Earn a $6.00 Rebate and a chance to WIN the Send Some Love Sweepstakes through May 31, 2017!

The more orders you send, the more chances to WIN!
- Send 1-20 orders in a month and earn 3 chances to win
- Send 21-45 orders in a month and earn 5 chances to win
- Send 46+ orders in a month and earn 10 chances to win

GRAND PRIZE!
Royal Caribbean® Cruise Royal Crown Diamond Package
6–7 nights prize package including round trip airfare for 2 plus $1,000 Royal Cruise dollars

Go to www.mybloomnet.net/iheartflorists to enter today!
WINNER ANNOUNCED FRIDAY JUNE 30, 2017.
From the President

CELEBRATING 2016 LEADS TO NEW BEGINNINGS IN 2017!

I can hardly wait to begin 2017 and certainly hope that I will see each and everyone of you along the way! I love setting the calendar and making note of all the plans underway! It is with a pause and a time to reflect on all that has been accomplished and then at the same time all we have that awaits! TSFA traveled Texas in 2016 educating, marketing, and making a difference! From high school students seeking certification to Texas Master Florists continuing their studies, from first time attendees attending a main stage presentation to veteran designers continuing their education in hands on classes, we provided the best education. From marketing to brides-to-be with the presence of celebrity David Tutera to celebrating friendships and flowers in a variety of venues, we treasured the times shared with each and everyone. Thank you to all who participated in the greatness that was achieved in 2016 for our association that will lead us to new beginnings!

Talk about New Beginnings! What do you think of the new name on this issue of the magazine that TSFA publishes each month? Texas in Bloom will feature a new look and a new name. This has been discussed by many for quite sometime and I hope you are as excited as we are to see this new direction!

Plan now to get on board the “Floral Express” as we travel Texas in 2017. Have you made your plans to attend the Texas Designer of the Year Competition in Dallas this month? We may always fondly refer to this competition as the Texas Cup however the new name reflects what the competition truly produces through the selection process | The Texas Designer of the Year! A New Beginning! We will continue to raise the bar with the competition presented at the Dallas Market Center offering countless opportunities to the winner of Texas’ most prestigious competition! In addition to the Cash Award and Silver Cup the winner will represent Texas at the National Alliance of Floral Associations Competition. Design presence throughout the state will be offered during the year providing opportunities to share the incredible talent that has been recognized!

There will be four Texas Floral Showcases in 2017, so we know one will be in your area. The expense is nominal so plan now to attend and invite one that shares your love of education and of flowers! Take that moment right now to highlight the Texas Floral Expo on your new 2017 calendar. We want to SPOT you in San Marcos for this fabulous floral event in July!

Membership in TSFA offers savings at every event!! For just a few pennies a day, you hold membership in one of the largest and most outstanding state floral associations in the nation. It is our goal to not only have each member renew but for each member to invite another to join! What a difference that would make! All it takes is that each member ask one other to join! Take a moment to do just that!

I ask that you review the list of Texas Floral Education Underwriters in this issue and offer your support of them! Support each offers, that we are able to offer you all that we do!

My family and I wish each and every one of you a blessed 2017. May you be healthy, wealthy and wise this year. Of course, you will be, when you are in the right SPOT with TSFA.

Plan now to get on board the "Floral Express" as we travels Texas in 2017. Have you made your plans to attend the Texas Designer of the Year Competition in Dallas this month? We may always fondly refer to this competition as the Texas Cup however the new name reflects what the competition truly produces through the selection process | The Texas Designer of the Year! A New Beginning! We will continue to raise the bar with the competition presented at the Dallas Market Center offering countless opportunities to the winner of Texas’ most prestigious competition! In addition to the Cash Award and Silver Cup the winner will represent Texas at the National Alliance of Floral Associations Competition. Design presence throughout the state will be offered during the year providing opportunities to share the incredible talent that has been recognized!

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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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Texas State Florists’ Association

Highlights of the Year

The dedication and collaborative effort of many, with the support of the Texas Floral Education Underwriters, continues to make a difference while adding to the platforms that were established in the New Approach to Education in Texas! We have certainly worked to Grow Retail and to Grow Texas so that Together we can Grow the Industry! Here’s to Sharing Our Success!

TEXAS FLORAL SHOWCASES IN LONGVIEW AND SAN ANTONIO
Texas Floral Showcase in Longview, Texas with 91 attending. The Best Attended Yet!
Texas Floral Showcase in San Antonio, Texas with 78 attending. We had hoped for 50!

TEXAS FLORAL FORUMS DEBUT
Texas Floral Forums were presented in Tapatio Springs in July and in Dallas in October. The Forum by definition is a focused study and thus each featured the best and the brightest in a variety of presentation formats, Hands On Design Experiences and a Product Gallery featuring premier industry companies. Two opportunities in two distinct areas of the state offered yet another approach to education.

TSFA TESTED OVER 2000 HIGH SCHOOL STUDENTS
TSFA tested just over 2,000 high school students in Level One Floral Certification.

Level Two Floral Certification was offered for the first time testing five students. This level opens the door to another segment of our industry. Working with Permanent Botanicals sets this stage as part of Level 2 Certification.

With the first ever Industry written High School Curriculum approved by the Texas State Board of Education in 2015 sales continue with placements in high schools across the state!

SOCIAL MEDIA SUCCESS
The success of our Social Media with a daily Facebook post, six Tweets a day, and with presence on Instagram and Pinterest Boards led to incredible consumer opportunities for Texas floral professionals as we all worked together to sell more flowers. There were posts that reached as many as 15,397 on an individual occurrence with a total Followers and Fans of 3,181 and still climbing at the time of this publication.

PARTNERING WITH DAVID TUTERA
The invitation to partner once again with celebrity wedding stylist David Tutera “YourWedding Experience” on April 17th led TSFA to place flowers into the hands of over 1,200 Brides! In October, TSFA designers reached an additional 1,200 brides! This opportunity promoted Texas floral professionals in two blogs as well as on all social media. The presence at the event included two presentations on the Tips & Trends stage as well as an 70’ x 50’ Exhibit where Texas designers shared a Bridal Gallery in Full Bloom!

OPENING OPPORTUNITIES TO STATE ASSOCIATIONS
Texas shared an invitation offered by Tutera to participate in other states with two state associations in an effort to offer opportunities for each to promote businesses in their states! Georgia State Florists’ Association stepped up and showcased with Tutera in Atlanta in June!

TSFA TAKES STAGE AT THE DALLAS MARKET CENTER
The Dallas Market Center invited TSFA to hold the coveted Texas Designer of the Year Competition in the International Trade Plaza on June 25th! With twelve competing for the Cup surrounded by a Texas Floral Education Underwriter’s Product Gallery the stage was set for Trending Styles.

STARS OF TEXAS LUNCHEON HONORS FORMER TEXAS DESIGNERS OF THE YEAR
The Stars of Texas Luncheon recognized all former Texas Designers of the Year as Stars of Texas and awarded Scholarships and Association Awards. Trending Florals highlighting the competitive skills of World Cup Contestant Jacob McCall was presented as part of the Luncheon festivities.

TEXAS DESIGNERS OF THE YEAR PRESENT AT THE WORLD TRADE CENTER
During the week of the Competition three presentations were presented in the World Trade Center Atrium featuring the work of former Texas Designers of the Year Norman Northen, Beth O’Reilly, and Fabian Saledo offering several marketing opportunities to those companies providing support.

TSFA SCHOOL OF FLORAL DESIGN
TSFA’s professional instructors educated students in classes offered throughout 2016.
Making Texas Floral Education Possible

PLATINUM

bloomynet
World-Class Florists Worldwide Delivery

GOLD

Rio Roses

teleflora

SILVER

EspritMiami

des Flora

F T D

parks

PL P A T

Southern Floral Company

Syndicate

Texas Floral Endowment

The Elite Flower

Vickery Wholesale Greenhouse

Zoomroses

BRONZE

please visit tsfa.org for the most up-to-date list of underwriters and their links
Texas Designers to Compete for 2017 Texas Designer of the Year

Texas Designers will compete in three categories for the title 2017 Texas Designer of the Year. As penned by Albert-Laszlo Barabasi long ago, “Imagination is at the heart of all Innovation.” Texas is certain to view the highest level of designers who will interpret in flowers this meaningful quote. The “Imagination” of Texas designers will lead to well thought out “Innovation” taking center stage in the International Trade Plaza on Saturday, January 21st during January Market Days at the Dallas Market Center. This is the largest attended market to include international focus and thus a world class stage for this most prestigious competition.

Working with the Dallas Market Center the competition has expanded the focus to include an approach to holiday design in one category. Chair Alan Masters has established three competition categories for the 2017 Competition.

The Interpretative Design Category will interpret the theme Imagination | Innovation and capture the essence of the words of Albert-Laszlo Barabasi “Imagination is at the heart of all Innovation”. This category is not related to holiday design. It will be designed onsite in a custom container or prop previously created by the competitor. The second category, a Holiday Design, will capture the overall theme of the competition with influence from the 2017 Dallas Market Center Inspiration Board. The container, flowers, and supplies, as well as other creative and holiday decor elements will be provided plus a first time look at the inspiration board that set this category. A Surprise Situation will be presented to the competitors to complete the competition! As you can see, this is one event not to be missed!

Save the Date! January 21st!
Plan to start the New Year in Dallas!
Former Texas Designer of the Year J. Scott Hasty will WOW Dallas as he presents the 2017 Texas Designer of the Year Competition with Imagination and Innovation. Prior to the start of the competition attendees from around the world will be entertained while being educated by this most amazing designer.

In his interpretation of *A Fresh Look: Holiday 2017*, Scott will share what he knows to be successful in today’s retail. While showcasing containers and holiday decor from the Texas Floral Education Underwriters he will explore ways to expand the opportunities reflected in the various celebrations of the season. On this world stage in the World Trade Center Hall of Nations this preview will provide buyers with needed information to expand options of purchase to produce these well thought out opportunities.

Scott will take stage at 10:30AM on Saturday, January 21st. Plan now to join in this amazing line up of activities.

### Dallas Market to host a Cocktail Reception for all who Attend the Texas Designer of the Year Competition

The Dallas Market Center will host a Cocktail Reception to celebrate the win of the 2017 Texas Designer of the Year! The announcements will take place center stage during the reception with all who gather for this most prestigious competition. In addition to the Silver Cup and Cash Award the winner will represent Texas at several design opportunities offered throughout the year. Recognition on Social Media and in print as well as competing at the National Alliance of Floral Associations’ Competition in the fall will add to the prestige of this most important win.

Plan now to attend and share in the excitement when the 2017 Texas Designer of the Year is named!

### REGISTRATION

To Attend the Texas Designer of the Year Competition and to Gain Access into the Dallas Market Center. Please Complete this Information and Return it to the TSFA Office so that you may be added to Dallas Market Center Registration if you are not a Registered Buyer.

Please complete this information and return to the TSFA office to be added to Dallas Market Center Registration.

| Name_______________________________ |
| Business____________________________ |
| Mailing Address_________________________ |
| City_________________________________ |
| State_______________Zip______________ |
| Email________________________________ |
| Telephone____________________________ |

Email or Fax to TSFA office: txsfa@sbcglobal.net or fax to 512.834.2150

Windows of opportunity will open to the winner of this most prestigious competition. With the development of the new approach to education in Texas and all that is connected to these multi level events, the 2017 Texas Designer of the Year will represent Texas on several stages throughout the year. A commitment to promote the members of TSFA in every way possible is one reflection of the mission of the Association.
Texas will **Exceed Expectations** as we travel across the state!

Plan now to attend a Texas Floral Showcase in your Area!

**Exceeding Expectations with Tim Farrell AIFD**

In addition to the overall support of the Texas Floral Education Underwriters, these companies have partnered with Texas and **Exceed Expectations**.

Acolyte | Design Master Color Tool, Inc.  
Go Texan | J.B. Parks Wholesale Florist  
Priest International, Inc. | Oasis Floral Products  
Rio Roses | Southern Floral Co. | TSFA Past Presidents  
TSFA Growers Division

**Texas Thanks You**

for not only providing the product to make these ideas profitable to produce but also for the additional funding to bring these ideas to Corpus Christi, Waco, Houston, and Odessa.

---

**Texas Floral Showcases Travel Texas**

**Exceeding Expectations**

Tim Farrell AIFD AAF PFCI is an accomplished floral designer, known throughout the United States for his creations of beautiful floral compositions. His understanding and ability to teach the elements and principles of floral design make him a sought after presenter for garden clubs, horticultural schools, and retail florist organizations throughout the country.

He opened Farrell’s Florist in Drexel Hill, PA in 1983, while attending Villanova and received a Bachelor’s Degree in Accounting from Villanova University in 1984.

Tim served as the 2014-2015 President of the Board of Directors of the American Institute of Floral Designers AIFD, the premier accreditation body in floral design in the United States.

Tim’s work has been showcased in the Philadelphia Flower Show as a featured designer in the gallery of AIFD, as a guest speaker for the Pennsylvania Horticultural Society, and as a judge for the competitive classes for several years. The American Academy of Floriculture AAF inducted Tim into its membership in 2001. Tim was inducted to Professional Floral Communicators International PFCI in 2006, and is a member of the World Flower Council.

Tim’s work has appeared several times in the national publication FLOWERS&. Tim also designed and produced the stage arrangements for the 2001 Presidential Inauguration Ball in Washington, DC. Since 2014 he has assisted White House staff of floral decor with special events. In 2016 he designed flowers for the U.S. Papal visit of Pope Francis in Washington DC and Philadelphia PA.

In May, 2009, Tim was chosen as the florist spokesperson for Teleflora to promote the benefits of hand arranged, hand delivered flowers on national television through the HSN Network.

From 2006 until 2010, Tim was a member of the Oscars Design Team assembled by Charisma Designs, which created the floral designs for the Red Carpet and the Kodak Theater in Los Angeles, CA for the annual Academy of Motion Pictures awards show.

In 2007, Tim was honored to represent the United States in an international design competition in Tokyo, Japan.

Tim has just returned from being a featured presenter at the annual meeting of the World Flower Council in Kenya, Africa in September 2016.

Texas is thrilled to welcome this most accomplished designer and well spoken businessman as the 2017 Texas Floral Showcase presenter. Make plans now to attend one of the Texas Floral Showcases when Texas travels to bring education to you!
JANUARY 25, 2017

Emerald Beach Hotel
1102 South Shoreline Blvd.
Corpus Christi, TX  78401

6:00 pm  |  Shop the Product Gallery and see all that is New!
7:00 pm  |  Dinner and Time to Interact with your Floral Friends
7:30 pm  |  Tim Farrell will present **Exceeding Expectations**
9:00 pm  |  Product Gallery Shopping
        |  Design Auction to support the Texas Floral Endowment
        |  Floral Scholarships

**Exceeding Expectations**

With a marketplace that offers our customers expanded options
**Exceeding Expectations** is a key to successful retailing.

**Exceeding Expectations** in every component of the business is a must to ensure success today. Whether it be the quality and variety of product or the visual value of design or perhaps it is the first impression entering the front door or the receipt of the florals that are delivered out the back, each and every aspect of retailing and the importance of **Exceeding Expectations** will be addressed in this well thought out presentation.

Tim Farrell AIFD AAF PFCI is the perfect presenter for this topic. With his knowledge of design combined strategically with his accounting background and long term business success he has what it takes to take the lead on this multi level subject that is most important to the success of today’s retailer.

So get ready for the 1-2-3 of how to exceed all that is expected! Get ready to learn how you can take your business to the next level creating customer loyalty and securing your success.

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**SHOWCASE REGISTRATION**

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**$50 Registration Includes**

- Dinner | Design Presentation
- Product Gallery Shopping

**Take 30% off Registration as a TSFA Member**

_____ I am registering for the January 25th Showcase in Corpus Christi.
At the door registration will be an additional $10.00.

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Signature

Mail check to:
Texas State Florists’ Association
PO Box 170760 | Austin, TX 78717

OR REGISTER ONLINE AT TSFA.ORG

**Staying the night in Corpus Christi?**

There are $99 Queen and King room rates at the Emerald Beach Hotel in Corpus Christi, Texas. Call 361.883.5731 and ask for the Texas Floral group rate to receive this special pricing.
SHOWCASE REGISTRATION

Attendee Name

Business Name

Address

Phone                  Email

$65 Registration Includes
  Dinner | Design Presentation
  Product Gallery Shopping

Take 30% off Showcase Registration as a TSFA Member

_____ I am registering for the March 29th Showcase in Waco.
  At the door registration will be an additional $10.00.

_____ $15.00 Optional tour of McLane Stadium
  A portion of your registration will support scholarships in Texas.

$_____ Showcase Registration
$_____ McLane Stadium Tour Registration
$_____ Total Enclosed

Credit Card No.
Expiration       Code       Zip Code

Signature

Mail check to:
Texas State Florists’ Association
PO Box 170760 | Austin, TX 78717
OR REGISTER ONLINE AT TSFA.ORG

Staying the night in Waco?
There are $104.00 King Suites and $109.00
Queen Suites rates available at the
Comfort Suites Waco North. Call 254.779.7272
and ask for the Texas State Floral Showcase
group rate to receive this special pricing.
Make the Most of Your Waco Experience!

Visit Magnolia Market

Make plans to arrive early in Waco and take time to visit the ever so famous Magnolia Market at the Silos for shopping, games, the gardens and even a bite to eat. The Market itself is set with one goal in mind: to inspire you to own the space you’re in. HGTV’s Fixer Uppers Joanna and Chip Gaines offer quite the experience and we all know that life is all about making the most of our experiences!!!

For more information visitmagnoliamarket.com

601 Webster | Waco, Texas | 254-235-0603

Monday - Saturday | 9 AM - 6 PM

A Tour of McLane Stadium highlights your Showcase Experience!

You are invited to join in the fun and tour McLane Stadium while supporting Texas Education! The tour will begin at 4:00PM promising to review the highlights of this newest feature to the Waco skyline! Located on the Brazos River and directly adjacent to the I-35 Corridor, McLane Stadium serves not only as the front door to Baylor University but also as the East anchor of downtown Waco. The 266 million dollar stadium is a once in a lifetime opportunity for Baylor University to bring football back to campus and also contribute to the growth of downtown Waco and development along the Brazos Riverfront. The Texas Floral Showcase will immediately follow the Tour!

The cost of the tour is $15.00 with the net proceeds benefiting Texas Floral Education!
On February 22, 2017 the Ground Floor of the Rotunda of the Texas Capitol Building will be festooned with flowers. Texas Designers will surround the space with interpretative designs reflective of the Days that Six Flags Flew over Texas.

The flags of six nations that have flown over Texas include:
Spain (1519-1685; 1690-1821) | France (1685-1690) | Mexico (1821-1836) 
Republic of Texas (1836-1845) | Confederate States of America (1861-1865) 
United States of America (1845-1861; 1865-Present)
The best of the best will present their product offerings in a gallery concept for an experience to remember. Lots of shopping time with activities throughout the Gallery to make it a Go To kind of place!

Demonstrations will offer up close and personal knowledge of the many products available in the Product Gallery.

Designers will pair wine with flowers showcasing a new and easy business opportunity for today’s retailer.

For the first time Texas will offer a Business Course of Study and a Design Course of Study. Members requested and Texas listened!

Profits in the Design Room, Profits in the Office, Marketing, Sales, A Business Approach to Weddings, and so much more!

In depth study on the subjects of weddings, florals for the interior, innovative florals for everyday, an approach to plant materials not seen before, celebrated events, holiday design, and surprises that will unfold as you read the magazine cover to cover over these next months.

The year long presentation Exceeding Expectations will take on new meaning as we offer yet another way to exceed your customer’s expectations. A display of the new varieties featuring flowers from the world’s most prestigious growers and offered by Texas Wholesalers will be featured throughout the Texas Floral Expo!

Nationally recognized and Internationally famous designers travel to San Marcos to bring their best to Texas. Hands On!
Texas florists will flourish at the Texas Floral Expo under the direction of design instructor and teacher extraordinaire Leopoldo Gomez. Platinum Level Founding Texas Floral Education Underwriter BloomNet brings Texas designers two amazing opportunities to study with this international master of design. Mark your calendar now to attend the Texas Floral Expo July 28-31, 2017 in San Marcos, Texas and plan to Flourish!

Leopoldo Gomez is a renowned international teacher of floral design. His style is widely acclaimed and sought after for its striking color palettes, vivid combinations of textures, and masterfully-crafted armatures and structures. He describes his work as “introspective” wherein the essence of nature can be perceived, and intrinsic treasures may be discovered.

From the ultra-modern architecture to the beautifully preserved historical landmarks enriched with life and culture, Mexico City has provided Gomez with a very unique setting in which to draw inspiration for his intricate approach to artistic florals.

Gomez’s captivating body of work has been published in numerous periodicals including Fleur Créatif | Belgium, Flowers& | United States of America, Today Magazine | Korea, Revista Clip | Spain, and Nacre | France. The most notable publication thus far is Isabel Gilbert Palmer’s trendsetting book, Formidable Florists published in 2014.

After several years of working and teaching for Oasis Floral Products Mexico, Gomez co-founded the Centro de Arte Floral, offering a full curriculum for floral professionals and novices. Gomez teaches year-round in Mexico City at Centro de Arte Floral offering international courses on-site as well as intensive courses abroad.

In 2016, Gomez placed 5th in Barcelona’s World Flower Cup early in the year, followed by the distinguished honor of being invited to present a program on the Main Stage at AIFD National Symposium as one of the International Guest Designers. Gomez later traveled to Valencia, Spain to share his talents with hundreds of wholesalers, producers, and specialized florists at the Mercaflor Facilities.

The exquisite container made of paper in the image to the left is uniquely created by gluing hand made paper in a circular format with multiple repetitions to achieve the size that is best for the placement. Glass tubes may be placed between the paper spirals holding the much needed water for fresh florals. This approach offers the necessary mechanics so that this armature may be used for multiple occasions making it an ideal table centerpiece. The beauty of the vanda orchids give weight and color while the Thunbergia alata vine circles as does the repetition of paper adding rhythm and movement to the stylized presentation.

The armature designed for this bouquet of flat cane and secured with wire is enhanced by gluing skeleton leaves in position illustrating the tatami spiral technique. Each leaf is placed one by one to continue the spiral. The hand made handle showcases a special chicken wire technique. Upon completion of the armature, the flowers are designed in a spiral. We find that the use of color is very important when creating a design with unexpected techniques. Classic monochromatic tones often allow the idea to be more easily accepted.

An architectural approach to this design starts with a drill and multiple wire placements. The design element of the white wood window and door casings in the home is repeated with a white painted wood board placed on the table establishing the base of the design. White chrysanthemums are placed in position on previously drilled wires. Using the wires as drill bits simplifies this process. To add to the life of the chrysanthemum, each stem was dipped into wax and then pierced onto the wire to elevate the floral base. Water tubes are attached to the wires in the middle of the structure so the more delicate flowers could be designed in water. The interest is enhanced with the contrast of the lightweight wires and more substantial floating flowers resulting in an appearance of defying gravity.
When it comes to florals, it’s important to leverage every opportunity to expand visual impressions and make an impact, especially if budget is a concern. Working with a professional floral designer can help make the most of money set aside for floral and décor. With knowledge of the principles and elements related to floral design, professionals can often create an illusion that adds to the perceived value of the décor. In this post, a selected group of floral professionals in Texas share ideas that truly add visual value.

The groom awaits at a floral adorned setting. Two rather large tin containers showcase garden roses, hydrangea, and dahlias and give the illusion of an arch. These are developed with a base of manzanita branches and southern smilax. The florals, accented with the beauty of nature, highlight the graceful expansion of the southern smilax with accents of variegated Italian pittosporum. It may appear to be all floral, but it is the ability of this former Texas Designer of the Year knowing the elements and principles of design that truly expands the budget given to enhance this most important area.

The bride’s selection of blossoms for her bouquet features a look that is most definitely in style. It is a style more relaxed than those of past years; the day of tightly designed blossoms is on the way out and is being replaced by a flowing style more open in appearance and horizontal in nature. The elegance of helleborus and astilbe adds a softness while seeded eucalyptus and composite roses of galax foliage add texture and visual interest.

The bride and groom depart the ceremony setting through an architectural structure adorned with flowers to one side, which added a special touch without adding great cost to the budget. Anytime a decision like this can be made, the opportunity to expand other areas opens up!

We see these opportunities in the reception with a custom made metal platform elevating the florals above the table so all can easily celebrate while milk glass and vintage glass filled with blossoms provide enjoyment at eye level. A crystal chandelier offers contrast to the farmhouse trend. An element so well done in the well planned decor.

Today’s bride seeks alternative locations for the ceremony setting where the ceremony and the reception can be in one venue. This decision alone is a help when watching costs. For the floral designer, this means only one stop on the day of the event to install and later dismantle the decor. This may open areas for couples to save all together or to apply more of the budget toward the design rather than in transportation, installation, and dismantling fees. Rene Johnson shares a ceremony site of a recent wedding and a reception location of another that certainly reveal more of the budget applied to design.
In this ceremony setting, a personalized floral monogram takes center stage. The fabric enhances the floral accents and expands the overall appearance of the setting. Fabric is an amazing way to unify, accent, and enhance florals whether the placement is on an arch, a series of candelabras, or an aisle. Quite often, fabric also finds a place at receptions to drape ceilings, create backdrops, or highlight areas that may be best hidden.

Sheer fabric sets the drama at this reception with twinkling lights highlighting the floral placement in the ceiling. The crystals reflecting in the light create additional interest without adding additional cost. Using rentals in this way is a great option to expand not only the visual appearance of the setting but also the budget.

Texas designers have come up with various approaches to rentals that make a difference for today’s brides. Designer Rebekah Cunningham offers these suggestions.

Rebekah goes on: “Many brides come to us with a limited budget and ask for ways we can help give them the best value for their money. While we offer savings in many ways, the one idea that brides seem to be the most open to is the idea of repurposing. For this bride, we created exquisite red rose arrangements on silver candelabras that were used at both the ceremony and reception. During the ceremony, we placed the arrangements on top of glass boxes in varying heights to create an altar-type space for the ceremony. During the cocktail hour, we moved these same arrangements and repurposed each by placing some on the guest tables for the reception. The others were placed down the head table, connected with rose petals and glass footed containers with floating candles to complete the glamorous look.”

Coby Neal of Austin, Texas shares his take on this idea: “Budgets are always a factor—and we get it! We have budgets too!” A good designer will try to use any design to its full extent to ensure the best value.

“After creating these delicious candelabra centerpieces, we thought it a shame to only use once as centerpieces. Our solution? Rent a few extra pedestals and make the bride’s walk down the aisle a beautiful, floral-filled memory.”
A real opportunity for a floral designer to assist in all ways possible is the planning the decor for the guest tables at the reception. The last thing one wants to do is to have some tables with well done florals while others have a hurricane candle or some votives. This concept may make guests feel unwelcome unless they are lucky enough to be at one of the floral tables. Thus, we find it best to present at least three different table designs that relate to one another and have at least some floral at every table. While all three table arrangements may be different, a cohesive style is present.

The use of incredible florals in varying heights and table placements is shared in this next image.

The use of color stands strong with the deepest to the most pastel in tones of lavender. The selection of blossoms is evidence of the wealth of knowledge of this designer. A professional knows all that is available in the world of flowers, and, in today's market, the list is abundant. The use of the hydrangea brings focal strength to the design. The phalaenopsis orchids extending toward the table offers seated guests a great deal of beauty to take in. The fragrance of the lilies and of the roses fill the room. This and so much more is the work of a team of floral professionals. This stunning setup is an example of jaw-dropping florals that require a team of dedicated professionals in order to be successful. After months of planning, site visits, revisions, meetings, ordering flowers, arranging, and an 8-hour setup with a crew of nine, the wedding was completed under budget and ahead of schedule.

The importance of working with a design professional to understand the use of color is important regardless of the budgeted amount for decor. To create a presence and give visual balance to the space is most important to maximize any budget. Color may be achieved in a monofleur design as seen in the creation of this setting featuring all roses attached to southern smilax as if the roses are growing on a vine. A crystal chandelier hung from the center adds a glow to the setting.

In the floral that adorns the mirror, the hydrangeas give a pop of color while vintage accents are suspended from the floral display. These touches add to the overall look. The choice to place the cake on a bar high table adds to this designed space.

The guest tables combine the chosen colors in linens and menus adorned with vintage accents. The designs, though simple, share the use of color enhancement to change a relatively inexpensive white hydrangea to play off the color of the linen and unify the table.

Former Texas Designer of the Year and Texas State Florists’ Association President Norman Northen offers another approach to the use of color as well as creating a ceremony placement within a venue than can later be moved to embellish the area for the cake.

The ceremony décor created a floral backdrop that transitioned the elements of the ceremony to the reception. Repurposing the elements and carrying the common color palette allowed the floral budget to go further. Rented mercury glass vases complimented the mercury glass votives filled with succulents and served both as décor for the reception guest tables and also as a gift from the couple to their guests at the end of the evening.
Often, a bride shares an experience that is captured in flowers.

A one-of-a-kind centerpiece for a one-of-a-kind wedding. When the client told The Flower Studio in Austin, Texas they would be having a sushi buffet table at their wedding, Coby Neal took the ball and ran with it. This huge fish, approximately 3.5’ x 4.5’ was custom designed and covered with fresh florals to adorn the buffet table.

Often, a bride shares an overall vision that she looks to the professional floral designer to capture in flowers. Usually, it relates to a season or to a venue or to a place of importance that has connected the couple. Add inspired florals, and you have memories to last a lifetime.

“This was my favorite Thanksgiving Wedding,” designer Sheri Jentsch said. “The bride and groom own a farm they call ‘The Sexy Radish.’ It was important to them that I incorporate the ambiance of their farm in the wedding and thus the radish became my inspiration. I always have fun sharing images of this wedding. Can you find the radishes?”

Many design elements in this wedding were stimulated by the surroundings and Native American inspiration, all while keeping a watchful eye on budget. Flower crowns were designed with cotton bolls and fresh cotton pulled from them while turkey feathers adorned the floral bouquets. “I will always remember this wedding and the opportunity given to me to bring forth their vision through the art of flowers,” Jentsch said.

The tented reception offers only a blush of color to the all-white setting, with embroidered embellishments designating the chairs of Mr. & Mrs.

Foliage festoons the tent and garlands the tables. The foliage chandeliers bring visual balance and stretch the budget to fill the space and adorn many levels within the tented area.

When the day is done, we know that it all comes down to this: the celebrated love of two people. It is no wonder that a bride wants to make the most of the day she has dreamed about since she was a little girl and looks to the best to help her bring those dreams to reality with each and every decision she makes.
Longtime Waco Florist
REED’S FLOWERS WINS
Makeover Magic

Reed’s Flowers, located in Waco, was selected as the winner of the 2016 FTD Makeover Magic contest. This family owned shop is a Waco institution, operating continuously since 1930, and an FTD Member Florist since 1932. FTD Education Consultant and merchandising expert J. Keith White AIFD spearheaded the makeover beginning in late October. Keith and third-generation shop owner Debbie Reed share their thoughts on the makeover.

FTD: Why did you choose to enter the FTD Makeover Magic contest?
Debbie: We wanted the makeover because the shop is older. We wanted a more modern and attractive appearance, so people will come in and browse. The downtown Waco area is growing with shoppers visiting our town.

FTD: What are you hoping the long-term result of the transformation will be for Reed’s Flowers?
Keith: Employee enthusiasm and continuing to celebrate the history of this wonderful, traditional shop.
Debbie: We hope to continue to keep modern, increase walk-in customers and add to our success for many years to come.

FTD: Keith, what were your goals with this transformation?
Keith: To maintain the heritage of the shop along with a touch of modernization and increased merchandising. I also wanted to create a front window concept that could be a jumping-off point to design beautiful displays dedicated to the changing seasons.

FTD: What do you like most about the makeover?
Debbie: I really like the way the wall colors turned out. There is more product out on the floor which creates many reasons for customers to stop in.
Keith: The idea to incorporate several seasons and themes throughout the store, including fall, Christmas, wedding and baby. I also love that we were able to work in keepsakes from Reed family history, including the enlarged photos on the wall and framed mementos.

Check out more photos of the transformation at Facebook.com/MercuryNetwork!

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In the Trend Predictions presented by J. Keith White AIFD, the look of Park Manor reflects what Texas brides are seeking today. It is casual and more natural in appearance. It is soft. It illustrates an abundance of texture offering significance to the simplicity of the design. With the December announcement of 2017 Pantone Color of the Year Greenery, we see a fresh look with expressions of new beginnings. From a floral point of view, it is interesting to see how this coincides to a changing trend regarding the use of foliage in floral design. For over a decade, the use of foliage was diminished while tight clusters of an abundance of form flowers took their place on design tables throughout floral workrooms. As foliage returns we see it not to fill the vase or to hide the mechanics, but rather standing on its own as a design element adding texture and interest to the highest styled events and designs for everyday enjoyment. We certainly see Greenery reflected in this trend so appropriately titled Park Manor. This organic style depicted in these bouquets promises great presence in the weddings of 2017. Look to future issues to explore the additional trends suggested by this amazing former Texas Designer of the Year.

The soft approach to the Park Manor style is seen in this bouquet. The hybrid delphinium blossoms cascade on sheer ribbon with elegance. The shimmer of the aluminum wire offers a subtle metallic presence while also providing the mechanics to achieve the depth needed for this bouquet to truly stand out! To secure the blossoms Oasis Floral Adhesive is a must! The mercury candle holder provides the perfect way to set the stage at the reception and display the bouquet whether it be on the cake table, the Bride’s table or to greet the guests upon their entry to the reception.

The Park Manor style is set with the referenced textural importance seen in this bouquet and the design that compliments the look of the bouquet. A collection of succulents from Texas Growers is surrounded with white roses, hypericum berries, green hydrangea, and a variety of foliages from the Texas Wholesale Florists! “I encourage you to visit your local growers and wholesalers so that you have a complete awareness of all they offer” shared Keith during his presentation in Dallas. The birch container by Dallas Design Supply is one of many containers featured in this collection. The Oasis Euro Bouquet Holder easily supports the florals and succulents surrounded by the Oasis moss ribbon wrap used to collar the bouquet. The individual pittosporum leaves adorn the handle of the bouquet each secured with floral adhesive.
JANUARY

1  New Years Day
20  Inauguration Day
21  Texas Designer of the Year
                Competition
                Dallas Market Center | Dallas, TX
24  TSFA Nominating Committee
                Telephone Conference | 3:00 pm
25  Texas Floral Showcase
                Emerald Beach Hotel | Corpus Christi
27-29  Basic Floral Design, Sympathy Design,
                Wedding Design, Floral Management-
                Care & Handling of Cut Flowers &
                Foliage.
                Texas State Florists’ Association’s
                School of Floral Design
                715 Discovery Blvd, Suite 403
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                For registration information call
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FEBRUARY

14  Valentine’s Day
22  TSFA Legislative Day and Six Flags
                Over Texas Floral Display
                Texas State Capitol
                Ground Floor Rotunda

MARCH

2  Texas Independence Day
17  St. Patrick’s Day
29  Texas Floral Showcaes
                The Baylor Club | Waco

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