

APRIL 2018

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Upcoming Course Schedule

- Apr 8-10 **Wedding Bliss** *Sandy Schroeck AIFD, CFD, PFCI*
- Apr 11-12 **Special Events** *Jackie Lacey AIFD, CFD, PFCI*
- June 3-5 **Certification & Competition** *Jackie Lacey AIFD, CFD, PFCI*
- Aug 12-14 **Reinventing Everyday Designs** *Donald Yim AIFD, CFD, CPFD*
- Oct 21-25 **Celebrating Life Everyday** *Jackie Lacey AIFD, CFD, PFCI*

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- Christopher Branham, CFD, Christopher's Creations - Middlesboro, KY

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- Laura Kellogg, Laura's Garden - Chattanooga, TN ”

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Texas in Bloom

APRIL 2018 | VOLUME XXXIV | NUMBER 4

From the President



Debbie Woltmann TMFA

Springtime has arrived. TSFA Volunteers are quite busy this month sharing their time participating in events, attending committee meetings and assisting with high school certification. The association's outstanding achievements are a reflection of the time and talent shared by each industry volunteer. TSFA is your association and we invite you to participate in all ways possible.

The Texas Designer of the Year Competition, one of the stops on Houston's Azalea Trail, was a tremendous success. The Azalea Trail is a tour of selected River Oaks homes and their gardens. The annual event is organized and hosted by the River Oaks Garden Club. We were thrilled to be a part of this public event.

What an opportunity to connect our design competition to such a prestigious public event, especially to one that is centered around those who hold close a love of flowers. Showcased were the talents of seven outstanding designers, while we highlighted current trends in floral design. Each and every competitor offered their absolute best. Congratulations to Coby Neal AIFD PFCI who was named the 2018 Texas Designer of the Year. Many thanks to Event Chair Susan Weatherford and Competition Facilitator Debbie Lyon TMF and the TSFA volunteers who produced this event for a job well done. Please take time to read more about the Texas Designer of the Year Competition on pages 6-8 in this publication.

I was honored to represent TSFA members during Congressional Action Day in Washington, D.C. This event is coordinated annually by the Society of American Florists. To represent small business owners and discuss important legislation that influences our industry with our elected representatives was phenomenal. The legislators seemed eager to hear the industry's point of view. I feel events such as this make a difference in the decision process. I highly recommend attending an event of this sort, whether it be on a federal or a state level, when the opportunity presents itself.

The Level 1 and Level 2 Certification Testing season for high school students is in full process. We conducted the first testing at Cy Fair ISD Exhibit Center near Houston. It was a new location for certification and the students did well. We see improvements in their skills each year. Thanks to the TSFA Education Committee members, TSFA Board of Directors, and the TSFA members who volunteered. I appreciate you and enjoyed sharing the experience with each of you. I look forward to the days ahead with testings throughout April in Lubbock, North Richland Hills, College Station and San Antonio. If we are in your area I hope to see you there! Many hands lighten the work and we invite each member of TSFA to experience this most important work. To volunteer, please reach out to me or the TSFA office! Hope to see you along the way!

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THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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15 MONEY-SAVING FLORAL DESIGN TIPS

Just in Time for the Spring Holidays

Texas is pleased to welcome Sharon to Fort Worth on April 11th when she presents the Texas Floral Showcase program Trending at City Club Fort Worth. To register and for complete information visit tsfa.org.

Ben Franklin said, “Beware of little expenses; a small leak will sink a great ship.”

Florists often consider increasing sales the best path to profitability. Equally important is minding the pennies (and dollars) going out.

As the pace picks up during busy times, we sometimes become so focused on getting the work out that we forget to concentrate on profit margin.

Busy times or slow, if you can save \$50 or \$100 (or more) a week, you accumulate significantly more profit over a year. To assist you, here are 15 suggestions from Smithers-Oasis floral design directors for saving money year-round that you can begin to apply now.



1. STICK TO A DESIGN MENU

Create a flower menu before designing, then stick to your menu.

“Adding one more flower or accessory to a design because ‘it looks pretty’ eats away at profit,” shares Loann Burke AIFD, AAF, PFCI. “Building a flower menu on paper before the design is started ensures every flower, foam and foliage is costed out and nothing is given away.” Frank Feysa AIFD, PFCI agrees. “Sticking to recipes can help you to anticipate purchasing price and needs.”

He suggests using pre-made market bunches as an efficient way to save time and control costs when making detailed recipes.

2. BUY IN BULK

“Ask your wholesaler where the price breaks are when you buy fresh flowers or hard-goods in bulk,” suggests Kevin Ylvisaker AIFD, PFCI.

Frank also recommends buying in bulk to save money. “Ask for discounts,” he advises. “Worst case scenario is they will say no.”

3. REDUCE DELIVERY CHARGES

Organize weekly orders and try to receive only one delivery per week if possible. “If you are paying delivery charges each time you receive product it can add up,” explains Kevin. “Try to condense your orders to get as few deliveries as possible and save on extra fees.”

4. SORT ORDERS AND INVENTORY IN ADVANCE

“Separate orders into easy-to-do rose vases, cut bouquets, custom designs, etc., and assign arrangements to designers by skill level,” suggests Neville MacKay CAFA, PFCI. “This helps to assess what’s to be done and appropriates flowers by designer.”

5. MAKE MATERIALS EASILY ACCESSIBLE

Making the proper flower buckets easily accessible to the designer helps to hasten the design process.

“Do an inventory of stock – tape, delivery tags, foam, vases, band-aids ... the whole works,” says Neville. Position necessary hard-goods in easily accessible areas in advance of hectic design days. “Extra action, like every insertion, is money spent.”

6. USE FLOWER FOOD TO SAVE MONEY

While this may seem counterintuitive, spending money on flower food saves money in the long run.

“Proper use of flower food can double the life of the flower, giving the florist longer to use the flowers and the consumer more time to enjoy them,” says Loann.

“Use properly mixed flower food in storage buckets, vases and in the soaking water of floral foam to help keep flowers healthy, promote full opening and ultimately reduce waste,” she advises.

7. USE AUTOMATIC DOSING

Laura Daluga AIFD agrees on using flower food and suggests going further. “Save time and enjoy peace of mind with an automatic dosing system,” she adds. “We installed ours last year and saved a ton of time and guesswork by knowing we fed our beauties just the right amount.”

Overdosing not only wastes money, it can harm flowers. Automatic dosing systems help prevent both.

8. DON'T CUT STEMS

Use a no-cut flower food, says Laura.

“Save on labor and stem length—buy a 60cm rose and sell a 60cm rose! Save hours of time and labor while processing dry packed flowers.”

FloraLife is a Smithers-Oasis company that makes no-cut FloraLife Express Universal 300.

9. CHOOSE THE RIGHT FOAM SIZE

Save the time and frustration of piecing smaller foams together by using a larger-sized foam to create a secure mechanic, suggests Frank.

“Take advantage of larger foam sizes, such as Grande bricks, that are appropriate for sizable designs.”



10. KEEP PRE-SOAKED FOAM ON HAND

Speaking of floral foam, Neville reminds us that while it's basic advice, a good reserve of pre-soaked foam is a time-saver.

11. CLEAN BUCKETS TO REDUCE WASTE

Also offering basic advice, Franks suggests that you “clean tools and buckets with DCD to avoid bacteria build-up and keep aging flower waste down.”

12. INCORPORATE FREE SPACE

I like to use linear materials like Midollino, bear grass or line foliage to help incorporate empty space into a design and increase its perceived value.

A void is a linear material that connects the positive space—flowers—with the negative space—space between flowers—in a design. Use this technique to expand the salable space of a design without adding the cost of more flowers.

13. “GREEN” FOAM DESIGNS LAST

“When designing in foam, try greening the arrangement after flowering,” suggests Loann, “rather than greening the entire design before adding flowers.”

This diminishes the amount of foliage needed to cover mechanics and allows you to strategically place the foliage as an integral part of the design.

14. “GREEN” VASE DESIGNS FIRST

For vase designs, Neville suggests greening in advance. “Time is our greatest resource and can be a huge money saver!”

“Prior to busy holidays or when racing against the clock for an event and waiting for the delivery truck that still hasn't arrived, go ahead and prep your vases with greens and water so you can quickly add flowers at the last-minute.”

15. CONVERT FLORAL TRASH TO CASH!

I like to suggest keeping small design bowls on your workstation to tuck in broken stems and loose buds of small flowers, creating miniature designs.

Sell these small and inexpensive arrangements from your cooler or sales counter as impulse buys rather than throwing those loose and small flower heads into the garbage.

BEWARE OF LITTLE EXPENSES

As one of our founding fathers said, beware of little costs. In preparation for the upcoming busy spring season, analyze each department of your flower shop to see where these money-saving tips might be employed.

What money saving tips can you employ to hold onto more of your shop's profits?



Smithers-Oasis North America Design Director Sharon McGukin, AIFD, AAF, PFCI, is a speaker and author known for her “edutaining” floral design tips and Southern charm. She has four decades of design experience, is past president of AIFD and lives in Carrollton, Georgia.

Article provided by Bronze Level Founding Texas Floral Education Underwriter Oasis Floral Products.

And The Winner Is...



On Saturday, March 3, seven competitors met in Houston to compete for the Texas Cup and to be named the Texas Designer of the Year. The day began with one designer short and a missing emcee thanks to the Nor'easter that blew in, shutting down the Philadelphia airport. In true Texas style, Event Chair Susan Weatherford and Competition Facilitator Debbie Lyon pulled off the event without blinking an eye.

The competitors participated in three categories: 1) a design interpretative of the Azalea Trail 2018 theme *Blossoms on the Bayou*, 2) florals to grace today's home, and 3) a surprise situation presenting the challenge "A client calls. She has just finished reading cover to cover Laura Dowling's *A White House Christmas!* She would like you to create a floral design to complement the style and color of the mantel design in the Red Room of The White House. She just knows whatever table design you create will also complement the Ruched Ribbon Wreath that she has created following Laura's step by step techniques from the book!" This was perhaps the most exciting of the three categories!

Laura Dowling was to have been with us however Mother Nature had other ideas. She was unable to attend due to the blizzard that hit the northeast. We missed her but as the story goes...the show must go on!!! Throughout the day dozens of visitors came through to view the competition and hear from Lynn Lary McLean as she shared the competitor's designs ... the styles, the flowers, care and handling, and why TSFA was selected to part of the Azalea Trail.

One of the competitors made it clear that even on the days leading up to the competition he was "on the fence" about competing. We are certainly glad that he decided to compete! Coby Neal AIFD PFCI started the afternoon with his interpretative design on the bayou waterfront with an egret on driftwood which was, in less than the 45 minutes, transformed with the florals carefully placed. He then took the break, gathered his tulips, and began round two with a garden style design that began with a selection of plants and was carefully completed featuring groupings of red tulips and selected blossoms placed to appear as if they were growing side by side with the foliage placements. A design that would certainly grace today's home. His day was complete with a holiday design tied up with bow and topped with flowing stephanotis vine to top the floral package. The details of this design and much more set Coby apart. His doubts vanished when his name was announced as the winner and he was named Texas Designer of the Year. Texas is proud that his incredible talent was reflected through his efforts. The competitors applauded and celebrated his accomplished win. Texas looks forward to the time when Coby Neal AIFD will represent the State of Texas in a national competition later this year. Congratulations, Coby!

The Texas Designer of the Year was awarded the engraved silver Texas Cup, a crystal star and named a Star of Texas, the blue ribbon, a cash prize of \$1,000.00, and expenses up to \$1,000.00 to represent Texas at either the Sylvia Cup at the Society of American Florists' Convention or the NAFA Design Competition at the National Alliance of Floral Associations Convention.

Each of Texas' seasoned designers truly astounded the judges with their creativity, style, and proficiency of the principles and elements of design. In a close second place, Richard "Ace" Berry AIFD showcased three well presented monochromatic designs capturing each category and displaying Ace's complete mastery of creating interest and drawing the eye through each and every design. Congratulations, Ace!

The third place winner was new to competition and truly did an outstanding job with his creative use of the products provided. Abel Gonzalez-Mencio TMF, exemplified his abilities in not only floral placement but also in his incorporation of the decorative accents, a deconstructed grapevine wreath, and modification of the ribbon. Congratulations Abel!

The reception not only entailed announcements of our winners. Attendees also experienced a "sneak peak" at the "Lynn" rose by Rio Roses, which was named during the 2017 Texas Floral Expo to honor Lynn Lary McLean. These roses will not be available until late 2018, but a special shipment of only 50 roses arrived in time for this event, and we were able to see it for the first time. Mark your calendars for late 2018 when these breathtaking roses will be available from Rio Roses.

It was an event that would not have been possible without the generous invitation and assistance of the River Oaks Garden Club who not only hosted us but organizes the entire Azalea Trail event for the City of Houston to enjoy. TSFA expressed grateful appreciation to River Oaks Garden Club Chairs, Tammy Jenkins and Liz Rigney.

Article written by Jodi McShan AAFTMF



1ST PLACE TEXAS DESIGNER OF THE YEAR Coby Neal AIFD PFCI



2ND PLACE Richard "Ace" Berry AIFD CFDTMF



3RD PLACE Abel Gonzalez-Mencio TMF



Ashley Timmons



Mary Ann DeBerry TMF



Kim Jones AIFD CFD TMFA



**Marilyn Schuenemann
AIFD CFD**

2018 Texas Designer of the Year

Meet Coby Neal AIFD



Coby W. Neal is an award winning and nationally recognized wedding and event florist based out of Austin, TX. He has owned and operated his flower shop, The Flower Studio, for over 20 years and has lived most of his working life creating art out of flowers. His recognitions include the Lifetime Achievement Award from the International Special Event Society, Grand Prize Winner of the Sylvia Cup Design Competition, the Texas Star Award for Best Floral Design, Grand Prize winner of the Sun Valley Cup award, among many honors. He is a lifetime member of the American Institute of Floral Designers and the Professional Floral Communicators International. As a born and bred Texan, he is also a member of the Texas State Florists' Association and the Society of American Florists, for which he is a regular speaker during yearly conferences.

As an Austin-based designer, his dedication to the local community involves donating countless hours and floral decór to organizations such as Lifeworks, The American Heart Association, St. Davids Healthcare, Seton Hospital, Breast Cancer Awareness Association, Austin Ballet, The Red Cross, and many more.

When Coby is not working tirelessly to create floral masterpieces he can be found tending his garden at home and caring for his little dog.

Success on the Azalea Trail

25,000 walked the Azalea Trail! River Oaks Garden Club President Lisa Mears and Blossoms on the Bayou Co-chairs Tammy Jenkins and Liz Rigney express a most sincere appreciation to Texas State Florists' Association for being a part of this most amazing day! 6,000 visited the Kilroy Center over the weekend to experience the competition on Saturday and to see the displayed designs on Sunday!



Photo Credit | Rick Gardner





Making Texas Floral Education Possible

PLATINUM



GOLD



SILVER



BRONZE



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EQUIFLOR, HOME OF RIO ROSES

A Tradition Of Quality



The story of Equiflor, home of Rio Roses, is one of quality, consistency and a dedication to the consumer. What started in 1986 as a family business has grown over the past three decades into a household name, with their nationally-branded, fresh-cut Rio Roses distributed via a network of flower wholesalers across the United States and Canada.

Quality Starts on the Farms

Equiflor's dedication to quality starts at the farm level: By owning and operating over 550 acres of fresh flower farms, Equiflor is able to closely monitor the flower growing process, which enables them to maintain a high standard of quality parameters in the production, harvest, and packaging of fresh-cut flowers. Grading specifications are created for each product to ensure consistency and superior performance; these grading standards provide customers with the best value in stem length on the market.

Equiflor works continuously to improve the variety selection in their product lines and services, with the overriding objective to increase the value proposition to their customers. Currently, they are making significant investments in technology and production to become more efficient and effective, while creating new services to support their customers and partner farms.

On their multiple farms in Colombia and Ecuador, they grow over 150 Rose varieties, 12 varieties of Spray Roses, Ranunculus, and Delphinium. The Andean Mountain range has the perfect climactic conditions, rich volcanic soil and optimum light intensity, which allows Rio to produce flowers year-round.

The quality control continues at their state-of-the-art distribution center near Miami International Airport, the "gateway to Latin America." This 50,000-square-foot facility houses their high-end shipping, marketing and customer service facilities, with state-of-the-

art refrigerated storage and a team that works diligently to uphold the highest standards. Each day, quality control specialists assess all incoming shipments of flowers to ensure they meet the highest quality, grading and packing standards.

The Importance of Branding

Long-term success does not just come from having a quality product: you need to make that product known and desired. That's where branding comes in. Equiflor has spent years developing a brand around roses – not an easy feat with a perishable product!

"Rio Roses" was the first and arguably the most prominent brand of its kind, and Equiflor Rio Roses has been known for decades as "The Rose Specialist".

Branding is important for many reasons. A great brand, for example, will be the first thing a customer thinks of when determining which product to buy. Branding creates a perceived value that differentiates one product from all others, and it is key to long-term, profitable customer relationships.

For Equiflor and their Rio Roses brand, this has meant developing the tools and partnerships that have made Rio Roses a household name. From marketing materials and training programs, to exclusive partnerships with distributors in various markets, to the popular "Rio Roses + Romance = Revenue" show, Rio Roses offers specially-tailored marketing and communications support to ensure their partners are continually successful in an ever-changing industry.

With the expansion of their product lines Rio has grown in scope: now they are not just known as The Rose Specialist, but are recognized as Growers of the World's Finest Flowers.

Not Just Roses: New Products from Rio

Equiflor is known primarily for Rio Roses, however they carry over 20 different product types and hundreds of unique floral varieties. Their fresh flowers are packaged and distributed under five exclusive, registered trademark names: Rio Roses, Private Collection, Baby Rio, Rio Carnations, and Rio Specialty Flowers, including Chrysanthemums and novelty products like Ranunculus and Delphinium.

Recently, Equiflor introduced new premium product lines from Costa Rica under their brand Rio Specialty Flowers: Lilies, Freesias and Gladiolus. Equiflor now carries Rose Lilies, Oriental Lilies and LA Hybrid Lilies in different varieties, colors and grades; Freesias in six colors, both super select and giant; and Gladiolus in five colors.

The production of these bulb flowers in Costa Rica is ideal, as the climactic conditions and fertility of soils are nearly impossible to improve. This enables Equiflor to provide flowers that meet their high-quality standards, year-round.

LivRio E-Magazine

To help their customers and distributors stay up-to-date with the latest industry happenings, trends and Rio news, Rio Roses introduced their LIVRIO e-magazine in January 2017. Published monthly and exclusively available online at rioroses.com, LIVRIO embodies the mission of Rio Roses and serves as an extra source of information for both wholesalers and retailers.

Each issue contains stunning imagery and provides more in-depth information about specific Rio products, like the “Bloom of the Month” or featured seasonal collections hand-curated by their floral designer.

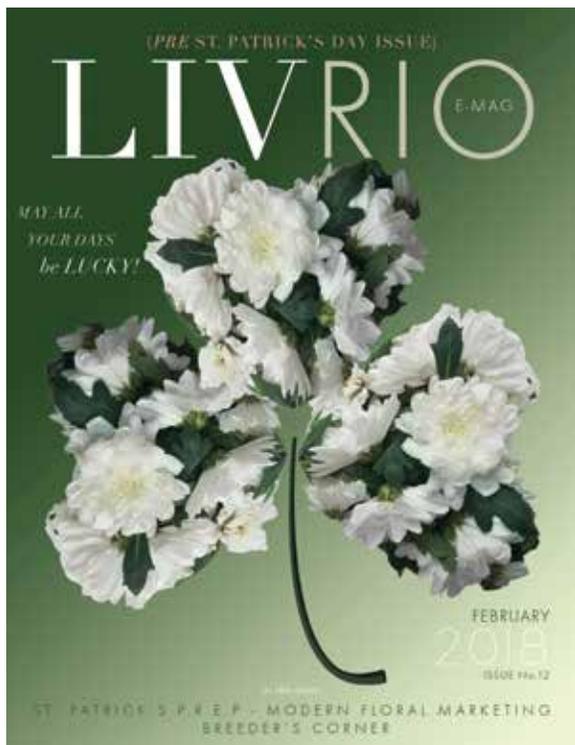
The monthly P.R.E.P (Plan | Review | Execute | Profit) section shares helpful tips and marketing ideas geared toward upcoming floral-centered holidays. Additionally, each issue features the Breeders Corner, which highlights a specific breeder along with their top six most recent varieties. The magazine also includes articles providing insight into specific industry trends, such as consumer spending habits, new color trends, social media trends and more.

LIVRIO also gives a glimpse into the Rio Roses family, sharing stories and insights from members of the team and highlighting community outreach activities.

Quality, Selection and Value

In an Ever-changing Industry. Change is inevitable, and Rio Roses is continually striving to provide innovative floral products to their wholesale partners. With stringent quality control at every point from the farm to the final delivered product, combined with innovative marketing programs and educational materials, Rio works to ensure long-term success for wholesalers and retailers – and happy, satisfied customers.

To discover more about Equiflor, home of Rio Roses, visit www.rioroses.com.





REGISTRATION FORM

SOUTH SHORE HARBOUR RESORT AND CONFERENCE CENTER

July 13-15, 2018 | League City, Texas

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

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Please circle your event choices and cost, total and send with payment by email: txsfa@sbcglobal.net,

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		ADVANCED <small>(before 7/6)</small>	REGULAR <small>(after 7/7)</small>
CHOICE #1	BEST COMBINATION OF EVENTS Saturday, July 14th Product Gallery with a light lunch Keynote Presentation with Signature Personality David Tutera Step & Repeat A Photo Opportunity with David Tutera Refreshments Dining with Tutera Sunday, July 15th Presentations by Floral Personalities Christopher White and Kiana Underwood A Glimpse into the World Cup Luncheon with Pete Samek AIFD	\$375	\$450
CHOICE #2	Saturday, July 14, 2018 Product Gallery with a light lunch Keynote Presentation with Signature Personality David Tutera Step & Repeat A Photo Opportunity with David Tutera Refreshments Dining with Tutera	\$225	\$295
CHOICE #3	Sunday, July 15, 2018 Presentations by Floral Personalities Christopher White and Kiana Underwood A Glimpse into the World Cup Luncheon with Pete Samek AIFD	\$250	\$325
CHOICE #4-7	Choices 4-7 noted below include Hands on Design Experiences, the Texas Floral Endowment Fundraiser Event and Time with Tutera! <i>We encourage you to consider adding these choices to your above selection!</i>		
CHOICE #4	Friday, July 13, 2018 Hands-on Design Experience <i>Trending Socially</i> Christopher White Limited to the first 25 registered.	\$125	\$150
CHOICE #5	Friday, July 13, 2018 Hands-on Design Experience <i>Old World Florals for Today</i> Kiana Underwood Limited to the first 35 registered.	\$195	\$250
CHOICE #6	Friday, July 13, 2018 Celebration Cruise Light Dinner, Drinks & Kemah Boardwalk Fireworks Limited to the first 75 registered. <small>*Member discount not applicable as this is a Fundraiser for the Texas Floral Endowment</small>	\$100*	\$100*
CHOICE #7	Saturday, July 14, 2018 Time with Tutera <small>*Member discount not applicable.</small>	\$125*	\$125*
Total all Choices Here			
TSFA Member include your 25% discount here			
Member Registration Total			
Non Member Registration Total			

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Signature _____ Date _____



Reflections

The time spent with David Tutera discussing a variety of questions was incredibly uplifting. The stories shared quickly confirmed that life's experiences, no matter how grand, have a basis that we all share.

It was a wedding, that David remembers as the event, that offered for the first time the feeling of "I am on my way!" The client was a bit "difficult". His nerves a little shattered. Challenges would present themselves, as new doors opened, in a high end yet demanding world. He described his feelings, as often shared in the old story, as a little fish in a little pond swimming towards a big pond with untold opportunities.

The wedding was the first weekend after the New Year. Casablanca lilies were ordered early so all would open and be perfect! The pollen was removed! Every detail of care & handling was followed. All was set and ready!! Watch out New York!! This wedding decor was going to be amazing...and then, driving in a rental truck to the opportunity of a lifetime the lilies (yes...you guessed it!) froze. His heart stopped and once it started beating again the professional stepped up and headed to the New York Flower Market, with all possibilities of profit out the door, he found lilies!! The event was spectacular and this little fish dove deep into a very big pond!

With the talk of this event, New York society opened their doors to David Tutera! It was not long after that he received three phone calls that opened the next series of doors. The first was a reach out to design a post party for the Grammys in L.A. The second was to travel to England to design an event for Prince Charles at St. James Palace. The third was a call from Nancy Reagan to design a party for her. Life, as he knows it today, is a reflection of the success resulting from these calls.

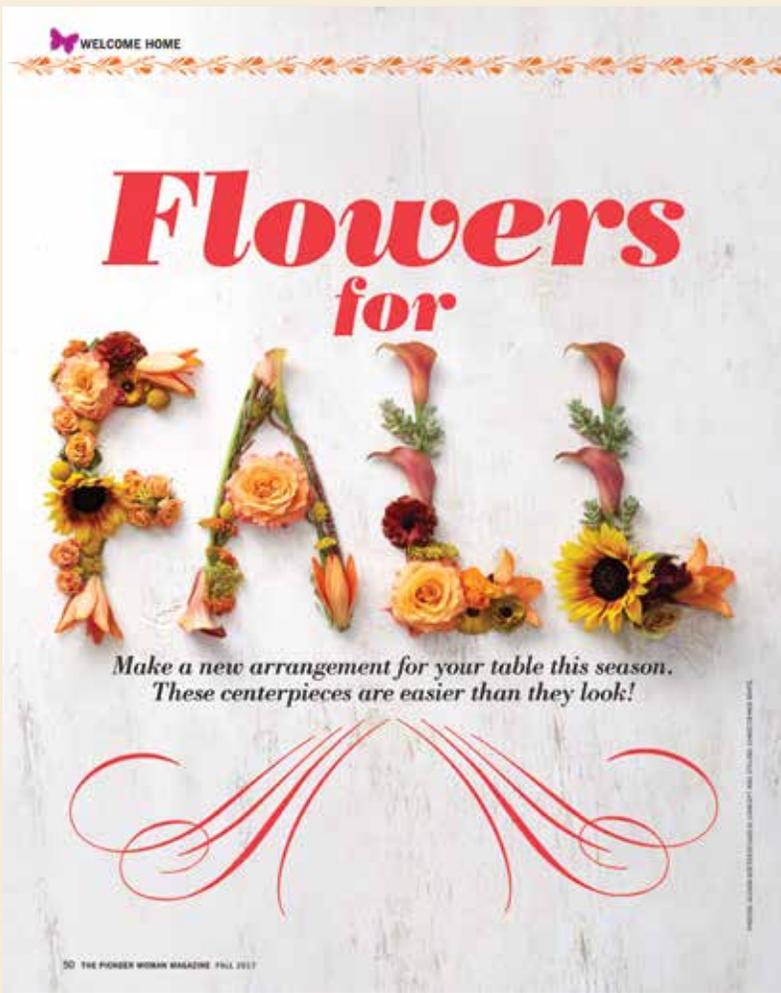
The calls continued and the list of successful events were celebrated, constantly leading to future accomplishments. Looking back to some of his favorite experiences and a couple of conversations that meant the most were the ones with Nancy Reagan...always lovely, and Elton John... quite respectful.

His days have been spent with so many fascinating people, when asked if he could meet anyone in the world who might it be, he quickly responded Liza Minnelli, Lady Gaga and Jennifer Hudson. He hoped that Liza Minnelli would share more about her mom and about her career. The question of Lady Gaga would be to share just who was her inspiration!...and with Jennifer Hudson...well, he would just want to hang out and be friends!

These life experiences reflect one who reached out and shared his talent with the world. Doors opened and he confidently walked through each and every one. He listened to what was needed at the time and expressed the needs of the event through the beauty reflected in his talent. To spend a day with David in Texas will add to our life experience and open a door for us to walk through holding close all we will learn through the reflections of his life's experiences.

Kiana Underwood's approach to floral design is a lush, asymmetric, garden style that looks as if the florals were plucked straight from the garden. Kiana sees floral design as art, an art that brings nature to the vase.

Texas offers an opportunity to study with Kiana as well as see her Texas debut main stage presentation during the Texas Floral Forum in July.



A Floral Collaboration

Christopher White will present a Hands-on Workshop during the Texas Floral Forum sharing the best approaches to make the most of your marketing on social media. Here is a glimpse into what Christopher does each and every day in New York City. His stylings have graced numerous publications. When Pioneer Woman wanted the best for her fall publication, our Texas Floral Forum presenter was selected!

Here is what Christopher has to share about his experience!

Just like how every bride and every wedding is unique so it is with me and my editorial clients. The creative directors and art directors of each publication come to the table with a range of needs for the project at hand. Some of my clients know exactly what they want and have a very specific look that they hope to convey with each story and issue. Some have a very specific brand identity and hire me to help execute and bring forward their specific point of view in the project. Others are open to suggestions and look to me for input. It is a pleasure to share just a few of these experiences in the next two issues of *TEXAS in Bloom*.

Other times clients come to me looking for ideas. For the fall flower story that I recently completed for Pioneer Woman magazine, the photo director approached me to concept and style the story. I worked with the editors to create arrangements that were fun and aspirational for the reader as well as in line with the magazine's esthetics. One of the criteria expressed was to use flowers that were easily available to the reader and simple enough in design that the reader could recreate the design if they were so inspired. I developed mood boards with three different concepts with each concept having three different floral and vessel options. These boards were then submitted to the team. We then worked together to finalize the concepts

combining a few ideas and altering others to complete the arrangements that are seen in print. After the concepts were decided I then pulled the background and surface options for each shot. We also collaborated on the opening shot where I used florals form the shoot to spell the word "Fall " in blooms.

This is an area of my overall work that I truly enjoy. To have the opportunity to collaborate with so many experts in their fields brings forward the absolute best. I look forward to being in Texas in July and sharing the components that I have learned that will assist those who take the time to apply the lessons to expand the professionalism and strategy. These applications will provide what is needed to extend the launch and create the absolute best in social media marketing.



Hands-on Experiences you don't want to miss!

AN AMAZING VALUE AT THE TEXAS FLORAL FORUM

TRENDING SOCIALLY

Christopher White

There is no escaping social media as much as we may want to sometimes. It is here to stay! If you are not embracing social media as a component of your marketing then you may be missing critical engagement with your customers. This hands-on design experience will review design elements that work best, highlight tips to showcase your style and help you develop a strategy to create a social look across all platforms. This experience is scheduled Friday, July 13th from 1:00pm - 3:00pm.

Christopher White, a New York based designer, returns to Texas. His creative stylings for well known publications as well as his understanding of the relationship between interior and floral environments brings depth to this experience. His ability to share design information while applying the needed business components will add great value for all who carefully study the detailed elements of this workshop.



Photographer Credit | Megan Senior



Old World Florals for Today

Kiana Underwood

In this three hour hands-on design experience, scheduled Friday, July 13th from 3:30pm to 6:30pm, Kiana will demonstrate how she creates designs reminiscent of masterful still life paintings, and truly brings "nature into the vase". This is quite the opportunity to learn from this amazing designer during her Texas debut. To create hands-on, with each and every step thoroughly expressed, will open untold possibilities. The canvas, reflective of the masters' greatest work will come alive through her teachings.

Kiana Underwood travels internationally presenting workshops and main stage presentations. These global experiences and her longtime interest in this style of design brings an abundance of knowledge and a wealth of understanding. Pages of art history will unfold through all learned in this masterful workshop.

Flowers are a Medium to Connect with People, Inspiration, Discovery

Amy C Neugebauer AIFD CFD TMFA



Member Spotlight

*H*aving spent 25 years in the fashion industry on the East Coast, I found myself in another part of the country... Texas! (Amy, her husband, Ken and daughter Kaley found their new home in Texas and for all that know Amy, are we ever so happy that they did.) I had been a volunteer mom for 10 years supporting our daughter in various activities at church, school and in sports. Life opened up a time that I was ready to re-enter the workforce. With a Bachelor of Science degree from Purdue University I began to think through the possibilities of just what might open up in the great state of Texas.

My mother was a gardener. My childhood home was my first place of inspiration, constantly decorated with flowers from our yard. During my high school years I worked at The House of Flowers, the "premier" flower shop in Madison, Indiana.

My husband purchased an orchid plant from The Blooming Idea for my birthday. It was so artfully decorated; it reminded me of New York and my years there. I discovered that I missed creativity dearly.

These life experiences evolved and it was soon my goal to be employed at a floral shop that created so beautifully. So I began. I took flower classes at the local community college and at the completion of that program, we were tested for entry into the TMF program.

I gained TMF certification in June and began working at The Blooming Idea (my dream!) in October, 2010. The rest, as they say, is history. Owner Mary McCarthy AIFD CFD TMFA is a strong believer in education and encouraged me every step of the way! It has been my privilege to continue my studies through numerous opportunities to include:

- Designing for Excellence with instructors: Jim Johnson AIFD, Hitomi Gilliam AIFD, Mary Linda Horn AIFD, and Lottie Wilkes Ny AIFD
- Studies with Phil Rulloda AIFD
- Floriology Institute: Certification and Competition Class
- TSFA Hands-on Design Experiences with Kevin Ylvisaker AIFD and Leopoldo Gomez
- 3 day Class with Gregor Lersch
- TSFA Convention programming as well as Texas Floral Expo, Forum, and Showcases presented by TSFA
- AIFD National Symposium

Because of the education that Mary encourages and our designers partake, our shop is known for creativity and innovative designs. My sales and merchandising background offers yet an additional resource for our shop.

I am active in TSFA because I want to give back to an organization that was so welcoming to me. Not only did I feel welcome, but TSFA continues to offer numerous

courses to assist anyone at any level in “raising the bar” for floral design education as well as offering courses to highlight the business of flowers. The art of floral design is a lifelong pursuit. There are always new products, advancing trends, and much to explore. TSFA offers these platforms in numerous ways.

For me, the art of floral design has surpassed just designing beautiful product. It is a means to reach others through the medium of flowers. I am not talking about which flower means what, but I am talking about reaching out to each customer who is seeking flowers for whatever occasion or for no occasion at all. Flowers are a medium to connect with people. In our society today, connection is sorely needed. I feel it with every customer. They leave our shop with a smile and a feeling that today somebody really cares. And yes, we love getting the feedback that a recipient truly loved their arrangement. That means the sender was able to communicate a feeling an emotion and it was truly expressed through the design created and appreciated.

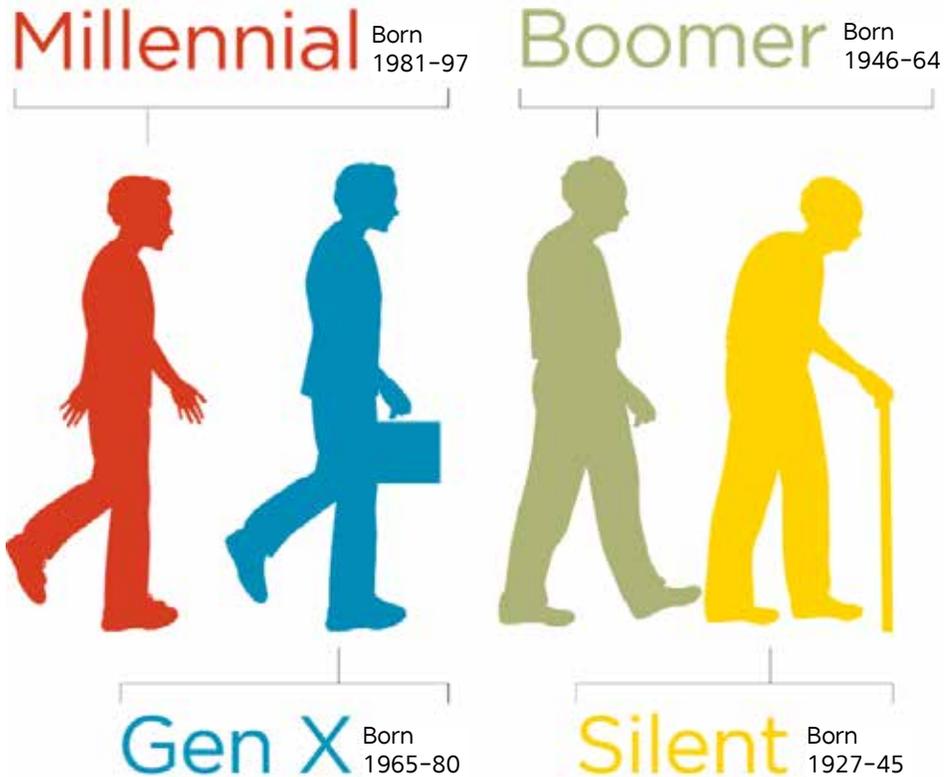
And THAT is why I so love this Floral Industry.



THE BUSINESS OF FLOWERS

Customers Today Are More Diverse Than EVER!

In the March issue of TEXAS in Bloom the Millennial was reviewed. Here we explore the similarities and differences of the span of generations hoping to shine a little light on the many possibilities awaiting you!



As medicine improves, people are living longer and longer. As we are seeing, this greatly changes our communities, but it also impacts our marketing and the spending habits of the population at large. In the past, companies needed to target one to two generations, but today, our customer base is ever-expanding. As florists, we cannot be everything to everyone, but we can be aware of who our customers are and how they spend.

We further have to consider that a generation is not just about when you were born. It is how you grew up, how you think, how you form your beliefs, and how you view the world. Each generation is a specific mindset and spending type.

Millennials

If you have been living under a rock, the most talked about generation today is millennials (1981-1997). Past generations easily identify or are, at worst, complacent in identifying with their generation (Baby Boomers, Generation X, etc.). However, Millennials stand true to their stereotype and break the mold; 40% do not identify as being a part of the millennial generation. Each wants to be unique and searches to find the company that truly understands his | her needs.

Truly a contradiction, the millennial generation wants things fast and wants them now, but they want them customized. While they still have less disposable income than the Baby Boomers and Generation X, they are spending. This spending is on outward experiences and not on housing, cars, and items. Enter florists. We have the unique opportunity to appeal to millennials and show them our diversity, celebrate their diversity, and celebrate uniqueness.

Millennials do not spend the most per capita YET, but they are the biggest group we have now - surpassing Baby Boomers by millions. They are still up and coming in their jobs and growing their incomes; soon, they will be, by far, our biggest potential spenders ever.

Generation X

Stepping back a generation, Generation X (1965-1980) has the most disposable income and is the group that is able to spend money on flowers. To them, it is not the experience, it is what you have to show for what you paid - value. This generation is stepping out from their parents, the Baby Boomers, and are still collecting things. They have the high-priced homes, fancy cars, and nice clothes. But how do we reach Generation X?

This generation is used to being stuck in the middle between Millennials and Baby Boomers, and they do not feel themselves to be unique. They are skeptical and question "what's

in it for me?” As retailers, we need to show the benefit to making the purchase – why we are better and what some may consider the traditional sale. Generation X works to live and spends to show the fruits of their labor and often spends beyond their means. Retailers need to show this generation how they can make the biggest bang for their buck and make the impression.

Generation X is the smallest in number, but the biggest in spending power per capita. Show them the benefit, and they will support you.

Baby Boomers

The much-publicized Baby Boomers (1946–1964) actually spend similar to millennials when you are looking at percentages. When it comes to reasoning, the generations diverge. Children of the Silent Generation, Baby Boomers are happy to spend and are loyal. This generation defines work as life and does not truly quit – expanding their spending power later in life more than we have seen in the past. Their spending habits (versus saving) also lead to working later in life and delayed retirement.

This generation proved themselves through their work and are happy to show what they earned through their work and spend. This is opposed to where we see some Millennials saving (possibly a reaction to the debt seen in Generation X), and it is one of the major differences in marketing between the two generations. Baby Boomers are willing to spend; we just need to show them how to spend it – something they can enjoy and share with others.

Baby Boomers are still the largest customer group when looking at total dollars spent on items such as flowers. They are willing to spend and have the income to do so – while Generation X will spend more per capita, Baby Boomers have the numbers on their side and their sheer size dominates the market.

The Silent Generation

While some florists may see some of the Greatest Generation (1928 and earlier), most of our oldest customers will be of the Silent Generation (1927–1945). This generation survived the Great Depression and World War II, and their spending habits show it. They save and are very particular as to what they want.

This generation truly knows the value of a dollar and may, in our eyes, over-value it. They truly need to understand exactly what they are getting and that they are getting the full value for what they pay. This is partially due to their generation, and it is partially due to the fact that many are now on fixed incomes. As florists, we need to highlight exactly what they are purchasing and how this stretches their dollar for the most impact.

The Silent Generation is shrinking daily, but we cannot forget them. They are the same customers we have served in the past, and they are the same customers that will pass along our companies to their children and grandchildren.

What Does This Mean For Me?!?!?

As even Amazon discovered, you cannot be everything to everyone. We must be aware of who is spending now and how they are spending and keep an eye on what populations are growing. Florists must adapt to the changing trends while maintaining who we have always been – it is what people want. You often hear “Millennial” and think “ugh… they bought it online.” Step back and realize that while our generations are apart in spending, they might not be as different as we may think. The same unique and one-of-a-kind design that the Baby Boomer expects is what the Millennial expects (albeit maybe a bit faster ;)). Understand your customers’ history, who is spending, but also why. When we understand what motivates each generation to spend, we can better understand how to market. Perhaps we need a “value” option and a “customized” design. It appeals to more people with just a few extra clicks…because let’s be honest, the internet trend is not going away.

In support of the article
Sharon McGukin’s Texas Floral Showcase
Presentation & Power Point
<http://www.ipmahrsouthern.org/2014-JointConference/presentations/John%20Martin%20-%20Generations%20Handout.pdf>

Written by Jodi McShan AAF TMF

Simply Social



Marketing to the different demographics of your audience on social media can be simplified by knowing the platforms and knowing your audience. Each social media platform is different and will yield different results from your target audience if you approach each platform with the understanding that they are not the same. Instagram, for example, is a great place to reach a younger demographic. In 2017, 75% of Instagram users were in the 18-29 demographic. Understanding Instagram as a beautiful and inspirational platform and knowing it is a space for you to target an audience in the 18-29 age range should impact what content you post to this platform. However, Facebook, has an older audience with 25-34 as the most common demographic, followed by 35-44, with 18-24 and 45-54 closely in 3rd and 4th, respectively. Understanding your Facebook audience is older and understanding how to market to them on Facebook is the key to a successful strategy on this platform. When looking at the differences between the two platforms and the audiences who spend their time on each, it is important to think of how you post to each of these platforms and how your content strategy should look as different as these two platform's different audiences. Take the needed time to analyze your target market in order to capture the best reach!

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TSFA *Calendar of Events*

Designer Credit | Donald Yim
Photographer Credit | Cody Ash Photography



APRIL

- 1 Easter
- 11 Texas Floral Showcase
City Club | Fort Worth, Texas
For more information telephone the
TSFA office, 512.834.0361 or to
register visit tsfa.org
- 25 Administrative Professionals Day

MAY

- 13 Mother's Day
- 19 TSFA Board of Director's Meeting
TSFA Office | Cedar Park, TX
- 28 Memorial Day

JUNE

- 1-3 TSFA School of Floral Design Classes
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- 17 Father's Day

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