



The Bloomin' Texan

OCTOBER 2016





QUALITY EDUCATION: **A COMMUNITY COMMITMENT**



Jackie Lacey



Donald Yim



Anthony Swick

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Jackie Lacey, AIFD, PFCI, CFD

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

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The Bloomin' Texan

OCTOBER 2016 | VOLUME XXXXII | NUMBER 10

From the President



Norman Northen TMFA

Surrounded by the beauty of fall, the cheers of Homecoming, exquisite Autumn weddings, and Holiday preparations, we can certainly make the most of each season...and Yes, oh my! Christmas is just around the corner!

September was off to a good start "spotting" TSFA members together in committee meetings and preparing for all the events that await us in 2017! In a season of thanksgiving I am so grateful to all who have agreed to be part of the TSFA team!

This month's "spotlight" is all about marketing. Everything that TSFA coordinates has a marketing component to assist our members with opportunities to promote their individual businesses.

TSFA members may capitalize on the educational events attended throughout the year, sharing news of all that is new with your customer base. Highlight new products from Texas Floral Education Underwriters! Showcase new design trends & styles for the season! The possibilities are endless. It's all up to you and how you make the most of these opportunities provided by TSFA!!! Take a moment and volunteer to be a design assistant for one of the upcoming 2017 TSFA Showcases and the 2017 Texas Floral Expo. Working along-side world-acclaimed floral designers will create quite the experience and certainly give you lots to talk about with your customers!!

The power of social media is ever increasing. TSFA event information is only a small snapshot of the information shared on the TSFA Facebook page. In addition TSFA continually updates the latest style information, trend reports and colors of the seasons. Take a moment to reflect on each post thinking creatively as to how you might share the latest information with your clients!

The TSFA events that are held in conjunction with the Dallas Market Center highlight opportunities. A gathering of all the world's products as well as the best and the brightest in design and presenters take place. TSFA will be there again center stage! Marketing opportunities galore!

TSFA's continued involvement with celebrity event planners and world-class designers, such as David Tutera and Preston Bailey, may be utilized in your marketing through your participation. Take time to be a part of it all and then share your enthusiasm and bring your customers into the excitement of all you are involved in!

Everything TSFA does has a marketing component! Remember, with TSFA, you are in the right "SPOT".

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WEDDING...
MAKE IT
YOUR OWN!



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AND FLOWER
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BRILLIANT ON THE BASICS
SIMPLY SOCIAL



THE OFFICIAL PUBLICATION OF THE TEXAS STATE FLORISTS' ASSOCIATION

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IT'S YOUR WEDDING... *Make it Your Own!*

One thing we know to be true is that today's bride wants a wedding that truly reflects the couple!

Today's bride may follow trends and look to magazines and the internet for general ideas, but one thing we know to be true is that today's bride wants a wedding that truly reflects the couple. She wants to highlight that which means the most and truly make it her own! With the ever capable guidance of the design professionals of Texas State Florists' Association, over 1,200 brides consulted while bouquets were designed to reflect their personal selections. The Bridal Gallery in Full Bloom offered representations of floral signatures with the idea that once a Bride knows her signature it will lead her to her style. Chic she may be. She may love an "over the top....bring out all of the stops" Luxurious event or she may be one that reflects a feel for the Romantic. She may love the outdoors in a Rustic kind of way or be drawn to all that is Vintage. A classic style or Timeless setting may be what she finds most appealing. One thing we know is that, no matter her signature, she will want to add personal touches that are uniquely her own!

We thought it would be fun to share some of the ways that personal touches have been developed by the design professionals of Texas State Florists' Association. Oftentimes, it is just a comment made during the wedding consultation that sparks the creative process. Knowing that a selected professional designer can take an idea to an unbelievable level and create a reflection of the bride's vision is what creates memories that will last a lifetime for the couple as well as all who attend.

So let's take a look! You may find your own personal touch within these ideas!



Design Credit: Lary's Florist and Designs | Photography Credit: More Than an Image

The bride loved pearls! With this information shared in the consultation, the designer knew immediately how she planned to emphasize this detail with elegance and style. In a timeless setting, pearls draped the silver candelabra filled with garden roses, hydrangea, and the elegance of garden blossoms. Just take a look at the incredible detail!



Design Credit: Lary's Florist and Designs | Photography Credit: More Than an Image

Many brides feel "pretty in pink," and this bride was no exception—yet she loved the bold colors of navy and gold, which offered a twist to the soft romantic shades of "blush and bashful."



Design Credit: Lary's Florist and Designs | Photography Credit: Ryan Rice Photography

"Taylor requested flowers in tones of blush. She knew she wanted to incorporate gold highlights in the decor. The linen consult opened the door to linens in navy,

with navy having long been one of Taylor's favorite colors!" Event Planner Stacy Mendenhall of Lary's Florist and Designs in Friendswood, Texas said. "The exquisite contrast of all of the elements brought great style to the setting and delivered the unexpected, which we find brides want today!"



Design Credit: Lary's Florist and Designs | Photography Credit: Ryan Rice Photography

The delicate colors of the florals play off well and certainly complete the bridal ensemble with this exquisite bouquet. The gray tone "dusty miller" in the bouquet offers great texture, playing off the textural elements that surround the entire day. A favorite brooch glistens and creates a lasting keepsake.



Design Credit: Lary's Florist and Designs | Photography Credit: Ryan Rice Photography

Many outdoor events offer opportunities for a personal touch. This wedding was no exception.



Design Credit: Lary's Florist and Designs | Photography Credit: Ryan Price Photography

The bride called one day and asked if she could stop by. She had found Mr. & Mrs. signs that just had to be included in her Vintage wedding. Not only did our designer include these, but took them to the next level! The addition of a few blossoms, a touch of ribbon, and trailings of English Ivy added to the sought after personal touch!

Simple Edison lights were strung above the gathering tables adorned with more foliage garlands than with flowers. The bride preferred more foliage than flowers and shared that in the first meeting with her floral design professional. She loved the idea of surrounding guests with natural elements of the outdoors and bringing those ideas to life added to the personality of the tables.

She advised that her guests appreciated wine, and, with that information, Lary's designers took it to the next level. Wine bottles adorned the tables as part of the decor along with different levels of candlelight accenting the foliage garlands.

Offentimes, it is one or more settings that contribute to the personal touches.

Whether it be a dress hung in a unique way...



Design Credit: Lary's Florist and Designs | Photography Credit: Alyse French Photography

or a photograph taken to note the home state of (in this case) Texas... memories are what we are making!



Design Credit: Lary's Florist and Designs | Photography Credit: Alyse French Photography

Her earrings for something blue...rings interlocked....her garter and future heirloom...all memories in the making.



Design Credit: Lary's Florist and Designs | Photography Credit: Alyse French Photography

The personal selection of white peonies to carry (simply because these were her favorite) down to her sparkling Jimmy Choos created a well-remembered and well-planned once in a lifetime experience!



Design Credit: Lary's Florist and Designs | Photography Credit: Alyse French Photography

The beauty of white hydrangea, another favorite, highlights the ballroom set in bronze and complemented with shades of taupe-tone roses, contributing to the antiqued feel the bride hoped for in this classic and timeless setting.



Design Credit: Lary's Florist and Designs | Photography Credit: Alyse French Photography

It is an amazing experience for a designer when a wedding consult takes place and the bride says "I painted this...let's talk about what we can do..." From the beginning, there is a connection between the bride and her wedding designer.

"Sometimes it is the simplest of details that create the overall concept. We like to call it a 'jumping off point!' You have to have somewhere to begin! In this wedding, it all started with a bride's hand painted art. Talk about 'make it your own!' This art set the overall design concept for the wedding and the preferred color palette, guiding every detail" Mary McCarthy, Owner of The Blooming Idea in the Woodlands said.



Design Credit : The Blooming Idea | Photography Credit: Eric and Jana Photography

We see it in the florals—ever so lovely with fantastic depth and exquisite color.

We see it in the Tablescapes at the reception, where each table was detailed with family heirlooms and memorabilia personally selected by our bride. Notice the table signs that repeat the artwork carried through from the original. The bride was reflected in all that was designed.



Design Credit : The Blooming Idea | Photography Credit: Eric and Jana Photography



Design Credit : The Blooming Idea | Photography Credit: Eric and Jana Photography

The finest detail showcased the bride's personal touch: Sealed with a "Kiss!" The rings encircled what was so sweetly given to the guests.

This bride will always recall the personal touches she placed on the hearts of all who shared the day!

Often personal touches are seen in food selections, a signature drink, and oftentimes in the music selections throughout the evening. The traditional seating rounds of 8 or 10 are also being challenged with varying table shapes and the addition of rental furniture and a variety of place settings. And bridal cakes offer a variety of sizes, shapes, colors, and décor to offer an opportunity to make it personal!



Design Credit: Bridal Blooms | Photography Credit: Lightly Photography

"Not all wedding cakes are white anymore," designer Kelly Norvell of Bridal Blooms in Fort Worth, Texas said. "We see numerous selections with different icing techniques and definitely color!"

Personal selections are often set in the choices of color and décor that carry through the entire event. Color is often the unifier, and when the color palette carries throughout, you see good design based on personal choices!

The Bride selected these darling robes with quite the personal touch! The blend of pink and the watercolor rose pattern set the mood for what was to come later!



Design Credit: Bridal Blooms | Photography Credit: Lightly Photography

Then, of course, the boys could not be left out! What a clever way to add a bit of the personal!



Design Credit: Bridal Blooms | Photography Credit: Lightly Photography

From the Unity candle in an elegant presentation, to the florals at the reception, roses in shades of pink were featured with the subtle blend of stunning florals in white and accents of gold, which gave the appearance of a watercolor of florals exquisitely presented.



Design Credit: Bridal Blooms | Photography Credit: Lightly Photography



Design Credit: Bridal Blooms | Photography Credit: Lightly Photography

The clear Italian glass accents add to the twinkling candlelight as it expands down the table. The gold beaded chargers and floral adorned menu card add the finishing, and quite personal, touch!

So, if you are inspired by the idea of making a wedding your own, you should do just that! A bit of tradition will always be involved, but look for ways to make a statement and include what is important to you. The best way to do this and experience confidence is to hire a design professional. A floral designer touches every aspect of a wedding, which is why this decision is so important. When you find a really good floral designer

who is also an event planner, the magic happens. The design of the florals and all of the personal details are what bring the whole look together, make it cohesive, and, most important, make it your own!



Design Credit: Bridal Blooms | Photography Credit: Lightly Photography

These responses and photos are based on a collaborative effort of Texas State Florists' Association members whom are floral design professionals and wedding specialists.

Your
WEDDING EXPERIENCE™
..... PRESENTED BY DAVID TUTERA



The blog written for Your Wedding Experience by David Tuter is presented in a way to promote the importance of the creativity of the floral designer. A designer touches every aspect of a wedding assisting a bride to make it uniquely her own. This is only one of many ways that TSFA is working to promote you, the TSFA member!

Your WEDDING EXPERIENCE™

..... PRESENTED BY DAVID TUTERA

Sunday, October 9, 2016 | 11:00 am - 4:00 pm

**George R. Brown Convention Center
1001 Avenida de las Americas, Houston, TX 77010**

Celebrity wedding planner

David Tutera is eager to return to Houston for the bridal show unlike any other-Your Wedding Experience.

This event is tailored to engaged couples.

Wedding experts will showcase original ideas for the big day and will have the professional advice and services Brides are seeking! Delight in the trendsetting runway designs during the Fashion Show.

Brides will see gorgeous Sweetheart Table themes.

Wedding experts will showcase original ideas for the big day offering the professional advice and services brides are seeking! All will delight in the trendsetting runway designs complete with floral bouquets designed by TSFA floral design professionals during the Fashion Show.

A floral adorned Nail Polish Bar and The David Tutera Experience Staging will be enhanced with the exquisite flowers featuring the talents of TSFA floral design professionals.

Contact Your Wedding Experience:

Website

<http://yourweddingexperience.com>

Email

info@yourweddingexperience.com/

Phone

651.757.4222

Show Details

[http://yourweddingexperience.com/
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RING SELFIE STATION



Brides will show off their bling and take ring Selfies!

Brides looking for inspiration to build a customized look for their wedding will get ideas for centerpieces, chair décor, place settings, table linens and unique table designs. See David Tuteria interview the designers and award his favorite tables!



SWEETHEART TABLE DESIGNS

DIY NAIL BAR



Brides will create their own custom nail polish at the DIY Nail Polish Bar! Bridesmaids will glam up their fingers with the Brides favorite color or mix it up with colors that fit each personality giving the new polish a name that stands out before she rocks it. TSFA will highlight this area with exquisitely designed florals.

Hosted by David Tuteria, this spectacular fashion show will bring Brides amazingly gorgeous wedding gowns, grooms apparel, and dresses fit for the Bride's beloved mothers, bridesmaids, and flower girls. Floral bouquets will take center stage enhancing each and every gown presented during the show!



FASHION SHOW

Texas Wine Tasting *and Flower Pairing*

How many of you got AVB at the Texas Floral Forum in Boerne this past July?? For those of you “in the know” AVB in the wine world means Alcohol By Volume!! As Florists, we know that great things spring forth from the Earth. Here in Texas, not only does the soil give us amazing flowers, it also gives birth to the wine grapes that bring us so many amazing Texas wines. The two true treasures of Texas... Wine and Flowers!

We were privileged to partake in the unique experience of a Texas Wine Tasting and Flower Pairing. What a treat this was. Featured designers were assigned Texas Wines and asked to pair florals with those wines. The designers were Pat Becker AIFD TMFA, Fabian Salcedo and Chris Collum AIFD CFD TMF. These tremendously talented floral artists created designs that were stunning and as equally unique as the Texas Wine each was paired with.

Red Rose | Red Wine

McPherson Cellars provided Tre Colore Red Wine. The floral pairing with this red wine was the red rose. Fabian Saucedo created a sexy, romantic and bold arrangement with a little touch of whimsy in an over-sized gold compote. Clustered red roses were front and center with juicy burgundy plums accenting the roses and fresh burgundy grapes cascaded from the rim and draped downwards. The red roses were

accented with Agonis, fresh smilax and seeded eucalyptus. Also accenting around the roses were Scabiosa pods, Chocolate Sunflowers, Upright Celosia, Hanging Amaranthus and Purple Fountain grass. Extended from the arrangement were threaded wine corks that draped out and around in front of the vessel and circled a satellite accent arrangement. The satellite arrangement is a signature of Fabian's. The arrangement was divine. The wine was not sweet and it was a bit tart. Ken Freytag said “it sits on the back of your tongue.” While Texas roses come in a variety of colors, it's the deep red that stirs the most passion. Same with Texas wine. The most romantic bloom of the garden deserves the most intense vintage in your collection. It's like they belong in the same glass.

Hydrangea | Pinot Grigio

With Hydrangea, the closer you get, the more you come to realize the bounty before you. This sublime shrub erupts in flower heads composed of dozens of colorful florals, each a delicate contributor to its overall beauty. Messina Hof's Pinot Grigio, undoubtedly, is the Hydrangea of the wine world. The subtle grape appears clean and simple on your first sip. It's not until you linger that you discover the multitude of delicate flavors combining into one exquisite taste. Pat Becker AIFD TMFA created a bountiful hydrangea arrangement. Like Messina Hof's Pinot Grigio, it had layers upon layers of varying textures. This semi Phoenix style arrangement had fabulous foliage jetting out the center. Pat told me some of this foliage came from her very yard. Lush and plump white hydrangea set atop a beautiful white and camel color diamond patterned container. Tre chic, very contemporary and sophisticated. Foliage accenting the hydrangea included wild smilax, leptos and



Boston fern. The curly q's from the wild smilax extended down the table. This was a sweet wine. It was my personal favorite. April Klepac said of the Messina Hoff Pinot Grigio "...for a Texas Pinot Grigio, that's impressive. It has just enough dryness and sweetness."

Yellow Rose | Tempranillo

Becker Vineyards Tempranillo Wine. Florals created by Chris Collum AIFD CFD TMF. STRONG is the best adjective to describe this wine and Chris's floral creation. A vertical arrangement set in an Accent Décor Stone colored container. Chris wrapped variegated aspidistra leaves around Yellow Roses and clustered them in the base of the container. White Mitsumata sticks radiated up from the center of the arrangement. Grouped at the top of the Mitsumata were playful miniature arrangements designed in glass tubes and secured to the Mitsumata with silver decorative wire. The floral clusters in the glass tubes consisted of yellow roses, variegated aspidistra, Xanadu leaves and playful Craspedia. They perfectly balanced the Sushi rolled roses at the base. This wine had lots of MOXY and so did the arrangement Chris created. This wine also had tannin's. Tannin is a textural element that makes wine taste dry. Tannin is a naturally occurring polyphenol found in plants, seeds, bark, wood, leaves and fruit skins. About 50% of the dry weight of plant leaves is tannins. As a characteristic of wine, tannin adds both bitterness and astringency as well as complexity. It was over the top and perfectly paired.



Snapdragon | Shiraz

Llano Vineyards provided a very dry but fruity Shiraz. There is no mistaking the Snapdragon. Those pristine petals that rise above the foliage, like the head of a dragon. Its mouth opens in the breeze as if some delectable reward worthy of its beauty. That would be the Shiraz. A wine as mystical as the plant it mirrors. It is a captivating, exotic and smooth red. Pat Becker AIFD TMFA created a magnificent Parallel

design of white snapdragons, lisianthus and hydrangea. The arrangement was full and lush with salal and grevillia foliage as accents. It was finished with a marvelous stripped vine gracefully placed over the top of the hydrangea.



Chrysanthemum | Chardonnay

Lost Maples produced this white semi sweet wine. Chris Collum AIFD CFDTMF designed a vibrant decorative floral with bright yellow spider mums. Playful like the wine, he created a hedge of spider mums in a circle. At the base of the container, he paved the yellow spider mums. In a row behind the spider mums, he cleverly manipulated variegated aspidistra leaves into flat loops. He secured wine corks to black flat cane, then spiraled it from the base of the arrangement around the tall stems of the Spider mums and secured it to the top of the arrangement. Just like the mum, this Chardonnay makes everything a little bit better.

As demonstrated above, flowers and wine are two Texas treasures that fit together perfectly. It's a combination with a unique appeal and could mean new opportunities for your business. I have personally wanted to pair wine and flowers in my store for many years. I am so passionate about flowers and have always felt offering the right wine with an arrangement just made sense. I just wasn't sure how to accomplish that goal. I assumed it would be tons of red tape and thousands of dollars. After visiting with the Texas Department of Agriculture, offering wine is a great way to increase your sales and reach new customers with a minimal investment. Please visit www.tsfa.org/floralwine for more information. And as the TSFA website says "Uncork Success: Deliver Texas Wine with Your Flowers. I highly recommend that you check into it! Take a moment to review the detailed information that follows in this issue. It may provide you just the opportunity you are looking for!

by: Sheri A. Jentsch, TMF CFD

Flowers and Wine— The Perfect Pairing for Success.

Flowers and wine are two Texas treasures that fit together perfectly—it's a winning combination that means new opportunities for your business. Texas Alcoholic and Beverage Commission regulations allow you to sell and ship wine with just a few easy steps.

For a guide to adding wine to your blossoming bottom line—and a list of Texas wineries and wholesalers—[go to tsfa.org/floralwine](http://go.tsfa.org/floralwine).



Uncork Success— Deliver Texas Wine with Your Flowers.

In order to sell and ship wine into Texas a retailer must first obtain a "Q" Wine Only Package Store Permit. This permit allows the holder to ship wine purchased from a Texas winery or Texas wholesaler to the end consumer in the county where the holder's permit is issued. Wine may only be shipped utilizing a "C" Common Carrier Permit holder. FedEx, UPS and several others hold a Common Carrier's Permit with TABC. If you are unsure of a carrier's permit status, be sure to contact your local TABC office.

In order for the holder of a "Q" Wine Only Package Store Permit to deliver wine, they must obtain a "E" Local Cartage Permit. The Local Cartage permit allows the holder to deliver wine directly to a consumer within the county where the holder's permit is issued.

A Texas retailer is prohibited from shipping or delivering wine outside the county of which the permit is issued with one exception. If the permit is issued in a city of which the city limits encompass multiple counties, the wine may be delivered into another county provided it is within two miles of the city limits for which the permit is issued.

Finally, if you wish to provide consumer samples at your permitted location, you must first obtain a package store tasting permit. The permit allows the holder to provide consumer samples in accordance with Section 52.01 of the Texas Alcoholic Beverage Code.

Q Wine Only Package Store Permit
\$703 (2 year permit)

E Local Cartage Permit
\$262 (2 year permit)

PS Package Store Tasting Permit
\$226 (2 year permit)

To apply for these permits fill out the **off-premise prequalification pack** which can be found at tabc.texas.gov. For questions about the application process or to submit your application, please contact your local **TABC licensing office**.

Visit TSFA.org for the links needed to get started Uncorking Success.

Visit GOTEXAN.org to find **GO TEXAN** wineries and wholesalers.





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Brilliant on the Basics

Included in this issue is the blog written for the consumer and featured as part of the TSFA partnered marketing efforts with Your Wedding Experience by David Tuter. We thought it would be fun and a bit educational to take a closer look and discover how each featured TSFA floral design professional is Brilliant on the Basics! Please return to pages 4-9 taking a moment to think about the featured design elements in each idea!



In the image featuring two designs draped in pearl garlands you will see two basics that add so much to this design! Flexed roses expand space and add volume to the design. What a difference that one small detail makes.

Now that you have seen it can you even imagine a small rose in its place?and the pearl garlands ... who says you must pack all Holiday garlands away. Take a moment to look at design materials in a different way! Expand opportunities! Sometimes renting equipment and accessories for events such as weddings offers additional profit centers!!



The featured bouquet offers a style that is gathered from the garden easily accomplished by groupings of florals that are seen in varying stages of life. Some roses fully opened are surrounded by others in bud form. An embellished handle showcases a brooch that will be a lasting keepsake for years to come. Visit your Texas wholesalers

for a variety of ideas that you too can offer to your brides. Keep a few selections in your consultation area! An easy way for added sales !



This designer had a solution for a Bride who wanted the beauty of a high end look yet with budget considerations. The selection of a single flower, which in this case was the white hydrangea, was designed in a monofleur style. A design of all one flower ... a basic approach and yet one quite in style!



A Petal Toss in an embellished cone is one idea easily added to your wedding sales. Many Texas wholesalers offer roses that are perfect for petaling at a lower cost.

There are many ways that a petal toss may be designed. Make a note to add this to your "Add On Ideas Sales Sheet" in your consultation area!



The Unity Candle is the centerpiece of the Altar Design offering a way to enhance the setting while providing the function of the Lighting of the Unity Candle. Oftentimes a Bride is more willing to spend a little more

when the design also has a function. Other times there are budget considerations and the bride appreciates a suggestion such as this to add this most important Unity design to the Altar.



A single flower in various levels of bud vases carries color and fragrance down the center of the table offering a little something for the guests to take home! This is quite simply another idea to add to your "Add On Ideas Sales Sheet"! More opportunities for you to expand your sales!!!

Thank you to TSFA members Stacy Mendenhall, Mary McCarthy AIFD, and Kelly Norvell AIFD for sharing their incredible talent!!! You each are Brilliant on the Basics!!!

Simply Social



Top Wedding Hashtags

Engagement on Instagram is higher than on any other social media platform. Considering the most important metric for any social media effort is not how many followers you have, but rather, how high is your engagement, it makes sense to use Instagram as part of your marketing effort. In addition to this, Instagram loves all things wedding, making this platform an amazing place to showcase your work for wedding promotion. Hashtags are an important part of promoting your work on Instagram. Using the correct ones will get you more likes, followers and customers. Here are the top wedding hashtags to use for showcasing your work on Instagram. Don't forget to use them in order to get the most out of your posts!

1. #weddingwednesday
2. #bridalparty
3. #bridgetobe
4. #dreamwedding
5. #shesaidyes
6. #love

For more information,
contact ashley@simplifiedsocialmedia.com

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TEMPLE

In Memory of

Robert L. Tubbs, 77, died on May 30, 2016. He was born on March 12, 1939, and grew up in Corpus Christi, TX. He graduated from W.B. Ray High School, served in the U.S Army Reserves, was active in the Corpus Christi Jaycees, the Texas State Florist Association and was President of Tubbs of Flowers, Inc. He collected guns and was an avid supporter of the Dallas Cowboys and the University of Texas football teams. He enjoyed his friends and his pets.

He was predeceased by his parents, James L. Tubbs, Gertrude Marie Tubbs Baugh, his step father, Jerry Baugh, his wife, Mary L. Tubbs, his sister Susan Avila and his brothers Jerry Baugh and Ray McElhaney. He is survived by his life partner, Margot Whitaker, his daughter Loren Tubbs Calhoun (Russell Calhoun), his brother Michael Tubbs and by Bobbie Lou McElhaney. His many nieces and nephews mourn his passing. His beloved dogs Daisy, Rosie and Hank and the very strong willed cat, Mary Clare, will miss him greatly.

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TSFA *Calendar of Events*



OCTOBER

8-9

Texas Floral Forum
InterContinental Dallas | Dallas, Texas
For registration information visit
tfsa.org or refer to page 5 in this
issue.

10 Columbus Day

13 TSFA Finance Committee Meeting
10:00 am - 4:00 pm, TSFA Office
715 Discovery Blvd., Suite 403
Cedar Park, Texas

15 Sweetest Day

17 Bosses Day

31 Halloween



NOVEMBER

6

TSFA Board of Directors Meeting
10:00 am - 4:00 pm, TSFA Office
715 Discovery Blvd., Suite 403
Cedar Park, Texas

24 Thanksgiving



DECEMBER

25

Christmas Day

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