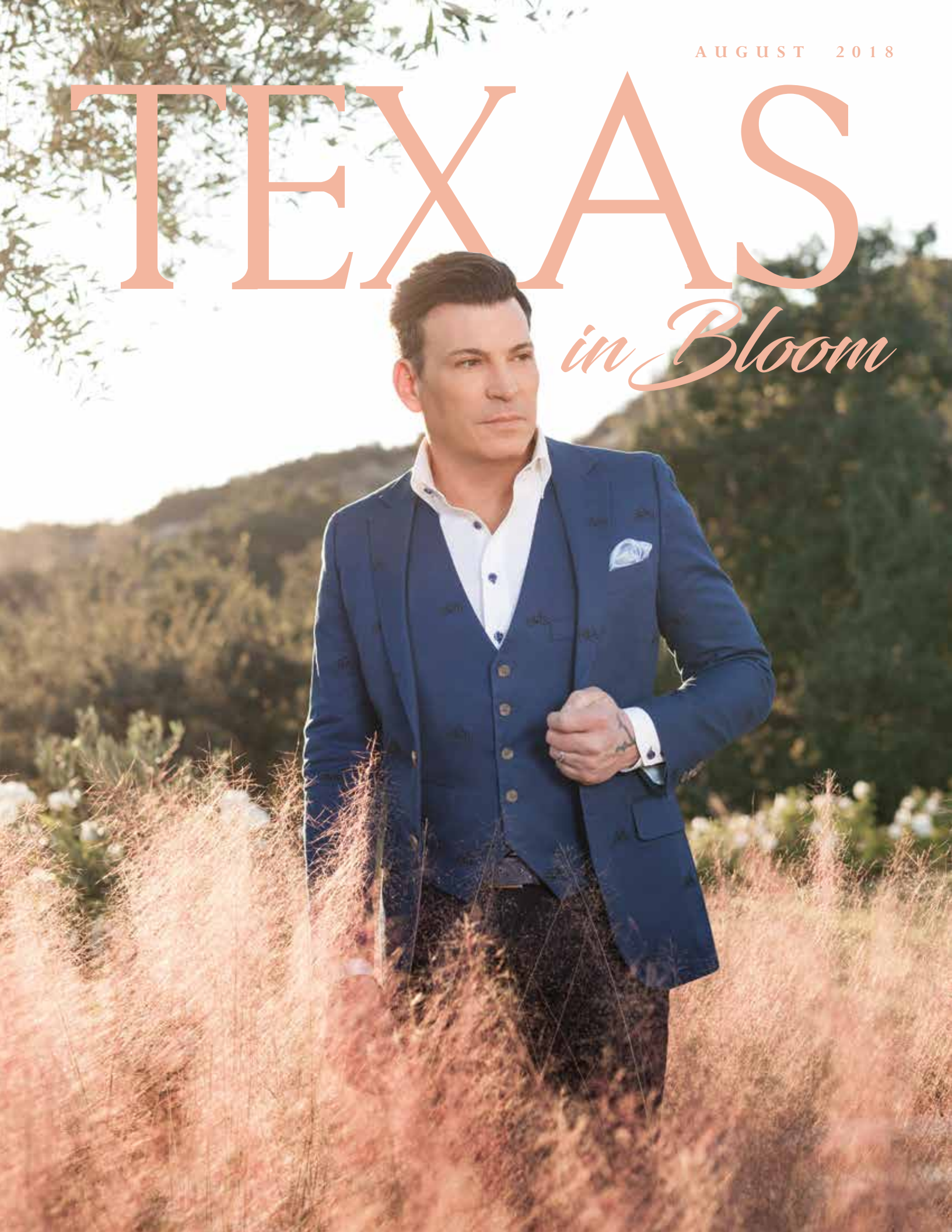


AUGUST 2018

# TEXAS

*in Bloom*



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*floriology*  
INSTITUTE

## QUALITY EDUCATION: **A COMMUNITY COMMITMENT**

### UPCOMING COURSE SCHEDULE

Oct 21-25, 2018 **Celebrating Life Everyday**

Jackie Lacey AIFD, CFD, PFCI

Jan 21-25, 2019 **Principles & Elements of Design**

Jackie Lacey AIFD, CFD, PFCI; Stacey Carlton AIFD, CFD

March 10-12, 2019 **Flowers to Wear**

Anthony Swick AIFD, CFD, PFCI

### Plus, Don't Miss...

- **Floriology On The Road** - Check the Floriology website schedule for a city near you.  
[www.floriologyinstitute.com/on-the-road](http://www.floriologyinstitute.com/on-the-road)
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## From the President



Debbie Woltmann TMFA

As I compose this message the realization is apparent that this is my final opportunity as President of TSFA to share my thoughts with you. It is hard to believe that a year has passed since you elected me to serve as President. Serving as your President has been rewarding and I value the renewed relationships and the new friendships that I have made.

The Texas Floral Forum completes the year and I am grateful to the many who worked together to make it happen! We all learned so much!! I would like to thank Texas Floral Events Coordinator Lynn Lary McLean and Forum Chair Rene Johnson for their tireless effort.

There are those behind the scenes that worked day and night. Workroom chair Ed Fimbel, Volunteer Extraordinaire Samantha Boyle, Supply Coordinator Yolanda Amos and Fresh Flower Coordinator Gina Waters worked closely with Procurement Chair Destry Pohlmeier to bring the thousands of blossoms and hundreds of supplies into the Forum for all to see! For each who volunteered, for each who assisted designers, for each who designed an event, I have such admiration for your hard work and applaud you.

It is with heartfelt gratitude that I thank the Texas Floral Education Underwriters, Education and Product Partners and the Contributors for your constant support. Simply stated, Texas State Florists' Association could not offer all that we do for our members and Texas florists without you. A very special part of our summer event is the awarding of scholarships by the Texas Floral Endowment. Congratulations to the recipients.

A VERY special thanks to the Board of Directors, the Committees, the Past Presidents and the membership of TSFA for your advice, your open approach to mentor, your support through time and talent, the encouragement you offer to others and the inspiration that you share.

My heartfelt thank you to TSFA Executive Director Dianna Nordman and TSFA staff, Carole Sayegh and Taressa Dominguez. I will forever appreciate your support, knowledge and your friendship. I could not have done this job without you. What a blessing you are to TSFA! This has been a year that I thoroughly enjoyed and will always remember.

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

P.O. Box 170760 | Austin, Texas 78717 | 512.834.0361 | FAX 512.834.2150 | 800.375.0361 | www.tsfa.org | E-mail txsfa@sbcglobal.net

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Debbie Woltmann TMFA

*trending at the*



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***The Success of the Texas Floral Forum will be revealed in the  
September and October issues of Texas in Bloom***



*Making Texas Floral Education Possible*

## PLATINUM



## GOLD



## SILVER



## BRONZE



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



# Trending in Texas

▶ Jenny Thomasson  
Opens the Texas  
Floral Forum with  
Modern Works



Texas floral designers gathered for a weekend of education July 13-15, 2018 at the South Shore Harbour Resort and Conference Center. The events will unfold in the September and October issues of TEXAS in Bloom.



▶ Texas Floral Forum Chair Rene Johnson | Lush Flowers assists David Tutura with questions from those gathered at Time with Tutura.



▶ Klepac Greenhouses Foliage Wall designed for Event Use makes a Texas Debut! All stop to take pictures!



▶ David Tutura reviews the Keynote Florals with Designer Fabian Salcedo





▲ Designer Maria Barrows places the finishing touches! Lary's Designs creates quite the evening!

Stars of Texas Luncheon Decor

Enter the world of 2018 Texas Designer of the Year Coby Neal



▲ New York Stylist Christopher White translates five interior trends with opportunities for florals and plants to find a significant place in today's home and office.



◀ Pete Samek's Glimpse into the FTD World Cup 2019

Kiana Underwood Reclaims the Past



# Making the Most OF YOUR TMF CERTIFICATION

*It is time to make the most of your Texas Master Florist certification!!! Are you capturing all the benefits that come with this achievement? After your studies, attending classes and testing positively, the educational process does not stop there!!!  
Let's take a look!! This is only the beginning!!!*

By: Debbie Woltmann TMFA

## • Wear It!

First and most important, wear your gold pin proudly each and every day. People will notice that you wear it proudly and they will ask!! This will open an opportunity for you to share! It is also an opportunity to elevate you as a floral designer, a floral artist to become the go to place when flowers are needed to adorn or express!

## • Share it!

Take the time to share the process to receive this designation and recognition for your professional skills. Make sure everyone in your organization knows what has gone into earning this designation so they can give a well informed reply should anyone ask "What is TMF?"

## • Frame it!

Have you framed your certificate?! If not take a moment and do so. Select a place in the shop where people will see whether it be your office, the consultation area or right out in front! Take time to share with all of those that work with you so when asked they have the answers!

## • Shout it!

Shout out to the rooftops that YOU are a Certified Texas Master Florist!!! In the event that others join you within your organization brag a bit and let all know just how many Texas Master Florists are working with you! Set yourself apart!!

## • Print it!

When you go to print be sure to add the words: Texas Master Florist on Staff. This is a simple way to let your customers know that employed on staff is a credentialed Texas Master Florist offering the best in products and services.

## • Post it!

Post the words Texas Master Florist on staff whenever possible on Social Media.

## • Tag it!

Tag whenever possible the words Texas Master Florist on Staff.

## • Understand it!

The TMF designation is not only about adding initials as an addendum to your name. It is much more. This achievement illustrates your determination to keep the standards high in your chosen field as a floral professional.

## • It is Only the Beginning!

This process establishes your skill set, adds to your wheelhouse and elevates confidence. Continue to elevate your professionalism by attending continuing education events.

## • If you have not yet!

If you have not experienced the multi faceted Texas Master Florist Program call TSFA and register today. By becoming a Texas Master Florist member, you will confirm your commitment to a strong, time-honored career as a floral professional.





# WHAT *Texas Master Florist* MEANS TO ME



"Obtaining my TMFA certification was a personal as well as a business venture, as I wanted to receive the highest certification the state had to offer. My mentor, the late Jack Baker AAF AIFD was very much an inspiration to me. My next goal, having obtained my CFD, is AIFD."

Mary Ann DeBerry TMFA  
The Florist, Ltd. | Denton

"Growing up, my father would tell me how important education is sharing that 'No one can take away your education.' Because of this, I am always seeking to advance my education and I am continuously learning. I am grateful to have the opportunity to earn this certification and further my love of floral design."

Jennifer Nelson TMF  
Cypress Creek High School | Houston



"We expect our students to go through Level 1 and Level 2 Certification and hopefully carry on with their floral career. What better example to set than achieving my TMF! I look forward to working on my TMFA."

Jessica Marek TMF  
East View High School | Georgetown

"One of the best decisions of my life was pursuing TMF and TMFA Certifications. The educational experiences encountered are truly amazing and important to absorb in this ever changing industry. Whether it is learning a new design technique or how to advertise my business expanding a social media presence, the instruction is outstanding. I appreciate and respect the creative energy and the outpour of support that is extended to all through this process. I am so proud of my accomplishment and even more proud to be an active member of TSFA."

Yolanda Amos TMFA  
Houston



"Attaining TMFA certification was both a personal and professional goal. When I opened my flower shop in 2013, TMFA was the certification I sought to offer my clients a "step above" in design and care of flowers. I truly believe that you are never too old to learn. My clients want to see something unique in custom design. If I am able to convey that I am specially trained and attend continuing education classes, they instantly relate to the fact that I am 'on-trend' and able to offer the absolute best in floral design."

Lana King TMFA  
Blooms From the Heart, LLC | Houston

"The TMF certification will add validity to my design work. I have skills to equip me for all types of floral events and can't wait to use them! My high school students earn Level 1 and Level 2 Floral Certificates and they frequently ask about my certification! Now...I have one, too!"

Rebecca Sullivan TMF  
Banquete High School | Banquete

# Education at it's Finest

## Texas Master Florist Testing | High School Certification

Let your career bloom with education provided by Texas State Florists' Association. TSFA believes education is vital for a florist to succeed and advance. We have built a strong foundation of educational programs to further develop the floral industry in Texas.

The Texas Certified Florist program was established in 1979 for florists committed to individual excellence. The program consists of eight online classes that are taken at your leisure and four hands on classes offered at the Texas School of Floral Design. Visit [tsfa.org](http://tsfa.org) for a complete list of classes. Once you successfully complete all twelve courses, you are eligible to register for the Texas Master Florist final exam. Once achieved, wear your pin with pride and post your certificate in your shop. The opportunities for recognition as a Texas Master Florist are limitless.

If you are new to the industry, work in sales or involved in delivery, Introductory Hands On Classes and Basic Design Classes are for you. These classes are taught periodically by our panel of floral teachers at the Texas School of Floral Design and at off campus locations throughout the state. Knowledge of design and cross training will enhance opportunities for employees in any floral operation.

For continuing education there are several opportunities! The Texas Floral Expo held during odd number years is a weekend event with a focused study of subjects highlighting the best of presenters in their given field of expertise. The Texas Floral Showcases are a dinner and a show held around the state as regional events offering a great value to florists that perhaps cannot be away from their shops for an extended period of time.

The Texas floral industry continues to seek talent with entry level skills. TSFA works to address that need through the Texas High School Level 1 and Level 2 Certification Program.

The Principles and Elements of Floral Design Curriculum Teacher's Manual written by Texas Master Florists meets 100% of the State Board of Education TEKS and is the only approved industry written curriculum. The manual provides the necessary instruction to teach students to become a competent apprentice. To further assist the teachers TSFA hosts a well-attended class each summer at the Vocational Agriculture Teachers Association of Texas conference sharing current and basic floral design and techniques.

Professional excellence is achieved through education. Take advantage of all TSFA provides for you.

---

## TSFA EDUCATION *Shines* NATIONALLY!

By: Tom Wolfe Jr.

TSFA Executive Director, Dianna Nordman, attended the Floral Distribution Conference in Miami, FL, for the Wholesale Florist & Floral Supplier Association (WF&FSA). WF&FSA is a national floral association providing a platform for education, networking and resources for wholesalers and their suppliers. The Floral Distribution Conference is the large annual gathering for the organization where members showcase their products, attend seminars and conduct business.

Dianna was able to meet and network with industry leaders from around the world and also had the opportunity to introduce them to TSFA during her presentation at the annual business meeting. She began by graciously thanking WF&FSA for its support of Texas florists in the aftermath of Hurricane Harvey, and went on to explain how TSFA is thriving through both our educational and high school certification programs. She garnered great enthusiasm from growers



and wholesalers as well as other industry organizations. This has led to major increases in underwriting, partnerships and support for TSFA from around the world.





# WORLD CUP 2019

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## THE BEST IN THE WORLD TOGETHER IN PHILADELPHIA

Floral artists from around the globe will come together at FTD World Cup 2019 to flex their creative muscles and vie for the coveted title of Interflora World Cup Champion.

Mark your calendar for March 1-3, 2019—you don't want to miss this!

**For more information, visit [www.FTDWorldCup2019.com](http://www.FTDWorldCup2019.com)**

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# *A Glimpse into the FTD World Cup 2019 with Pete Samek AIFD*

## *Competition bridal bouquet*

*When creating a competition bouquet at a higher level, one must be creative and think outside of the box. The traditional bridal bouquet, colors and style as beautiful as they are, fall short of what a competition requires. The designer must focus on artistry, unique color combinations and design technique.*

### **HOW TO**

- Soak the Smithers-Oasis European round bouquet holder
- Using cold glue, cover the back side of the holder. Starting at the outer edge, glue Stachys byzantina (Lamb's Ear) foliage in an overlapping pattern. Continue all the way down to the end of the handle.
- Deconstruct several Cymbidium orchid blooms, separating the petals and the throats.
- Create a composite orchid flower, off set to one side. Affix the petals with cold floral glue.
- Glue the orchid throats last, in a star shaped pattern.
- Begin to pave the surface of the foam with Hypericum berries and various floral materials.
- To create the interesting honeycomb pattern, roll Lamb's Ear leaves from the base to the tip. Pierce with a thin wire creating a hairpin, glue into the floral foam.
- Cover the outside flat edge with additional leaves, gluing in place. Add additional elements such as Smithers-Oasis bead wire, wrapping several times around and secure where necessary to the floral foam.
- Insert a cluster of Liriope muscari (Lily grass) into one side of the bouquet, bring it over the top to create sheltering and secure to the opposite side.
- Add additional decorative wire garlands to complete the design.





## Interpretation on the basics

*This design represents a step in the creative process as we develop our floral techniques and design skills. I took the basic geometric triangle, turned it upside down and used flowers in an unconventional way. Graphic design, pattern and the use of non-traditional floral mechanics contribute to this composition.*

### HOW TO

- Soak floral foam and secure to the container.
- Create an asymmetrical V-shaped trellis structure with the river cane, securing with Smithers-Oasis GLU Dashes and Bind Wire at the intersecting points.
- Add the Strelitzia (Bird of Paradise), Liriope (Lily grass) and Leucodendron to the river cane where appropriate using the bind wire.
- Cover water tubes with fresh foliage using Oasis GLU Dashes and then attach to the river cane with Bind wire. Add water.
- Remove the petals from the Sunflowers for an interesting look.
- Add flowers to the water tubes.
- Complete the design by filling in the base using design techniques such as terracing, grouping and pillowing.



## Advanced techniques in a formal linear design

*I love this design. The result is better than my original sketch. The harmony of nature presented in a formal linear style that features several techniques. We normally teach that too many techniques in one arrangement becomes too confusing. But when used in a controlled manner that appears so natural, it works.*

### HOW TO

- Prepare the container with hydrated floral foam.
- Establish a parallel structure with the mossy branches
- Arrange the She Kong Heliconia into the foam. Bind the strong stems together using Oasis Bind Wire.
- Next place the Artichoke, taking advantage of the long stem and allowing an area underneath for detailed basing.
- Extend the branches beyond the container by wiring additional stems in 2 to 3 tie points for stability.
- Create a framing technique by adding the two red flax leaves on the right and the wild vine to the left.
- Wrap water tubes with fresh foliage using Oasis GLU Dashes and bind wire. Add to the mossy branch structure. Create the tropical canopy by utilizing the water tubes and the Gloriosa, Jasmine foliage and Asparagus plumosus.
- Wrap two more water tubes with foliage and insert the Anthurium flowers. Attach them to the mossy branches, creating a diagonal line.
- Create two faux Freesia structures with florist wire and raffia. Using cold glue, affix the Scabiosa pods and place into the design. One in the front and one behind the Heliconia.
- Cut Hala foliage into even equal pieces and layer them at the rim of the container.
- Roll Galax leaves into small soda straws, secure with a florist wire and group them on the surface of the foam.
- Create another organic element by using a heavy wire covered in raffia and a cluster of folded Eucalyptus leaves.
- Complete the design by basing Hypericum, Green Trick Dianthus, Carnations and Eryngium thistle.



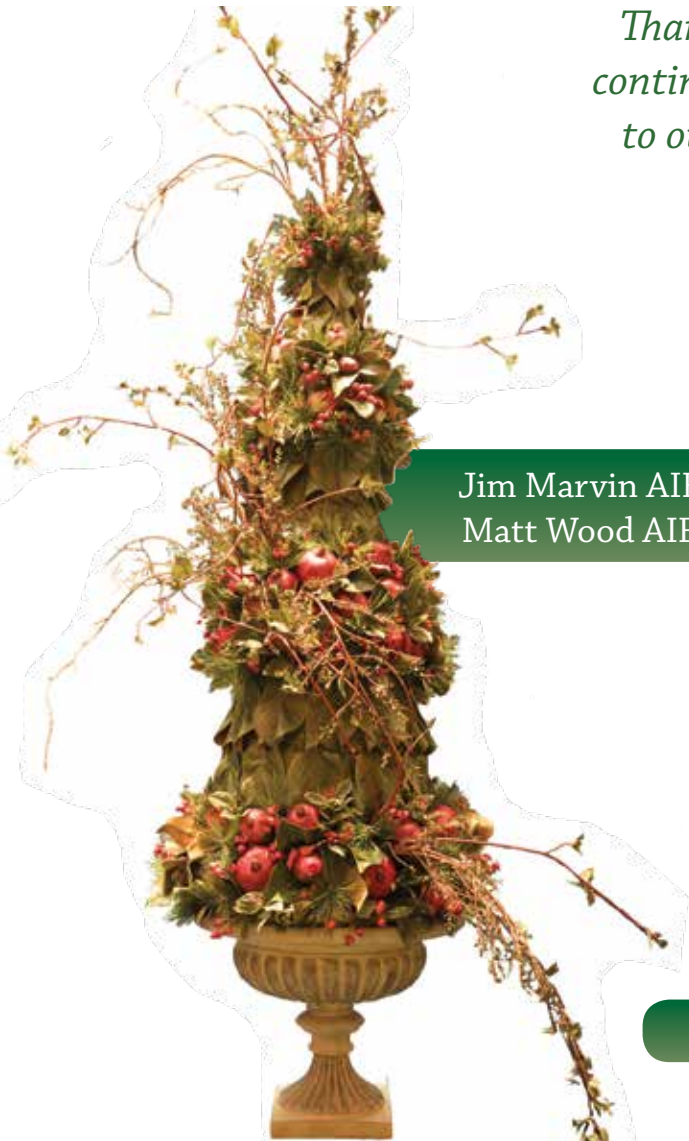
Donald Yim AIFD

# A Look Back to the Texas Floral Expo 2017

*Thank you to all who  
continue to lead the way  
to our success today!*



Jenny Thomasson AIFD



Jim Marvin AIFD  
Matt Wood AIFD



Leopoldo Gomez



Jacob McCall AIFD



John Hosek AIFD



Charlie Groppetti AIFD



Ian Prosser AIFD



# TEXAS Floral

2017 • SHOWCASE • 2018

Texas is *trending*  
as we travel across the state!

Plan now to attend a  
Texas Floral Showcase in Lubbock!

*trending*  
with  
Sharon McGukin AIFD AAF PFCI

## Texas Floral Showcase Education and Product Partners

These companies are going the extra mile  
to bring Sharon McGukin to Texas!

Cal Flowers | Design Master | Smithers-Oasis  
Rio Roses | Texas Floral Endowment  
TSFA Past Presidents

Texas is  
*trending*  
in 2018



Sharon McGukin AIFD AAF PFCI inspires others to 'celebrate life with flowers'. She is nationally known for her floral expertise, southern charm, and energetic connection with audiences as an entertaining and informative speaker.

She began her career as a small town florist with floral adventures leading her around the world. She has consulted in Asia for the home décor industry and presented flower demonstrations and tracked floral trends across the United

States, Canada, and Europe. From decorating floats at the Rose Bowl Parade to designing flowers for the White House, this floral fashionista has lots of flower stories to share.

Within the floral industry, Sharon is quite involved. She is the Smithers Oasis Design Director and Floral Blogger. She is a Past President of the American Institute of Floral Designers. She is a member of Professional Floral Communicators International and recognized in the American Academy of Floriculture. She often contributes articles or design tips for industry and lifestyle magazines, national newspapers, and blogs.

Sharon and her husband, Tim, live in Carrollton, Georgia. They enjoy a busy life filled with grandbabies, grandpuppies, gardening, and large, noisy southern mealtime gatherings of family and friends.

Texas is delighted to welcome Sharon McGukin to travel Texas in 2018!

**Register Today at [tsfa.org](http://tsfa.org) or call 512.834.0361**

Texas Floral Showcase  
October 3, 2018  
McKenzie-Merket Alumni Center  
Lubbock, Texas

### Staying the night in Lubbock?

TSFA has a special rate of \$89.00 at the Hampton Inn & Suites Lubbock Southwest. Please call 1-806-797-9600 prior to September 7th to make your reservations.



# SIMPLY Social

## THE POWER OF INSTAGRAM THE POWER OF THE #HASHTAG

We are all coming off of an exciting time at Texas Floral Forum with so much inspiration and top-level education! It was amazing to hear four different guests speak about the power of Instagram from the stage. The power of this platform was on display over the weekend as our own @txflorist Instagram page reached new heights. During the Texas Floral Forum our page received 479 new visitors (not including followers), we received almost 100 new followers and we had over 600 likes, mentions and comments. As we have continued to build a presence on this platform over the last several years, the importance of Instagram as a platform to grow business in our industry has also continued to build. In 2018, an estimated 71% of businesses are using Instagram and in our industry, we should be leading the charge as an industry loaded with beautiful visual content and an already elevated talent of telling stories and connecting through the power of flowers. Translating this skill set onto Instagram is the recipe for success for this platform. One of the newest features of Instagram that should not be forgotten is Instagram stories. This is a tool you can utilize to post quick videos and images that your audience can view for 24 hours and also a great way to receive new visits to your profile. And lastly, we have talked about the power of the hashtag on Instagram before and this cannot be understated. Hashtags allow your business and content to come up in search (allowing you to be seen) and give you a way to search inspiration and ideas for content. If you are not sure where to start with hashtags, find an industry related, highly engaging profile on Instagram and see what hashtags they are using. Capturing images for Instagram does require thought, staging and practice, but if you commit to making the effort the increased visibility of your business on this platform will make the time you spent learning worth it.

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



## THE BUSINESS OF *Flowers*

*Why should  
I form a company  
when it is just me?*



Jodi McShan AAFTMF

As we met this past month at the floral forum (which was amazing), we saw many friends who worked for companies and many who have their own shops or freelance. A lot of companies are formal companies filed with the State of Texas – an added cost but is there an added benefit? ABSOLUTELY! Anyone and everyone, even those who freelance, should speak with an attorney about the types of entities and benefits of each type of business entity. You need to operate as a business, not an individual. Whether you end up forming an LLC (limited liability company), incorporate, or a partnership, you need to take steps to protect yourself from liability. Liabilities come in different forms – water damage to a family heirloom or a fatal car accident – not to mention that we work with wet floors and sharp objects...

Creating a formal business entity does not necessarily mean more work on a day-to-day basis, but it can protect you, your employees, and your customers should disaster occur. The different types of

business entities provide for different types of legal protection (and different ways to file taxes), and each business is unique. Take the time to sit down with an attorney to discuss your business, your clients, and the liabilities and concerns you face. Your attorney can help you find the best business structure for your company and allow you to operate with the security of knowing that you have taken steps to protect yourself and your customers. Don't know an attorney? Ask other business owners in your area and find someone who understands you and who is able to work with you and your unique business. Before you book another event or operate your shop another day, take the time to look into forming a company and properly setting up a formal business entity. It could literally save you millions in the long-run.

*\*Nothing in this column is meant to be interpreted as legal advice. Please consult with your local attorney to determine what is best for you and your business.*

# TSFA *Board of Directors*

The TSFA Board of Directors has led the association in 2017 - 2018 to great success. The membership recognizes and expresses sincere appreciation for all that you do.



*Standing Left to right:* Grower Director Jack Weatherford, First Vice President Tom Wolfe Sr., Retail Director Cheryl Vaughan TMFA, Retail Director Amy Neugebauer AIFD TMFA, Second Vice President Gina Waters AAF TMFA

*Seated Left to Right:* Wholesale Director John Rommel, President Debbie Woltmann TMFA, Immediate Past President Norman Northen TMFA, Retail Director Kassie Baker TMF

## *In Memoriam*

### **RAYMOND MARSHALL LOVE, JR. 1947-2018**

Raymond Marshall Love, Jr. passed away May 18, 2018 in Houston, Texas where he resided with his loving wife, Georgia, and beloved dogs, Gizmo, Gadget and Widget.

Raymond made friends easily and had an infectious laugh that filled every room. Born in Navasota, Texas, in 1947, where he lived most of his life, Raymond grew up working in his father's grocery store, Love's Supermarket. After graduating from Southern Methodist University, he assumed ownership of Love's. After marrying Georgia in 1982, he began career in the floral industry, opening Love's Rose Shop. He relocated to Houston in 1994 and continued his ties to the floral industry with Reliant Ribbon. For many years, Raymond attended First Methodist Church in Navasota, where he was a dedicated member of the choir.

Raymond's passions included gardening, decorating, cooking and entertaining. He spent much of his free time tending to and enjoying his beautiful yard. He made many friends throughout his personal and professional travels and was loved by so many. His passion for life and boundless energy inspired so many friends and customers.

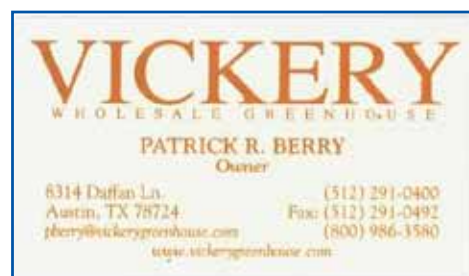
He is survived by his wife Georgia; his sister, Marie Nickle, and husband, Keith; and his children, Marshall Love, and wife Casey, Susan Love, Tony Shell, Sheila Shell and partner, Donnette Hansen, and Stephanie Paladini and husband, Matt. He had seven precious grandchildren, Matthew, Andrew and William Paladini, Eva and Rori Curths, and Solon and Jacques Love.



MIAMI



AUSTIN



AUSTIN



# TSFA *Calendar of Events*

Designer Credit | Charlie Groppetti AIFD, Jenny Thomasson AIFD, Donald Yim AIFD  
Photography Credit | Cody Ash Photography



## AUGUST

- 13 Patriots Day
- 21 Senior Citizen's Day



## SEPTEMBER

- 3 Labor Day
- 9 National Grandparent's Day
- 10 Rosh Hashana
- 15 Bespoke  
Contemporary Wedding Design Class  
TSFA School of Floral Design  
register at tsfa.org or call  
512.834.0361
- 21-23  
Introductory Hands-On Floral  
Design Class  
TSFA School of Floral Design  
register at tsfa.org or call  
512.834.0361



## OCTOBER

- 3 Texas Floral Showcase  
McKenzie-Merket Alumni Center  
Lubbock, TX  
TSFA School of Floral Design  
register at tsfa.org or call  
512.834.0361
- 8 Columbus Day
- 16 Bosses Day
- 31 Halloween

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