throughout the weekend are optional Hands-on Design Experiences with additional registration and limited class size. Register early to learn from the best!

New to TSFA! You asked! We listened! There are two Hands-on Design Experiences included in the Best Combination of Events and Sunday Registration!

Please note that class registration is limited to 100! Remember to note this selection when you register to secure your place!



JULY 26-28, 2019
Presented by the Texas State Florists' Association | Partially Underwritten by the Texas Floral Endowment

TEXAS FLORAL EXPO SCHEDULE

FRIDAY, JULY 26, 2019

8:00 am	PRODUCT GALLERY INSTALL
9:00 am - Noon	HANDS-ON DESIGN EXPERIENCE <i>Building Blocks: The Elements and Principles of Design</i> Pete Samek AIFD Experience underwritten by FTD Silver Level Texas Floral Education Underwriter Additional Registration Required Class limited to 25
10:00 am - Noon	BUSINESS SESSION <i>Where is the Nearest Florist? How to Make Money with Google My Business</i> Dr. Chris Stacey Session underwritten by See What You Send Bronze Level Texas Floral Education Underwriter
1:00 pm - 3:00 pm	HANDS-ON DESIGN EXPERIENCE <i>The Art of the Bouquet</i> Stacey Carlton AIFD EMC Experience underwritten by Floriology Bronze Level Texas Floral Education Underwriter Additional Registration Required Class limited to 25
1:00 pm - 3:00 pm	BUSINESS SESSION <i>Finding & Selling Luxury Weddings</i> Sarah Campbell Session underwritten by Texas Floral Education Underwriters
3:00 pm	PRODUCT GALLERY INSTALL COMPLETE
3:15 pm - 3:45 pm	TSFA ANNUAL MEETING
4:00 pm - 6:00 pm	HANDS-ON DESIGN EXPERIENCE <i>I want lots of greenery!</i> <i>Translating Trends into useful Techniques using Foliage</i> Brooke Raulerson AIFD FSMD Experience underwritten by Floral Greens Farmers of Florida Bronze Level Texas Floral Education Underwriter Additional Registration Required Class limited to 25
4:00 pm - 6:00 pm	BUSINESS SESSION <i>Profitable Holiday Planning</i> Moderator Charles Ingrum Panel Ann Marie Dylla, Brad Weinstein Marcia Wilson

5:00 pm - 7:00 pm **PRODUCT GALLERY**
TSFA ELECTION OF OFFICERS

7:30 pm - 10:30 pm **STARS OF TEXAS EVENT**
PsychoFloral
Talmage McLaurin AIFD
Presentation underwritten by
Texas Floral Education Underwriters

SATURDAY, JULY 27, 2019

8:30 am - 9:30 am	MAIN STAGE PRESENTATION <i>The Evolution of Floristry</i> Stacey Carlton AIFD EMC Presentation underwritten by Floriology Bronze Level Texas Floral Education Underwriter
8:30 am - 9:30 am	BUSINESS SESSION <i>Social Exposure: Techniques for Increasing Brand Awareness and Sales, One Post at a Time</i> Sarah Campbell Presentation underwritten by Texas Floral Education Underwriters
10:00 am - 5:00 pm	PRODUCT GALLERY TSFA ELECTION OF OFFICERS
10:45 am - 11:45 am	MAIN STAGE PRESENTATION <i>Visual Impact</i> Michael Derouin AIFD Presentation underwritten by Accent Decor Bronze Level Texas Floral Education Underwriter
10:45 am - 11:45 am	BUSINESS SESSION <i>Improve Profitability and Cash Flow While increasing Value by Controlling the Cost of Goods Sold</i> Gaylon Pyle Presentation underwritten by Texas Floral Education Underwriters
Noon - 2:00 pm	LUNCH & LEARN PRESENTATION <i>What's Hot & What's Not!</i> Chris Norwood AIFD PFCI Presentation underwritten by Texas Floral Education Underwriters

2:00 pm - 2:30 pm **PRODUCT GALLERY**
TSFA ELECTION OF OFFICERS

2:30 pm - 4:00 pm LECTURE & DEMONSTRATION
Floral MythBusters
DeBunking the Folklore of Flower Care
 Loann Burke AAF AIFD PFCI
 Demonstration underwritten by Smithers-Oasis
 Bronze Level Texas Floral Education Underwriter

4:00 pm - 5:00 pm PRODUCT GALLERY
TSFA ELECTION OF OFFICERS

5:00 pm - 6:00 pm BUSINESS SESSION
The Mystery of Wholesalers
 Moderator | Charles Ingram

7:00 pm - 9:00 pm HANDS - ON DESIGN EXPERIENCE
CHROMA: Get Your Color On
 Pete Samek AIFD
 Experience underwritten by FTD
 Silver Level Texas Floral Education Underwriter
 Additional Registration Required
 Class limited to 25

2:30 pm - 4:30 pm LECTURE & DEMONSTRATION
Personalized Floral Expressions
 Fabian Salcedo
 Demonstration underwritten by CalFlowers
 Gold Level Texas Floral Education Underwriter

2:30 pm - 4:30 pm LECTURE & DEMONSTRATION
Profitable Stylings for Exquisite Events
 Chris Norwood AIFD PFCI
 Demonstration underwritten by
 Texas Floral Education Underwriters

5:30 pm - 8:30 pm ADVANCED HANDS-ON
DESIGN EXPERIENCE
Tropicals: Rulloda Style
 Phil Rulloda AAF AIFD PFCI
 Experience underwritten by BloomNet
 Platinum Level Texas Floral Education Underwriter
 Additional Registration Required
 Class limited to 20

SUNDAY, JULY 28, 2019

9:30 am - 11:30 am HANDS - ON DESIGN EXPERIENCE
Foliage: Rulloda Style
 Phil Rulloda AAF AIFD PFCI
 Experience underwritten by BloomNet
 Platinum Level Texas Floral Education Underwriter
 Class limited to 100
 Register to secure your place

9:30 am - 11:30 am LECTURE & DEMONSTRATION
A Fresh Look: Christmas 2020
 Scott Hasty AIFD
 Demonstration underwritten by Teleflora
 Gold Level Texas Floral Education Underwriter

9:30 am - 11:30 am BUSINESS SESSION
SEO & SEM: Modern Marketing Essentials
to Build Web Business
 Jackie Lacey AAF AIFD CFD PFCI
 Michaela Hills
 Session underwritten by Floriology
 Bronze Level Texas Floral Education Underwriter

Noon - 2:00 pm LUNCH AND LEARN PRESENTATION
Discovering the Art of Leadership
 Jody McLeod AIFD NCCPF
 Presentation underwritten by Rio Roses
 Gold Level Texas Floral Education Underwriter
 Presentation underwritten by Syndicate Sales
 Silver Level Texas Floral Education Underwriter

2:30 pm - 4:30 pm HANDS - ON DESIGN EXPERIENCE
Stylized Tropicals that Sell
 Phil Rulloda AAF AIFD PFCI
 Experience underwritten by BloomNet
 Platinum Level Texas Floral Education Underwriter
 Class limited to 100
 Register to secure your place



The Sheraton Georgetown is the
 Texas Floral Expo's host hotel and conference
 center where all programming will be presented.

To make your hotel room reservation please call
 1.737.444.2700 to book directly and request the
 Texas State Florists' Association rate of \$169.00.



REGISTRATION FORM

Sheraton Austin Georgetown Hotel and Conference Center

July 26-28, 2019 | Georgetown, Texas

TSFA Member Discount: Take 25% off Expo Registration

Join TSFA Today and Save on your Expo Registration!

Circle your choices and note total cost. Send form with payment by email: txsfa@sbcglobal.net or fax: 512.834.2150 or mail: TSFA | P.O. Box 859 | Leander, TX 78646. Questions? Call TSFA 512.528.0806

CHOICE #1	BEST COMBINATION OF EVENTS	ADVANCED (before 7/23)	REGULAR (after 7/23)
Friday, July 26th	Where is the Nearest Florist? How to Make Money with Google Business Finding & Selling Luxury Weddings Profitable Holiday Planning Product Gallery Stars of Texas Dinner Event PsychoFloral Awards & Recognitions	\$375	\$499
Saturday, July 27th	Product Gallery Concurrent Programs: The Evolution of Floristry or Social Exposure Concurrent Programs: Visual Impact or Improve Profitability Lunch & Learn What's Hot & What's Not? Floral Myth Busters: Debunking the Folklore of Flower Care The Mystery of Wholesalers		
Sunday, July 28th	Concurrent Programs: Foliage: Rulloda Style (This hand-on experience is limited to first 100 registered) or A Fresh Look: Christmas 2020 or SEO & SEM: Modern Marketing Essentials Lunch and Learn Discovering the Art of Leadership Appreciation Concurrent Programs: Stylized Tropicals that Sell (This hands-on experience is limited to the first 100 registered) or Personalized Floral Expressions or Profitable Stylings for Exquisite Events		
CHOICE #2	FRIDAY, JULY 26, 2019 DAY REGISTRATION	\$155	\$189
	Please review the Friday programming as noted above.		
CHOICE #3	SATURDAY, JULY 27, 2019 DAY REGISTRATION	\$175	\$199
	Please review the Saturday programming as noted above.		
CHOICE #4	SUNDAY, JULY 27, 2019 DAY REGISTRATION	\$135	\$159
	Please review the Sunday programming as noted above.		
NEW TO TSFA! YOU ASKED! WE LISTENED!			
There are two Hands-on Design Experiences included in the Best Combination of Events and Sunday Registration at no additional cost to you! Class Registration is limited to 100!			
Review the concurrent programming and if this is your preferred EXPERIENCE please note this selection when you register to secure your place!			
Foliage: Rulloda Style	<input type="checkbox"/>		
Stylized Tropicals that Sell	<input type="checkbox"/>		

CHOICES #5-9 OPTIONAL HANDS-ON

Choices 5-9 note optional Hands-on Design Experiences which require additional registration. We encourage you to consider adding one or more of these choices to your EXPO EXPERIENCE!

CHOICE #5	Friday, July 26, 2019	ADVANCED (before 7/23)	REGULAR (after 7/23)
Hands-on Design Experience Pete Samek		\$125	\$150
BUILDING BLOCKS: The Elements and Principles of Design Limited to the first 25 registered.			
CHOICE #6	Friday, July 26, 2019	\$125	\$150
Hands-on Design Experience Stacey Carlton			
The Art of the Bouquet Limited to the first 25 registered.			
CHOICE #7	Friday, July 26, 2019	\$125	\$150
Hands-on Design Experience Brooke Raulerson			
I Want Lots of Greenery! Limited to the first 25 registered.			
CHOICE #8	Saturday, July 27, 2019	\$125	\$150
Hands-on Design Experience Pete Samek			
CHROMA: Get Your Color On Limited to the first 25 registered.			
CHOICE #9	Sunday, July 28, 2019	\$195	\$250
Advanced Hands-on Design Experience Phil Rulloda			
Tropicals: Rulloda Style Limited to the first 20 registered.			

TOTAL Choices #1 - #9 _____

Apply 25% TSFA Member Discount _____

TOTAL REGISTRATION _____

Attendee Name _____

Email _____

Business Name _____

Address _____

City | State | Zip _____

Mobile Phone _____ Business Phone _____

Fax _____

PAYMENT INFORMATION

☐ U.S. Check | Money Order payable to TSFA

☐ American Express ☐ Discover ☐ MasterCard ☐ VISA

Credit Card # _____

Exp _____ CVV Code _____ Billing Zip _____

Signature _____

Date _____

One form per person. This form may be copied to accommodate additional registrants or you may go online to register at tsfa.org.



EXPERIENCE



TEXAS FLORAL EXPO CHAIRS

TEXAS FLORAL EXPO CHAIR

Cheryl Vaughan TMFA

BUSINESS COURSE OF STUDY

Charles Ingrum

DESIGN COURSE OF STUDY

Gina Waters TMF

HANDS-ON DESIGN EXPERIENCES

Kassie Baker TMF

WORKROOM MANAGER

Ed Fimbel TMFA

PRODUCT GALLERY GREETER

Debbie Woltmann TMFA

PROCUREMENT COORDINATOR

Jodi McShan AAF TMF

STARS OF TEXAS DINNER

Coby Neal AIFD PFCI

LUNCH & LEARN TABLE DECOR

Sheri Jentsch AIFD

NEW VARIETIES DISPLAY

Melanie Hugele

LUNCH & LEARN TABLE DECOR

Ken Freytag

LOBBY DECOR

Sandy Alford TMFA

PRESIDENTIAL SUITE DECOR

Norman Northen TMFA

VIP FLOWERS

Marilyn Schuenemann AIFD CFD

PRESENTATION BOUQUETS AND GIFTS

Susan Piland TMF

ANNUAL MEETING DECOR

Dawson Clark

TSFA ELECTION

Shari Sandlin TMFA

PAST PRESIDENT'S FLOWER SALE

Debbie Woltmann TMFA

EXPAND THE EXPERIENCE

of the Texas Floral Expo with Hands - on Design Experiences

*You asked! We listened! More Hands-on Experiences! Hands-on Experiences offered each day of the Expo!
Two Hands-on Experiences included in the Best Combination of Events and Sunday Registrations!*



Building Blocks The Elements and Principles of Design

Friday, July 26, 2019 | 9:00 am - Noon
Hands-on Design Experience | Instructor: Pete Samek AIFD

The Elements and Principles of Design are the building blocks of every successful composition and mastery of them is fundamental. The Principles are the time-honored conventions and guidelines that tell us how to assemble the Elements – the physical characteristics of the design components – into pleasing and satisfying flower arrangements.



Design Experience underwritten by FTD
Texas Floral Education and Product Partner
Silver Level Founding Texas Floral Education Underwriter

The Art of the Bouquet

Friday, July 26, 2019 | 1:00 pm - 3:00 pm
Hands-on Design Experience | Instructor: Stacey Carlton AIFD EMC

Armatures expand possibilities and provide structure, with multiple techniques, that when applied to a variety of design styles embellish the art of the bouquet. A gathered styling of flowers has been the benchmark for decades. Experience the influence of armatures and the artistry that is inspired in the company of these compositions.



Design Experience underwritten by Floriology
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter



I want lots of greenery! Translating Trends into useful Techniques using Foliage

Friday, July 26, 2019 | 4:00 pm - 6:00 pm
Hands-on Design Experience | Instructor: Brooke Raulerson AIFD FSMD

In today's wedding market, brides are becoming less and less aware of what they want their wedding to look like. In this hands on demonstration, discover trend words and statements you hear from brides and different ways to interpret their wishes. How to select the right foliage for the job and desired look, what foliage can withstand the elements and how to make your designs days in advanced using the right technique and trends will be covered in this class for this hands-on design experience. Choose to know more about the floral greenery available in the market today.



Design Experience underwritten by Floral Greens Farmers of Florida
Texas Floral Education and Product Partner
Bronze Level Texas Floral Education Underwriter

HANDS-ON

EXPERIENCE



Chroma: Get Your Color On

Saturday, July 27, 2019 | 7:00 pm - 9:00 pm
Hands-on Design Experience | Instructor: Pete Samek AIFD

Of all the Elements of Design, Color is one of the most powerful tools we have available to us as designers. Understanding the basics of color and color harmony will allow you as an artist to create and explore different combinations. Discover several color harmonies that span not only floral design but also in the art disciplines, advertising, marketing and interior design. Monochromatic, Complementary, Analogous and Triadic harmonies among others will be featured and explained during this class.



Design Experience underwritten by FTD
Texas Floral Education and Product Partner
Silver Level Founding Texas Floral Education Underwriter

Foliage: Rulloda Style

Sunday, July 28, 2019 | 9:30 am - 11:30 am
Hands-on Design Experience | Instructor: Phil Rulloda AAF AIFD PFCI

Distinctive applications restyle the simplest foliage, transforming the ordinary into the extraordinary. *Foliage: Rulloda Style* outlines the twists and turns of the leaf making it quite easy to implement an artistic approach into your every day offerings.



Design Experience underwritten by BloomNet
Texas Floral Education and Product Partner
Platinum Level Founding Texas Floral Education Underwriter



Stylized Tropicals that Sell

Sunday, July 28, 2019 | 2:30 pm - 4:30 pm
Hands-on Design Experience | Instructor: Phil Rulloda AAF AIFD PFCI

To step outside your comfort zone expands opportunities resulting in unlimited possibilities. Creative applications impart the potential for increased awareness of a genre of flowers that are often overlooked. *Stylized Tropicals that Sell* may be just what is needed to create a comeback of florals that are quite powerful in color, exclusive in style and just waiting for a technique or two in affordability.



Design Experience underwritten by BloomNet
Texas Floral Education and Product Partner
Platinum Level Founding Texas Floral Education Underwriter



Tropicals: Rulloda Style

Sunday, July 28, 2019 | 5:30 pm - 8:30 pm
Advanced Hands-on Design Experience | Instructor: Phil Rulloda AAF AIFD PFCI

An Advanced Hands-on Design Experience with focused instruction will expand the most needed skills with numerous techniques and distinctive style. The design knowledge captured in this experience promises to create the potential to increase sales in this genre.



Advanced Hands-on Design Experience underwritten by BloomNet
Texas Floral Education and Product Partner
Platinum Level Founding Texas Floral Education Underwriter



*You asked! We listened! Experience Business Education added to the overall Expo programming!
Select One! Select All! Create your best EXPERIENCE! It is up to you how you wish to EXPERIENCE the EXPO!*



Where is the Nearest Florist? How to Make Money With Google My Business

Friday, July 26, 2019 | 10:00 am - Noon
Business Session | Instructor: Dr. Chris Stacey

Join Dr. Chris Stacey for a practical, informative, entertaining and down-to-earth discussion about why florists must maintain their Google My Business page to compete effectively in the digital economy. Chris believes in active learning. This interactive session involves getting the audience involved. We will look at several Google My

Business pages of audience members' shops and discuss what we think works and what can be improved. Most importantly, you will walk away from this session with specific practices to make more money at your retail and internet locations.



Business Session underwritten by See What You Send
Texas Floral Education and Product Partner
Bronze Level Texas Floral Education Underwriter

Finding and Selling Luxury Weddings

Friday, July 26, 2019 | 1:00 pm - 3:00 pm
Business Session | Instructor: Sarah Campbell

You are dreaming of your ideal client. They have grand, over-the-top wedding ideas and budgets that are equally as grand, but you don't feel like these high-end clients exist in your market. I assure you that every market, including yours, has luxury wedding clients waiting for their dream day to be brought to life! During this powerful sales and marketing focused session, you will learn my techniques for positioning your business in a way that draws in the high-end client, from beginning to end. Learn the most effective sales techniques and strategies that I use to land luxury weddings!



Business Session underwritten by the Texas Floral Education Underwriters



Social Exposure Techniques for Increasing Brand Awareness and Sales, One Post at a Time

Saturday, July 27, 2019 | 8:30 am - 9:30 am
Business Session | Instructor: Sarah Campbell

Instagram is a playground full of free marketing tools to grow your floral business and help your brand blossom. The biggest challenges in harnessing this free marketing tool for those of us in the flower world are finding the time and then understanding how our customers use this platform. Come with me as we take an inside look into the

mind of the floral consumer, as well as techniques and strategies to boost your floral business through Instagram. Together, we'll lift the veil of confusion surrounding the what, how and why's of free online marketing to increase your floral business' brand awareness and sales, one flowery post at a time!



Business Session underwritten by the Texas Floral Education Underwriters



Improve Profitability and Cash Flow While increasing Value by Controlling the Cost of Goods Sold

Saturday, July 27, 2019 | 10:45 am - 11:45 am

Business Session | Instructor: Gaylon Pyle

Can one hour impact the future of your business? Yes it can! The goal of owning a business is to manage it in such a way that it turns a profit each year while creating an entity that has value to others. Controlling and managing cost of goods is a key factor in making this happen. This seminar will focus on key strategies that will immediately impact cash-flow, profit and business value. If you are working hard and losing

ground then attending this dynamic, quick hitting session is a must. The seminar will include: Shifting paradigms and attitudes towards controlling cost of goods, giving your strategy an identity, identifying what your cost of goods should be, learning strategies that will work, to impact your culture and motivate your employee team.



Business Session underwritten by the Texas Floral Education Underwriters

SEO & SEM:

Modern Marketing Essentials to Build Web Business

Sunday, July 28, 2019 | 9:30 am - 11:30 am

Business Session | Instructors: Jackie Lacey AAF AIFD CFD PFCI | Michaela Hills



Plan on building local business now and into the future? An essential strategy for any flower shop is to be found in online search. Two key strategies are search engine optimization (SEO) and search engine marketing (SEM). This must-attend session will demystify these concepts, provide tips that you can start immediately and long-term strategies to maintain momentum.

Key takeaways include: Reviewing and tweaking your website to rank high in searches. How to start and maintain a content marketing strategy, through blogs and social media. Create a basic Google AdWords campaign to protect your brand, build online sales and compete with online marketers.



Business Session underwritten by Floriology
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter

TWO PANELS TO EDUCATE AND ENLIGHTEN

Profitable Holiday Planning

Friday, July 26, 2019 | 4:00 pm - 6:00 pm

Business Session | Moderator: Charles Ingrum

Panel: Ann Marie Dylla, Brad Weinstein, Marcia Wilson

Hear from three successful florists as they discuss planning for all phases of a successful holiday.
Topics include Sales | Design | Delivery | Measuring success!

The Mystery of Wholesalers

Saturday, July 27, 2019 | 5:00 pm - 6:00 pm

Business Session | Moderator: Charles Ingrum

Three Wholesalers share the secrets behind their operations.
Learn how to maximize the services offered and how to get the best possible flowers!

You asked! We listened! Experience Design Education Main Stage within the overall Expo programming! Select One! Select All! Create your best EXPERIENCE! It is up to you how you wish to EXPERIENCE the EXPO!

The Evolution of Floristry

Saturday, July 27, 2019 | 8:30 am - 9:30 am

Main Stage Design Presentation

Presenter: Stacey Carlton AIFD EMC

A look forward to the multifaceted development of our industry Stacey Carlton AIFD EMC will lead a journey through the characteristics of today's Floristry and discuss what's next in flowers. Fresh approaches to retail, events, and artistry will be discussed. Demonstrations of innovative and versatile techniques and discussion of branding and signature style will be explored. From freelance to entrepreneurship, solo acts to community over competition, this progressive glimpse will inspire, expand your mind, add to your design tool set and enhance your knowledge of our current and future initiatives as floral professionals.



Presentation underwritten by Floriology
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter



Visual Impact

Saturday, July 27, 2019 | 10:45 am - 11:45am

Main Stage Design Presentation

Presenter: Michael Derouin AAF AIFD PFCI

The visual impact within retail establishments changes throughout the year. Oftentimes, these reflect not only the beauty of the season but also the sales opportunities. The experience achieved should leave our customers feeling inspired to purchase perhaps even more than was intended with each visit. Tips to keep your store relevant in today's competitive market, with simple yet highly impactful visual displays, are the emphasis of this presentation. Effective ways to merchandise fresh materials, integrated with decorative accessories, will leave you ready to return home and capture the essence of each season.



Presentation underwritten by Accent Decor
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter

DESIGN MAIN STAGE

EXPERIENCE



Three Lectures with Demonstrations round out the Texas Floral Expo Programming!

You asked! We listened! Three Lectures with Demonstrations round out the Texas Floral Expo Programming so that you can see first hand how the structure as well as the steps to completion of a design are mastered. There is nothing basic about the content. The lecture-demonstration format outlines the subject from start to finish!

A Fresh Look Christmas 2020

Sunday, July 28, 2019 | 9:30 am - 11:30 am
Lecture & Demonstration | Presenter: Scott Hasty AIFD

A Fresh Look: Christmas 2020 outlines what is known to be successful in designing for retail sell through in today's competitive market. In this presentation format, new to the Texas Floral Expo, the Lecture-Demonstration explores ways to expand the overall approach to maximize the potential of the most important season. This preview will provide the needed information to expand the possibilities and produce well thought out opportunities. It will further provide design styles and techniques to assist your development as one learns to offer exclusive floral designs that are not found just anywhere.

teleflora.

Lecture & Demonstration underwritten by Teleflora
Texas Floral Education and Product Partner
Gold Level Founding Texas Floral Education Underwriter



Personalized Floral Expressions

Sunday, July 28, 2019 | 2:30 pm - 4:30 pm
Lecture & Demonstration | Presenter: Fabian Salcedo

Join us as we explore ways to make unique and creative arrangements that speak to the families of those who have passed. As florists, we seek inspiration from the lives of those being honored so that we may transform that into tangible beauty. We will showcase modern renditions of traditional concepts as well as new and thoughtful ideas.

CAL FLOWERS
California Association of
Flower Growers & Shippers

Lecture & Demonstration underwritten by CalFlowers
Texas Floral Education and Product Partner
Gold Level Texas Floral Education Underwriter

Profitable Stylings for Exquisite Events

Sunday, July 28, 2019 | 2:30 pm - 4:30 pm
Lecture & Demonstration | Presenter: Chris Norwood AIFD PFCI

Chris Norwood shares a variety of creative applications that he masterfully implements event after event, week after week. He will highlight the decision process when reviewing a multitude of prop options. Oftentimes, the final requirement is simply the need for multiple applications in order for the prop to be profitable. He will illustrate the process to discover these options. Products on the shelf also provide opportunities! Learn how Chris spins inventory, used each and every day, into creative stylings for exquisite events! Whether it be extending or fine tuning your business, this lecture and demonstration will provide the expertise in learning the art of profitable events.



Lecture & Demonstration underwritten by
The Texas Floral Education Underwriters

EXPERIENCE

LECTURE & DEMONSTRATION

*Experience a glimpse into the Stars of Texas Event
where Talmage McLaurin AIFD will present the psychology of floral
design with an in depth understanding that spans decades.*

EXPERIENCE THE PSYCHOLOGY OF FLORAL DESIGN

PsychoFloral

Friday, July 26, 2019 | 7:30 pm - 10:30 pm

Stars of Texas Event | Presenter: Talmage McLaurin AIFD

To understand how trends emerge is to understand the very essence of human nature. Many of these trends influence the way we arrange flowers and why our customers are attracted to them. It is the psychology of floral design. Join the quest to find deeper meaning in the basic human needs that can change the stories we tell to sell flowers.



Underwritten by Texas Floral Education Underwriters
Texas Floral Education and Product Partners

EXPERIENCE THE BEST IN EDUCATION WHEN YOU LUNCH AND LEARN DURING THE TEXAS FLORAL EXPO!

*You asked! We listened! A Lunch & Learn Experience is offered each day
and included in your Best Combination of Events and Daily Registrations!*

What's Hot & What's Not!

Saturday, July 27, 2019 | Noon - 2:00 pm
Lunch & Learn | Presenter: Chris Norwood AIFD PFCI

Surrounded by New Products and New Varieties, the lunch & learn presentation will take you through all that is new! The latest in techniques and a glimpse into the visual merchandising of these products will provide much of what is needed to update your offerings. Consider this a one stop shop to view all that is new and to quickly see what's hot and what's not!



Presentation underwritten by the Texas Floral Education Underwriters



Discovering the Art of Leadership

Sunday, July 28, 2019 | Noon - 2:00 pm
Lunch & Learn | Presenter: Jody McLeod AIFD

I have often wondered how can I combine the two worlds I live in. My world of floral art and my leadership world as mayor of my hometown. How do I share my experience and my knowledge of leadership through an interpretive design program and create it to fruition?

Discovering the Art of Leadership defines leadership combining the similarities that exist between floral design and leadership. *Discovering the Art of Leadership* exposes the four distinct leadership styles and showcases the qualities and traits of each style. You will discover your leadership style and discover the leadership styles of others. What kind of leader are you? It is time to find out!

Lunch & Learn underwritten by
Texas Floral Education and Product Partners
Gold Level Founding Texas Floral Education
Underwriter Rio Roses
Silver Level Founding Texas Floral Education
Underwriter Syndicate Sales



EXPERIENCE
LUNCH & LEARN



Floral Myth Busters DeBunking the Folklore of Flower Care

Saturday, July 27, 2019 | 2:30 pm - 4:00 pm
Lecture & Demonstration
Presenter: Loann Burke AAF AIFD PFCI

From alum to aspirin, from bleach to 7-Up, this fun, interactive, and fast-paced design demonstration clears the air and dispels some long-standing myths about the art and science of flower care.



SMITHERS-OASIS

Lecture & Demonstration underwritten by Smithers-Oasis
Texas Floral Education and Product Partner
Bronze Level Founding Texas Floral Education Underwriter



It's Time for Round 3
Showcase your Style and Shine

Take a quick video with your
smartphone and submit it between
April 25th and May 19th

#TexasTalentSearch2019

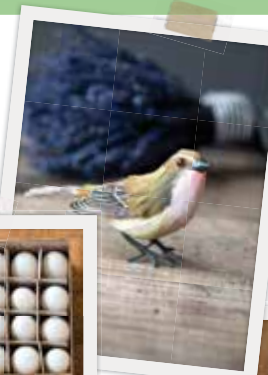
Visit tsfa.org for complete information

PARK  HILL



Shop our our complete line + 2019 introductions
parkhillcollection.com!

Feathered Songbird,
EAO90499



Market Bunny, SDX90515



White Chicken Eggs, EAY81252;
Quail Eggs EAY81249;
Goose Eggs, EAY81251



Egg Holder with Wooden Trivet, EAW81210;
Devised Egg Party, EAW81274

THE BUSINESS OF *Flowers*



Jodi McShan AAFSTM

Tax Law... Take Time to Get Acquainted

There's nothing certain but death and taxes. And guess what!??? We deal with both! This year there are new tax laws in place and many of the old ones we are used to. Each year you need to make sure that you are up-to-date on the tax law, and you must be paying what is required. This includes sales taxes, possible corporate taxes, payroll taxes, federal withholding taxes, and any benefits you are providing. Most, if not all, of your employees are W-2 employees, so you must properly pay them, withhold taxes and submit the same with additional taxes taxed to the employer to the government. It's an alphabet soup of everyone who gets paid. If payments are not properly made, then the

government can come after your business and you personally – and not just for what you owe! Penalties, interest and the original taxes owed can amount to three times, four times, or even more of what you were originally obligated to pay. Find a trusted accountant and work with this person to ensure that you are properly running your business and properly paying the government its cut.

As always, please contact a local professional to evaluate your business and situation before acting. This column is not intended to serve as tax or legal advice.

SIMPLY *Social*

Hashtags are a must in your social media marketing on Instagram, Twitter and Pinterest. Let's talk about why! Hashtags allow for highly specific audience targeting (one of the most powerful reasons for social media marketing in the first place). Targeting a specific audience enables you to increase your followers, engagements and find people who would be interested in your business. Also, hashtags give you the ability to listen and to monitor your brand and reputation. If you're not monitoring these hashtags, the conversations are still happening - you just won't know about it. Hashtags are also a great way to monitor what others are saying about your competition and about your industry as a whole. Knowing what others are saying about your industry also gives you an opportunity to participate in the conversation, being an influencer in the discussion and increasing awareness around your own brand. Finally, hashtags are a great way



to follow events in your industry, giving you the opportunity to participate and gain inspiration even if you are unable to attend. Make the power of the hashtag a must in your social media marketing and watch your efforts multiply!

For more information, contact
ashley@simplifiedsocialmedia.com

VICKERY
WHOLESALE GREENHOUSE
PATRICK R. BERRY
Owner
6314 Duffan Ln. (512) 291-0400
Austin, TX 78724 Fax: (512) 291-0492
pberry@vickerygreenhouse.com (800) 986-3580
www.vickerygreenhouse.com

AUSTIN

Rio
ROSES
1500 N.W. 95th AVENUE
DORAL, FLORIDA 33172
TOLL FREE 866-RIO-ROSE (746.7673)
FAX 305.594.0924
WWW.RIOROSES.COM
WWW.RIOROZON.COM

MIAMI

VICKERY
WHOLESALE GREENHOUSE
PATRICK R. BERRY
Owner
4911 East Grand Ave. (214) 824-4440
Dallas, TX 75223-2209 Fax: (214) 827-4321
pberry@vickerygreenhouse.com (800) 408-0323
www.vickerygreenhouse.com

DALLAS

Longtime Waco Florist and former TSFA President Harry Reed passes away



Albert Harry Reed, “Harry” to the thousands who knew him as longtime owner of Reed’s Flowers on Austin Avenue, made it through one last Valentine’s Day rush.

He died Saturday morning, February 16th, at age 97, nearly nine decades after his parents began the floral business that his daughter, Debbie, now oversees. Colleagues and friends on Monday remembered Reed for

his attention to detail — “the more detailed, the more time-consuming, the better he liked it,” said a staffer — his passion for treating customers like royalty, and his willingness to accommodate employees, especially those with children. Many a little one spent the day with mom fetching plants at Reed’s Flowers.

“He gave me a summer job when I was 16,” said Hatch Bailey, 58, recalling when he was a student at Vanguard Prep in Waco. He is now president and funeral director in charge at Wilkison-Hatch-Bailey.

“I did whatever he asked me to do, and I learned quite an appreciation for what he did. He was very hardworking. Whatever it took, from

delivering flowers to arranging them, he made sure it got done. He had a lot of help, but it all started with Harry.”

Regulars who trusted their floral deliveries to Harry Reed probably numbered in the thousands, said Jaquita Fleming, who for 27 years has worked at Reed’s Flowers on Austin Avenue, known for its green-and-gold signage.

“He was amazing,” said Fleming. “That’s what we’ve been saying the past couple of days: He made it through one more Valentine’s Day,” traditionally the busiest day of the year for florists, rivaled only by Mother’s Day. As usual, Reed’s Flowers added contract labor for the occasion, meaning nine drivers delivered 377 arrangements to locals from China Spring to Lorena.

Though the industry is becoming more competitive, Reed’s Flowers relied upon decades of good will and satisfied customers to remain afloat and blossom in the changing marketplace, said general manager Julie Schronk.

“We let the name speak for itself, as we do have a large clientele,” said Schronk. “There are customers who have been with Mr. Reed since the day he opened. Older customers are passing away, but we continue to market to the younger generation, including Baylor University students. They have parents and grandparents who used Reed’s for ages, and the tradition continues.”

3 Reasons Why You Should Join the Society of American Florists

1 GET SMART

OK, you’re already smart – but SAF helps members stay ahead of floral industry news and trends with the Wednesday *E-Brief*, Friday *Week In Review*, Saturday *Sales Wake-Up* and Floral Management magazine.



2 UP YOUR TEAM’S CRED

SAF’s webinars – free training at the convenience of your desktop for members and their staff on sales, social media and more.



3 GET A DIGITAL FACELIFT



Members save time and enhance their online look by using SAF’s free banner ads, social media graphics and all kinds of other free marketing materials.

There are so many more reasons why you should join SAF! Learn more:

SAFNOW.ORG/JOIN

 **SAF** | SOCIETY of AMERICAN FLORISTS
Your Growth is Our Business

TSFA *Calendar of Events*

Photos courtesy of
Klepac Greenhouses | Jimmy Klepac



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



MAY

- 12 Mother's Day
- 19 TSFA Board Meeting
Leander, Texas
- 27 Memorial Day



JUNE

- 5 Texas Floral Showcase
Houston Racquet Club
Houston, Texas.
For registration information
visit tsfa.org
- 7-9 Texas Certified Florist Classes
Current Design Styles & Techniques
Wedding Design Techniques
Sympathy Design Styles
TSFA School of Floral Design
Leander, Texas. For registration
information visit tsfa.org
- 9 Texas Master Florist Exam
TSFA School of Floral Design
Leander, Texas. For registration
information visit tsfa.org
- 16 Father's Day
- 21-23 TSFA School of Floral Design Classes
Dallas, Texas | Basic Floral Design
Sympathy Design | Care & Handling
Floral Management | Wedding Design.
For registration information
visit tsfa.org

**Proud Winner of Consumers' Choice
"Best Florist" Award Every
Year Since 2006**



McShan Florist

214-324-2481 • 800- MCSHANS
www.mcshan.com • Since 1948

DALLAS

HEIGHTS Floral Shop, Inc.
Wallace Nobles

Est. 1935
401 WEST 20TH STREET
HOUSTON, TEXAS 77008

713.862.8811
800.723.3252
fax 713.864.2686
www.heightsfloralshop.com

FTD
Teleflora

HOUSTON

**Austin's Finest Flowers
& Best Service**

Freytag's Florist

1-800-252-9145
Fax 1-512-345-1336

Ken Freytag • TSFA Past President
www.freytagsflorist.com

AUSTIN

Advertisers

Back Cover BloomNet | 866.256.6663

- 27 Freytag's Florist | 800.252.9145 | www.freytagsflorist.com
- 27 Heights Floral Shop | 713.862.8811 | 800.723.3252 | www.heightsfloralshop.com
- 27 McShan Florist | 800.331.3349 | www.mcshanflorist.com
- 24 Park Hill | 888.603.3334 | www.parkhillcollection.com
- 25 Rio Roses | 866.746.7673 | www.rioroses.com | www.riocorazon.com
- 26 Society of American Florists | www.safnow.org/join
- 27 Tubbs of Flowers | 800.288.1978 | www.tubbsofflowers.com
- 25 Vickery Wholesale Greenhouse - Austin | 512.291.0400 | www.vickerygreenhouse.com
- 25 Vickery Wholesale Greenhouse - Dallas | 214.824.4440 | www.vickerygreenhouse.com

TUBBS
of Flowers, Inc.

4517 S. STAPLES
CORPUS CHRISTI, TEXAS 78411

(361) 993-1978
1-800-288-1978
FAX (361) 993-9819

www.tubbsofflowers.com

CORPUS CHRISTI



QUALITY EDUCATION: A COMMUNITY COMMITMENT



Renato Cruz Sogueco
AAF, PFCI
Vice President of Digital
Strategy & Education



Jackie Lacey
AIFD, CFD, PFCI
Director of Education &
Industry Events



Donald Yim
AIFD, CFD, CPFD
Instructor



Sandy Schroeck
AIFD, CFD, PFCI
Instructor



Anthony Swick
AIFD, CFD, PFCI
Instructor



Lesley Bolden
AIFD, CFD
Instructor



Angelyn Tipton
AIFD, CFD, GMF
Instructor



Stacey Carlton
AIFD, CFD
Instructor

Upcoming Course Schedule

- April 7-11 **Wedding Bliss** Sandy Schroeck AIFD, CFD, PFCI
Special Events Challenge Jackie Lacey AIFD, CFD, PFCI
- June 9-11 **Certification and Competition** Jackie Lacey AIFD, CFD, PFCI
- August **Reinventing Everyday Designs** Donald Yim AIFD, CFD, CPFD
- October **Celebrating Life Everyday** Jackie Lacey AIFD, CFD, PFCI

Hear what
florists have
to say...

“Loved the class, classmates and Jackie Lacey is a great instructor. I learned so much in my first time attending. I'm sure to return in the future!”

- Jude Hobson - Beverly Hills Florist, in Beverly Hills FL



ACT NOW! To sign up or for more information about the Floriology Institute,
email floriology@bloomnet.net or call (904) 737-8500 ext. 258 • www.floriologyinstitute.com/register

